Ideation Phase
Define the Problem Statements

Date	16 June 2025
Team ID	LTVIP2025TMID21098
Project Name	Shopsmart: Your Digital Grocery
Maximum Marks	2 Marks

Customer Problem Statement Template:

To define the core problems faced by customers and local grocery store owners in digital grocery shopping scenarios, and use those insights to guide the development of **ShopSmart**.

Reference: https://miro.com/templates/customer-problem-statement/

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a busy working professional living in a small town	order daily essentials and groceries online	local stores aren't listed on big grocery apps	they don't serve low-density or remote areas	frustrated and underserved
PS-2	I am a local grocery store owner	sell my products online and expand my reach	I lack a user-friendly digital platform	existing platforms are either expensive or complex	excluded and left behind in the digital market

PS-3	I am a college student with limited time and budget	quickly find affordable groceries nearby	big apps don't show price comparisons or local offers	they focus on premium vendors only	limited in options and overpaying
PS-4	I am a homemaker managing household supplies	get groceries delivered on time from trusted vendors	delivery schedules are unreliable and inconsistent	local coordination isn't optimized by existing apps	anxious and inconvenienced
PS-5	I am a small-town resident new to online shopping	shop for groceries digitally	most platforms aren't localized or available in my language	they cater to metro cities primarily	confused and excluded