

Ideation Phase

Define the Problem Statements

Date	18 February 2026
Team ID	LTVIP2026TMIDS24270
Project Name	ShopEZ: One-Stop Shop for Online Purchases
Maximum Marks	2 Marks

Customer Problem Statement Template:

To define the core problems faced by customers and local grocery store owners in digital grocery shopping scenarios, and use those insights to guide the development of **ShopSmart**.

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/>

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a busy working professional living in a small town	order daily essentials and groceries online	local stores aren't listed on big grocery apps	they don't serve low-density or remote areas	frustrated and underserved
PS-2	I am a local grocery store owner	sell my products online and expand my reach	I lack a user-friendly digital platform	existing platforms are either expensive or complex	excluded and left behind in the digital market

PS-3	I am a college student with limited time and budget	quickly find affordable groceries nearby	big apps don't show price comparisons or local offers	they focus on premium vendors only	limited in options and overpaying
PS-4	I am a homemaker managing household supplies	get groceries delivered on time from trusted vendors	delivery schedules are unreliable and inconsistent	local coordination isn't optimized by existing apps	anxious and inconvenienced
PS-5	I am a small-town resident new to online shopping	shop for groceries digitally	most platforms aren't localized or available in my language	they cater to metro cities primarily	confused and excluded