

Ideation Phase

Empathize & Discover

Date	30 October 2025
Team ID	NM2025TMID06238
Project Name	CRM Application for Jewel Management
Maximum Marks	4 Marks

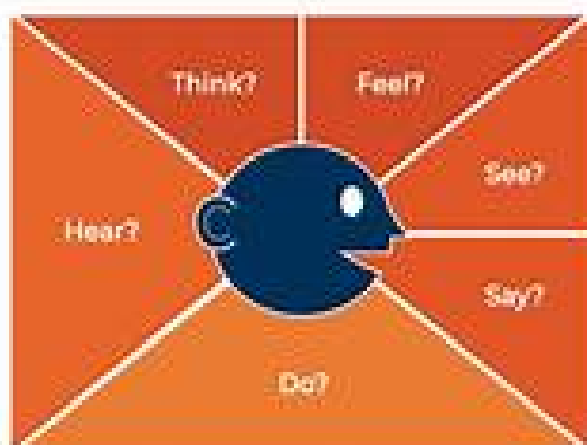
Empathy Map Canvas

In the *Empathize & Discover* phase, the team explored how jewelry shop owners, staff, and customers interact with existing systems for managing orders, billing, and customer data. Through observation and interviews, it was identified that manual record-keeping often leads to delays, duplicate entries, and difficulty in tracking customer preferences or previous purchases.

Many jewelry business owners struggle to maintain consistent communication with customers, resulting in missed opportunities for sales and loyalty management. The lack of automation in billing and notifications also causes inefficiencies in daily operations.

By understanding the users' real experiences, emotions, and needs, the team realized the importance of implementing a **Salesforce-based CRM system** that could centralize all customer interactions, automate processes, and enhance customer satisfaction.

Empathy Map Canvas



Reference: [Empathy map canvas template](#) | [Mural](#)

Empathy Findings

User Type	Says	Thinks	Does	Feels
Jewelry Shop Owner	"Managing customer orders manually is time-consuming."	Wonders how to improve efficiency and accuracy.	Maintains handwritten records and Excel sheets.	Feels frustrated due to disorganization.
Sales Staff	"I forget to follow up with repeat customers sometimes."	Thinks an automated reminder would help retain clients.	Tracks customer details manually.	Feels anxious about missing sales opportunities.
Customers	"I expect updates about my jewelry order or offers."	Thinks the shop should provide order tracking and notifications.	Calls the store frequently for updates.	Feels unsatisfied with communication delays.

Insights from Empathy Map

1. **Lack of centralized data** makes it difficult to track customer purchase history and preferences.
2. **No automated reminders** for order delivery or follow-ups.
3. **Manual billing and communication** lead to inefficiency and customer dissatisfaction.
4. **Need for digital dashboards** to visualize customer trends, orders, and stock levels.

Proposed Solution

A **Salesforce-based CRM Application for Jewel Management** will address these pain points by:

- Automating customer data management and billing
- Sending real-time email or SMS notifications for orders and offers
- Providing dashboards for sales and customer engagement insights
- Improving service quality and customer retention