

## Ideation Phase

### Define the Problem Statements

Date	16 June 2025
Team ID	LTVIP2025TMID51358
Project Name	ShopSmart: Your Digital Grocery Store Experience
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

<b>I am</b>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	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 (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A busy working	Grocery shop efficiently	Finding the time	traditional grocery	stressed, drained, and like I'm sacrificing my

	professional	after a long day work	to visit a physical store, standing in queues, and carrying heavy bags is exhausting	shopping is time-consuming and physically demanding, leaving me with little free time or energy	personal time for a chore.
PS-2	A health-conscious individual	easily find and filter products based on specific dietary needs or preferences (e.g., organic, gluten-free, vegan)	current online grocery platforms often lack robust filtering options or clear product labeling for specific dietary requirements	it's difficult and time-consuming to verify ingredients and nutritional information across many products, leading to uncertainty about what I'm purchasing	frustrated, uncertain about my food choices, and like I can't fully trust the information provided.