

Ideation Phase

Define the Problem Statements

Date	20 February 2025
Team ID	LTVIP2026TMIDS41763
Project Name	ShopEZ:One-Stop Shop for Online Purchases
Maximum Marks	2 Marks

Customer Problem Statement Template:



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	a buyer	find and purchase products online	many ecommerce websites are confusing	navigation and search are not user-friendly	frustrated and discouraged
PS-2	a buyer	complete checkout quickly	the payment process is complicated	multiple steps and unclear instructions	annoyed and impatient
PS-3	a buyer	manage items in my cart	cart updates are slow or inconsistent	system does not update in real-time	confused and uncertain
PS-4	a buyer	trust an online store	security information is unclear	lack of visible authentication and protection	insecure and hesitant
PS-5	a buyer	search for specific products	search results are inaccurate	poor filtering and search algorithms	disappointed and stressed
PS-6	a seller	list my products online	I don't have an easy admin panel	product management tools are limited	restricted and overwhelmed
PS-7	a seller	track my orders and sales	order tracking is not centralized	no proper dashboard system	disorganized and frustrated
PS-8	a seller	manage inventory securely	stock updates are manual	lack of database integration	worried and inefficient