

Ideation Phase

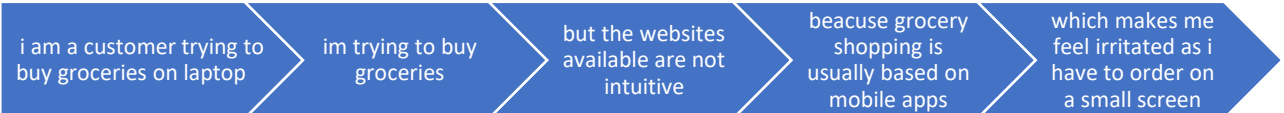
Define the Problem Statements

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

Customer Problem Statement:

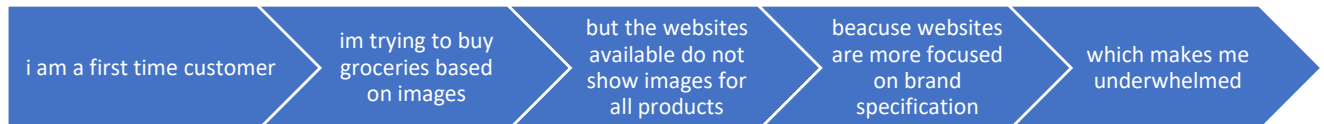
PS-1:

Customer problem statement template



PS-2:

Customer problem statement template



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes 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