

Ideation Phase

Define the Problem Statements

Date	18-June-2025
Team ID	LTVIP2025TMID20776
Project Name	Shop Smart
Maximum Marks	2 Marks

Customer Problem Statement :

In today's fast-paced world, customers struggle with the inconvenience of traditional grocery shopping, such as long queues, limited store hours, inconsistent product availability, and the lack of time to physically visit multiple stores. They seek a solution that allows them to browse a wide variety of high-quality groceries, compare prices, and order essentials from the comfort of their homes at any time.

Customers want an easy-to-use platform that ensures timely delivery, fresh produce, transparent pricing, and a seamless checkout experience. Many are also looking for personalized recommendations, real-time stock updates, and flexible delivery options that fit their lifestyle.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

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

Problem Statement (PS)	I am (User)	I'm trying to	But	Because	Which makes me feel
PS-1	a busy professional	order groceries conveniently	I can't always find time to visit stores	my work schedule is unpredictable	frustrated and stressed

PS-2	a health-conscious parent	get fresh and quality produce delivered	the online platforms don't guarantee quality	I need trusted and consistent product quality	anxious and dissatisfied
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