

Problem:

How am I going to do the best research possible to start working with my client(family jewelry business)

Insight:

- I am going to analyze testimonials from google reviews from the best jewelry shops in my country.
- I am going to take 3 minutes and analyze all the times I have been in my family's jewelry shop and think how customers behave. Study their pattern.
- I am going to have a look at top player's websites to see what format are they following
- Then I am going to do the Top Market Players Analysis and add some Ai images
- I am going to take 2 days going deep on the research and make sure I understand deeply their desires
- Build a step by step plan to follow
- Present it to my client, have some feedback