

Problem Statement: Shoppers often have difficulty finding certain products at stores without spending large amounts of time traveling to different locations to locate the items.

(Inspiration for this problem statement came from example #44 on <https://uxdesign.cc/100-example-ux-problems-f90e7f61dd9f>.)

Who is experiencing the problem?

Shoppers that are looking for specific items that they need promptly, like people in the working class under time constraints because of their jobs. People looking for all kinds of items are affected by this problem.

What is the problem?

Buyers don't have an efficient way of finding items that they need without spending large amounts of time visiting stores to physically see if their item is in stock. There is no guidance, system, or app that tells the buyer where items are sold or in stock. Therefore, this lack of insight takes away from people's time, which is limited for many of these buyers.

Where does the problem present itself?

The problem presents itself in rural areas especially because of the distance between different stores due to the spread out nature of the area. This would take even more time out of a buyer's day. Rural areas also do not have as much access to delivery service apps that someone in an urban area could use to have their items delivered to their house in a timely manner.

Why does it matter?

Many people have other commitments from their jobs or families to where they do not have the time to visit multiple stores. Therefore, fixing this problem would allow people to have less stress in their days if they can be sure of where to find the specific item they need. For some, this problem could be life threatening if certain medications or supplies are needed for a time sensitive issue.