EMPATHY MAP CANVAS

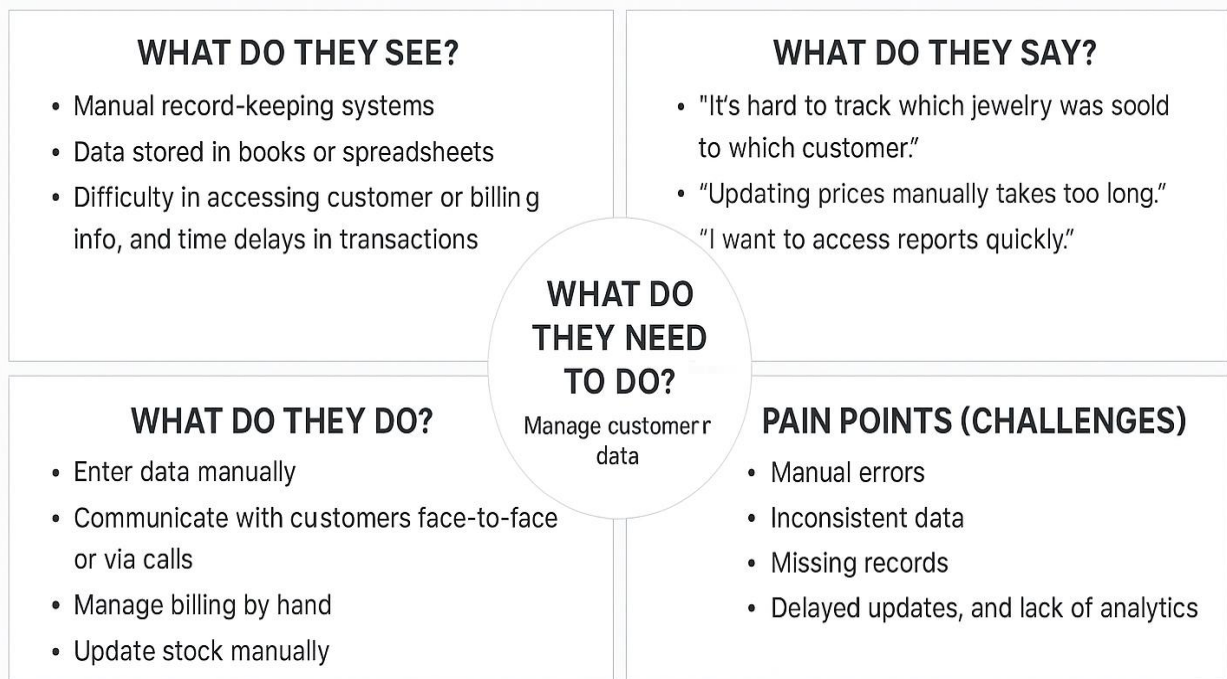|	
Date	**31 OCTOBER 2025**
Team ID	**NM2025TMID04251**
Project Name	**CRM Application for Jewel Management-(Developer) in Salesforce**
Maximum Marks	4 Marks

Empathy Map Canvas:

Section	Details for Jewel Management CRM Users
Who are we empathizing with?	Jewelry store owners, sales employees, and customers who interact with the jewelry business.
What do they need to do?	Manage customer data, track jewelry items, update prices, create billing records, and analyze sales efficiently.
What do they see?	Manual record-keeping systems, data stored in books or spreadsheets, difficulty in accessing customer or billing info, and time delays in transactions.
What do they say?	"It's hard to track which jewelry was sold to which customer." "Updating prices manually takes too long." "I want to access reports quickly."
What do they do?	Enter data manually, communicate with customers face-to-face or via calls, manage billing by hand, and update stock manually.
What do they hear?	Complaints from customers about wrong bills or delayed responses. Advice from peers about moving to digital systems.

Pain Points (Challenges)	Manual errors, inconsistent data, missing records, delayed updates, and lack of analytics.
Gains (What they want to achieve)	Automation of daily operations, real-time data updates, improved accuracy, easy reporting, and better customer service.

EMPATHY MAP CANVAS
CRM APPLICATION FOR JEWEL MANAGEMENT

WHAT DO THEY SEE?

- Manual record-keeping systems
- Data stored in books or spreadsheets
- Difficulty in accessing customer or billin g info, and time delays in transactions

WHAT DO THEY SAY?

- "It's hard to track which jewelry was soold to which customer."
- "Updating prices manually takes too long."
  "I want to access reports quickly."

WHAT DO THEY NEED TO DO?
Manage customerr data

WHAT DO THEY DO?

- Enter data manually
- Communicate with customers face-to-face or via calls
- Manage billing by hand
- Update stock manually

PAIN POINTS (CHALLENGES)

- Manual errors
- Inconsistent data
- Missing records
- Delayed updates, and lack of analytics

GAINS (WHAT THEY WANT TO ACHIEVE)

- Vienrapontsant of daily operations
- Automation of daily operations
- Real-time data updates

Discovery Section

The discovery phase helps identify the core problems faced by jewelry businesses and explores how CRM technology can provide an effective solution.

1. Problem Identification

The jewelry business traditionally depends on manual systems for:

- Maintaining customer details
- Tracking jewelry inventory
- Updating item prices
- Managing billing and payments

These manual processes lead to:

- **Human errors** such as incorrect billing or duplicate entries
- **Delayed updates** when prices or items change
- **Data loss** due to the absence of centralized storage
- **Limited visibility** of customer or sales data
- **Poor business insights** due to lack of analytics

2. Problem Description

Manual data management creates inefficiency and reduces customer satisfaction. Business owners and employees often struggle to:

- Find customer histories or purchase details.
- Keep up with changing jewelry prices.
- Create invoices quickly and accurately.
- View real-time performance metrics.

The absence of a digital, integrated system slows down operations and affects productivity.

3. Solution (CRM Application for Jewel Management)

The proposed **Salesforce-based CRM Application** automates and integrates all jewelry management processes.

Key Features:

- **Custom Objects:** Jewel Customer, Item, Price, and Billing for structured data management.
- **Record-Triggered Flows:** Automatic billing updates and price synchronization.
- **Reports and Dashboards:** Real-time visualization of sales, revenue, and stock performance.
- **Security Control:** Profiles, Roles, and Permission Sets for access management.
- **Cloud-Based Access:** Users can securely access data anytime, anywhere.