

Ideation Phase

Define the Problem Statements

Date: 31 January 2025

Team ID: LTVIP2025TMID58643

Project Name: ShopEZ:One-Stop Shop for Online Purchases

Maximum Marks: 2 Marks

Customer Problem Statement – Shopez Edition

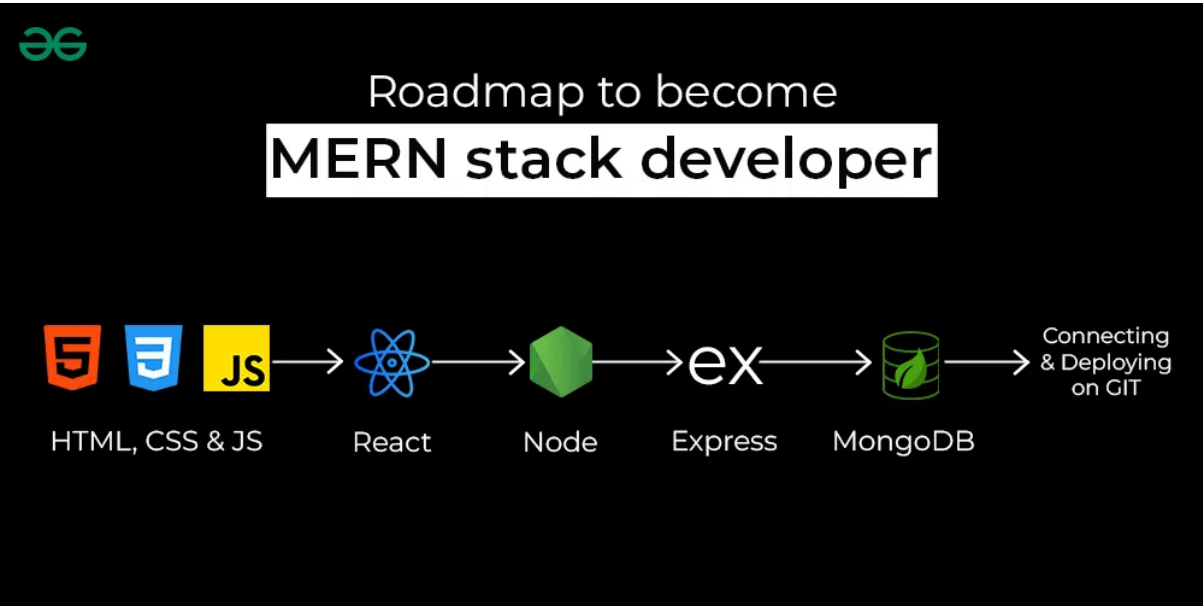
A well-crafted customer problem statement helps your team **focus on what truly matters**: solving real pain points. For Shopez, the goal is to create a seamless, inclusive, and scalable shopping experience. Here's the template applied to your project:

Shopez Customer Problem Statement

I am	I'm trying to	but	because	which makes me feel
small business owner with a limited budget	create an online store to sell products	the process is overwhelming and complex	I don't have technical skills and most platforms are expensive or hard to customize	stressed and discouraged
shopper in a tier-2 city	find a reliable site to buy everything in one place	most e-commerce platforms cluttered or hard to use locally	real-time inventory syncing and efficient state management are complex to implement	frustrated and time-pressed
a developer launching Shopez on MERN stack	build a feature-rich scalable site that's easy to maintain	I keep running into backend integration and UI responsiveness issues	most platforms prioritize big brands, and I can't afford paid ads	overlooked and underappreciated
customer support agent	reach more customers without setting up my own online store	help users navigate the platform easily	there are no in-site prompts or FAQs tailored to their journey	helpless and disconnected

Reference: <https://github.com/ProHacksAbhi/ShopEZ-Fullstack-Project>

Example:



iopez – Customer Problem Statement

Problem Statement (PS)	I am (Customer)	I'm trying to	Because	Which I find
PS-1	a small business owner	set up an online store	most platforms are expensive or hard to customize	frustrated and slow
PS-2	a shopper from a rural area	find affordable and reliable products in one place	most e-commerce sites don't cater to my region they lack vernacular support and	ignored and disappointed