IDEATION PHASE
DEFINE THE PROBLEM STATEMENTS

PROBLEM STATEMENTS

I am	I'm trying to	But	Because	Which makes me feel
A Student	Search for School Bag	I am not familiar with Online Shopping	Too many products available and can't able to select the best one	Confused
A Student	Search for School Bag	Can't place the order	The product is out of stock	Sad
A Student	Find Best Offer through Assistance	No one is available	The service is busy right now	Frustated
The User	Search for trendy outfit for a party	There is No new collection	The collections were not updated	dejected
The User	Avoid spending time on Shopping	I'm not getting relevant products on Online shopping	I need of best recommendations	Worried