Ideation Phase
Define the Problem Statements

Date	20 Feb 2026
Team ID	LTVIP2026TMIDS91056
Project Name	ShopSmart: Your Digital Grocery Store Experience
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand the customer's perspective in purchasing groceries and managing daily shopping needs. This template helps focus on identifying the core challenges faced by users such as customers, sellers, and administrators when interacting with online shopping platforms.

A clearly defined customer problem statement enables the team to design a solution that improves convenience, ensures secure transactions, and provides efficient management tools. It also helps the team empathize with users by understanding their expectations for a smooth, reliable, and user-friendly online grocery shopping experience.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A busy customer who needs to purchase groceries regularly for daily household needs.	Buy groceries quickly and conveniently without visiting physical stores.	I often face difficulties such as limited time, crowded stores, and lack of easy product comparison	Traditional shopping methods are time-consuming and do not provide flexibility or convenience.	Frustrated and stressed while managing daily shopping tasks.
PS-2	A seller who wants to manage product listings and track orders efficiently.	Maintain accurate inventory and ensure smooth order processing for customers.	Manual tracking and lack of centralized systems make management difficult and error-prone.	There is no integrated platform that allows easy monitoring of products, orders, and customer interactions.	Overwhelmed and concerned about operational efficiency and customer satisfaction.