

Ideation Phase
Define the Problem Statements

Date	24 March 2025
Team ID	SWTID1742575574
Project Name	Grocery webapp
Maximum Marks	2 Marks

Customer Problem Statement :

I am an online shopper who values convenience and efficiency. I'm trying to purchase groceries and household essentials online in a seamless and hassle-free manner. But I often face difficulties navigating complex websites, finding the right products, and ensuring secure transactions. Because many online grocery platforms have cluttered interfaces, lack personalized recommendations, and do not guarantee data security. Which makes me feel frustrated, uncertain, and hesitant to trust online grocery shopping.

I am	An online shopper who values convenience, efficiency, and a smooth digital experience.
I'm trying to	Purchase groceries and household essentials online quickly and seamlessly.
but	I often face difficulties with complex navigation, product availability, and secure payment processing.
because	Many grocery apps have cluttered interfaces, lack real-time inventory updates, and don't always guarantee transaction security.
which makes me feel	Frustrated, uncertain, and hesitant to rely on online grocery shopping.