Ideation Phase

Define the Problem Statements

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Team ID	LTVIP2025TMID30392
Project Name	Automated Car Catalog System for Enhanced Showroom Management
Marks	2 Marks

Customer Problem Statement Template

The following statements are written to reflect the **real frustrations and expectations** of users (customers and showroom employees) involved in car showroom operations. This helps us design a solution that truly solves the problem from their point of view.

PS-1

I am	a customer who wants to explore different car models before making a purchase.
I'm trying to	view detailed specifications, pricing, and availability easily from one place.
But	the current process is either manual or requires visiting the showroom in person, which is time-consuming and inconvenient.
Because	there is no centralized digital system that offers real-time information or online request options.
Which makes me feel	frustrated and uncertain about my choices, and often delays my decision-making.

PS-2

I am	a showroom salesperson responsible for handling customer car bookings and delivery status.
I'm trying to	manage catalog items, process customer requests, and get timely approvals from my supervisors.
But	the manual workflows and lack of status tracking make it hard to keep up with multiple requests efficiently.
Because	we don't have an automated system that connects catalog, approvals, and task management.
Which makes me feel	overwhelmed and less productive, especially during busy hours.

PS-3

I am	a showroom supervisor overseeing request approvals and task progress.
I'm trying to	ensure every customer request is reviewed and fulfilled promptly.
But	the absence of automated workflows and notifications leads to delays and poor visibility.
Because	our system does not support real-time alerts or multi-level task assignments.
Which makes me feel	disconnected from the process and concerned about customer satisfaction.