

Ideation Phase

Define the Problem Statements

Date	10-06-2025
Team ID	LTVIP2025TMID52034
Project Name	GroceryWebapp
Maximum Marks	2 Marks

Customer Problem Statement Template:

They struggle with:

- Long queues and crowds at physical stores
- Limited availability of preferred products
- Inconsistent quality and freshness

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:

I am	I'm trying to	But	Because	Which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1					
PS-2					