**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| 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 Shopez delivers a seamless shopping experience.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 |