**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 03 January 2026 |
| Team ID |  |
| Project Name | Shopez |
| Maximum Marks | 2 Marks |

**Customer Problem Statement :**

To define the core problems shopez face while buying the products in online, and use those insights to guide the development of Shopez.

| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| --- | --- | --- | --- | --- | --- |
| **PS-1** | online shopper | find quality products at a reasonable price | too many similar products and sellers | product listings lack clear comparison and trusted reviews | confused and hesitant to purchase |
| **PS-2** | online shopper | complete my purchase quickly | checkout process feels long and complicated | too many steps and limited payment clarity | frustrated and likely to abandon my cart |
| **PS-3** | ShopEZ seller | reach more customers and increase sales | my products don’t get enough visibility | high competition and limited promotion tools | discouraged and less motivated to continue selling |
| **PS-4** | ShopEZ admin | manage products and orders efficiently | handling updates manually takes time | lack of centralized dashboard automation | overwhelmed and prone to errors |