**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 20 JULY 2025 |
| Team ID | LVTIP2025TMIDID53026 |
| Project Name | SHOP SMART |
| 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.

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 | A busy professional | Quickly recorder house hold items | The app takes too long to load | Its cluttered to navigate | Frustrated and impatient |
| PS-2 | A budget conscious shopper | Compare prices across brands | The prices are not clearly displayed | The interface lacks sorting/filtering options | Confused and annoyed |