

Ideation Phase

Define the Problem Statements

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| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID56607 |
| Project Name | ShopSmart: Your Digital Grocery Store |
| Maximum Marks | 2 Marks |

1.1. Defining Problem Statement

In the contemporary retail landscape, consumers frequently encounter various challenges when purchasing groceries through traditional means or even existing online platforms. These challenges include:

Time Consumption: Physical grocery shopping often involves significant time investment for commuting, navigating aisles, and waiting in checkout lines. Existing online platforms can still be cumbersome to navigate.

Lack of Convenience: Limited store hours, geographical constraints, and the physical effort of carrying heavy groceries reduce convenience for many.

Inventory Visibility: Customers often arrive at a store only to find items out of stock, leading to frustration and wasted trips. Online platforms may not provide real-time inventory.

Personalized Experience: Generic shopping experiences often fail to cater to individual preferences, dietary needs, or past purchase history.

Order Tracking & History: Difficulty in tracking past purchases for budgeting, reordering, or managing household inventory.

"ShopSmart: Your Digital Grocery Store" aims to address these problems by providing a seamless, efficient, and personalized online grocery shopping experience, leveraging modern web technologies to bring convenience directly to the user's fingertips.

