**Define Problem Stetement Template**

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| Team ID | LTVIP2025TMID58629 |
| Project Title | ShopEZ: Redefining Online Shopping Experience |

**Customer Problem Statement 1 (Online Shopper – Sarah’s Story)**

**I am**  
an online shopper with a busy lifestyle.

**I’m trying to**  
find and purchase the perfect gift quickly and reliably.

**But**  
I’m overwhelmed by too many options, inconsistent product information, and lengthy checkout processes.

**Because**  
I don’t have the time or energy to browse multiple websites, compare prices, or deal with complex interfaces.

**Which makes me feel**  
frustrated, anxious, and unsure if I’m making the right purchase.

**Customer Problem Statement 2 (Seller – Small Business Owner)**

**I am**  
a small business owner selling products online.

**I’m trying to**  
manage my orders, track inventory, and grow my sales efficiently.

**But**  
I’m limited by poor analytics, scattered dashboards, and lack of real-time insights.

**Because**  
existing platforms are either too complex or lack the tools I need to make data-driven decisions.

**Which makes me feel**  
disconnected from my customers and discouraged about scaling my business.