Ideation Phase

Define the Problem Statements

Date	16th April 2025
Team ID	SWTID1744119659
Project Name	ShopEZ: One-Stop Shop for Online Purchases
Maximum Marks	2 Marks

Customer Problem Statement

The customer problem statement captures the frustrations and unmet needs of typical users such as busy students, working professionals, and frequent online shoppers. These users aim to **find the right products quickly**, **get good deals**, **track orders**, and **make secure payments**. However, they face obstacles like **poor navigation**, **irrelevant product suggestions**, **unclear delivery options**, and **confusing checkout processes**.

These issues stem from **poorly defined categories**, **ineffective search filters**, **unverified reviews**, and **slow site performance**, ultimately leading to **frustration, impatience, and abandonment of the site**. Understanding these pain points guided the ShopEZ team in designing a more user-centric and streamlined shopping experience.
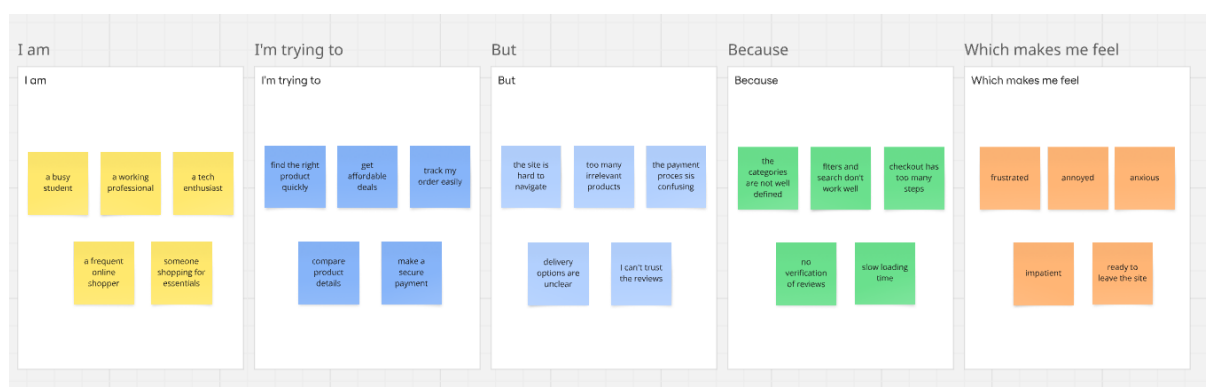
Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a busy student	find the right product quickly	the site is hard to navigate	the categories are not well defined	frustrated
PS-2	a working professional	get affordable deals	too many irrelevant products	the filters and search don't work well	annoyed
PS-3	a tech enthusiast	track my order easily	the payment process is confusing	checkout has too many steps	anxious
PS-4	a frequent online shopper	compare product details	delivery options are unclear	no verification of reviews	impatient
PS-5	someone shopping for essentials	make a secure payment	I can't trust the reviews	slow loading time	ready to leave the site