

## Ideation Phase

### Define the Problem Statements

Date	22 february 2026
Team ID	LTVIP2026TMIDS24072
Project Name	ShopEZ:One-Stop Shop for Online Purchases
Maximum Marks	2 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.

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.

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" they 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/>

#### **Example:**



<b>Problem Statement</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	A customer shopping online	Find and purchase products quickly	The website is confusing and time-consuming	Products are not clearly categorized and the checkout process is complicated	Frustrated and discouraged from completing the purchase
PS-2	A customer using a mobile phone	Browse and buy products conveniently	The website is slow and not fully responsive	It is not optimized for mobile devices and lacks smooth navigation	Annoyed and dissatisfied