

## Ideation Phase

### Define the Problem Statements

Date	2 Nov 2023
Team ID	NM2023TMID04561
Project Name	Creating a Blog Using WordPress Platform

#### CUSTOMER PROBLEM STATEMENT:

Customers frequently face challenges when trying to find a cake shop that offers a wide variety of high-quality, customized cakes for special occasions. They often encounter difficulty in placing orders online, lack of transparent pricing, limited flavor options, and uncertainty regarding delivery timelines. This results in a frustrating and time-consuming experience, leaving them in search of a cake shop that can consistently meet their diverse cake needs efficiently and reliably.

I am	A Customer
I am trying to	Find a cake shop that offers a user-friendly online ordering system and a wide range of design and flavor options
But	I am encountering challenges because many cake shops lack a well-organized website, making it hard to place an order with clear specifications and transparent pricing.
Because	I end up feeling frustrated and stressed when planning celebrations, as I struggle to secure the perfect cake on time, within my budget, and with the desired level of customization.
Which makes me feel	An established cake shop is experiencing declining sales due to increased competition from online bakeries and changing consumer preferences for healthier desserts. The challenge is to recreate the business by creating innovative, visually appealing, and healthier cake options and implementing an effective online presence and marketing strategy to attract a wider customer base and boost sales.

Reference:

[https://miro.com/app/board/uXjVNTCJHCc=?share\\_link\\_id=818530933360](https://miro.com/app/board/uXjVNTCJHCc=?share_link_id=818530933360)

Example:

