

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	LTVIP2025TMID55069
Project Name	Shopez: One-stop Shop for Online Purchases
Maximum Marks	2 Marks

Customer Problem Statement Template:

Shopez aims to solve the challenges faced by online shoppers who seek a convenient, secure, and user-friendly platform for purchasing a wide range of products. By identifying and empathizing with the customer's problems, we ensure Shoppez delivers a seamless shopping experience.

I am	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
I'm trying to	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
but	<small>Describe what problems or barriers stand in the way - what bothers them most?</small>	Describe the problems or barriers that get in the way here
because	<small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>	Describe the reason the problems or barriers exist
which makes me feel	<small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small>	Describe the emotions the result from experiencing the problems or barriers

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

Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	An online shopper	I'm trying to find and purchase products easily from one platform	I need to search multiple websites and apps for different products	Most platforms don't offer a wide range of categories in one place	Frustrated and time-consuming
PS-2	A customer looking for fast checkout	I'm trying to place an order quickly with minimal steps	The checkout process on some sites is complicated with too many forms	There's no single-click checkout or saved addresses/payment methods	Annoyed and less likely to complete my purchase