Ideation Phase
Define the Problem Statements

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Team ID	LTVIP2025TMID58401
Project Name	ShopSmart - eCommerce Grocery Web app
Maximum Marks	2 Marks

Customer Problem Statement :

Today's online shoppers often face frustration when using e-commerce websites that:

- Have **complicated or confusing interfaces**, making it hard to find products or complete a purchase.
- Lack useful features like **wishlists** to save favorite items, or **personalized recommendations**.
- Fail to provide **fast, responsive experiences** across mobile and desktop devices.
- Offer limited order tracking, making customers unsure about delivery status.

Shoppers expect:
☑The ability to **save and manage favorite products**
☑**Fast checkout** and clear order history
☑ **A secure and trustworthy** platform
☑ A modern, mobile-friendly design that feels intuitive

ShopSmart is built to solve these problems by delivering:

- An easy-to-navigate, responsive web interface.
- Add to cart and wishlist functionality.
- Secure user authentication and order management
- Clear product pages and search features.
- Role-based features so admins can keep the catalog fresh and accurate, directly improving customer satisfaction.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	online shopper	keep track of products I like and might buy later	the site doesn't offer a wish list or save-for-later feature	of that, I keep losing the items I liked and have to search all over again	frustrated and less likely to complete my purchase
PS-2	a customer who shops mostly on my phone	quickly browse products and place orders on the go	the website is slow, cluttered, and not very	it's not responsive and has a confusing interface	annoyed and discouraged from shopping there again

			mobile-friendly		