Ideation Phase

Define Problem Statements

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Team ID	LTVIP2025TMID53033
Project Name	ShopSmart: Your Digital Grocery Store Experience

Customer Problem Statement:

Problem Statement 1:
I am Priya, a working professional.
I'm trying to buy groceries late at night after returning from work.
But most local stores are closed or unavailable.
Because of this, I cannot get essentials like milk or vegetables in time for the next day.
Which makes me feel frustrated and worried about my morning schedule.

Problem Statement 2:
I am a busy user who wants to avoid queues and manual shopping.
I'm trying to get groceries delivered to my home.
But there's no user-friendly online app with real-time delivery tracking.
Because of this, I hesitate to order online.
Which makes me feel uncertain about the reliability of services.

PS No.	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Priya, a working professional	buy groceries late at night after returning from work	most local stores are closed or unavailable	I cannot get essentials like milk or vegetables in time for the next day	frustrated and worried about my morning schedule
PS-2	a busy user who wants to avoid queues and manual shopping	get groceries delivered to my home	there's no user-friendly online app with real-time delivery tracking	I hesitate to order online	uncertain about the reliability of services