**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 27 June 2025 |
| Team ID | LTVIP2025TMID53065 |
| Project Name | ShopSmart:Your Digital Grocery Store Experience |
| Maximum Marks | 4 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.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem**  **Statement (PS)** | **I am**  **(Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | a frequent traveler | book flights quickly | the site is slow and confusing | there are too many steps and no | frustrated and impatient |

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  |  |  | filters for  preferences |  |
| PS-2 | someone  booking for family | find affordable group flights | it’s hard to  compare  prices across airlines | there’s no side-by-side comparison feature | overwhelmed and stressed |