**Ideation Phase**

**Define the Problem Statements**

| Date | 31 January 2025 |
| --- | --- |
| Team ID | LTVIP2025TMID55575 |
| Project Name | SHOPSMART-DIGITAL GROCERY STORE EXPERIENCE |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you’ll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| --- | --- | --- | --- | --- | --- |
| PS-1 |  |  |  |  |  |
| PS-2 |  |  |  |  |  |

**CUSTOMER PROBLEM STATEMENT 1:**

**I AM** a busy working professional with limited time for grocery shopping.

**I AM TRYING TO** purchase groceries quickly and effectively without physically visiting the store.

**BUT** most online grocery apps are cluttered, slow, or lack real-time availability and personalized suggestions.

**BECAUSE** they are not designed with the user experience as the top priority.

**WHICH MAKES ME FEEL** frustrated and stressed when I just want a smooth and fast shopping experience.

**CUSTOMER PROBLEM STATEMENT 2:**

**I AM** a college student managing expenses while living away from home.

**I’M TRYING TO** find affordable grocery options and track my spending online.

**BUT** the current platforms don’t show price comparisons or offer budget-friendly bundles.

**BECAUSE** they are not tailored for low-budget customers like students.

**WHICH MAKES ME FEEL** anxious and uncertain about my spending choices.