Ideation Phase
Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID59352
Project Name	ShopSmart:Your digital grocery store experience
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am (Customer)	a small grocery shop owner
I'm trying to	list and sell my products easily on an online platform
But	I find existing platforms too complex and made for large vendors
Because	they require technical knowledge, costly integration, and don't offer simple tools for small sellers
Which makes me feel	left out, frustrated, and unable to grow my business in the digital market

Reference: https://miro.com/templates/customer-problem-statement/

Example:

I am	I'm trying to	But	Because	Which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a busy professional who has limited time for grocery shopping	quickly purchase quality groceries online with minimal effort	the apps I use are cluttered, slow, and not personalized	they don't remember my preferences or suggest relevant products	frustrated, rushed, and less likely to use online grocery services
PS-2	a small grocery shop owner	list and sell my products easily on an online platform	I find existing platforms too complex and made for large vendors	they require technical knowledge and costly integration	left out, disempowered, and unable to grow my business online