**Ideation Phase**

**Problem Statement**

|  |  |
| --- | --- |
| Date | 26 June 2025 |
| Team ID | LTVIP2025TMID53033 |
| Project Name | shopsmart: your digital grocery store experience |
| Maximum Marks | 2 Marks |

**Customer Problem Statements:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | a busy working professional | quickly buy daily groceries without visiting physical stores | most online grocery platforms are cluttered and time-consuming | they have poor UI/UX and lack personalization | frustrated and pressed for time |
| PS-2 | a price-conscious customer | compare prices and get the best deals on groceries | it’s hard to track discounts across multiple stores | there’s no centralized platform that aggregates offers | overwhelmed and unsure where to shop |