Ideation Phase Define the Problem Statements

Date	22 June 2024
Team ID	SWTID1720199985
Project Name	Grocery Webapp
Maximum Marks	3 Marks

Customer Problem Statement:

PS-1:

Customer problem statement template

i am a customer trying to buy groceries on laptop

im trying to buy groceries

but the websites available are not intuitive beacuse grocery shopping is usually based on mobile apps which makes me feel irritated as i have to order on a small screen

PS-2:

Customer problem statement template

i am a first time custome

im trying to buy groceries based on images but the websites available do not show images for all products beacuse websites are more focused on brand specification

which makes me underwhelmed

Problem	l am	I'm trying to	But	Because	Which makes
Statement (PS)	(Customer)				me feel
PS-1	A customer trying to buy groceries on laptop	buy groceries	The websites available are not intuitive	Grocery shopping is usually based on mobile apps	Irritated as i have to order on a small screen
PS-2	A first time customer	Buy groceries based on images	The websites available do not show images for all products	Websites are more focused on brand specification	Underwhelmed