Ideation Phase

Define the Problem Statements

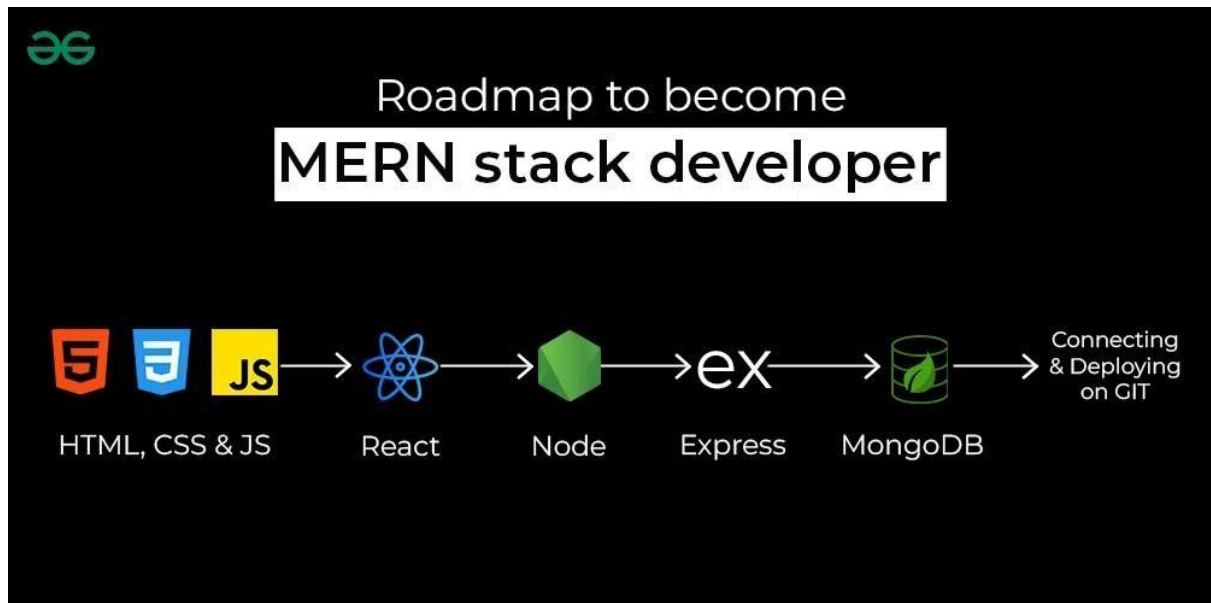| Date	19 February 2026
Team ID	LTVIP2026TMIDS52049
Project Name	ShopEZ : One-Stop Shop for Online Purchases
Maximum Marks	4 Marks

Customer Problem Statement – Shopez Edition

A well-crafted customer problem statement helps your team **focus on what truly matters**: solving real pain points. For Shopez, the goal is to create a seamless, inclusive, and scalable shopping experience. Here's the template applied to your project:

Shopez Customer Problem Statement

I am	I'm trying to	but	because	which makes me feel
mall business owner limited budget	create an online store to sell products	the process is overwenlming and complex	I don't have technical skills and most platforms are expensive or hard to cus-	stressed and discouragerd
shopper in a tier-2 city	find a reliable site to buy everything in one place	most e-commerce platforms clattered or hard to local neees	real-time inventory syncing and efficient state management are complex to implement	frustrated and time-pressed
a doveloper anching Shopez n MERN stack	build a feature-rich scalable site that's easy to maintain	I keep running into backend integration an UI responsi-	most platforms prioritize big br ands, and I can't afford paid ads	overlooked and underappreciated
customer upport agent	reach more customers without setting up my own online store	help users naviga-te the platform easily	there are no in-site prompts or FAQs tailored to their jourey	helpless and disconnectarted

Reference: https://github.com/ProHacksAbhi/ShopEZ-Fullstack-Project

Example:

opez – Customer Problem Statemen

oblem ement (PS)	I am (Customer)	I'm trying to	Because	Which me f
PS-1	a small business owner	set up an online store	most platforms are expensive or hard to customize	frustra and st
PS-2	a shopper from a rural area	find affordable and reliable products in one place	most e-commerce sites don't cater to my region they lack vernacular support and	ignorec disappe