

Ideation Phase

Define the Problem Statements

Date	3 November 2023
Team ID	NM2023TMID04589
Project Name	Create a Website using Canva

CUSTOMER PROBLEM STATEMENT:

Our customers struggle to find fresh and beautifully arranged flowers for special occasions or everyday moments. They want a convenient and affordable option to brighten their day or surprise loved ones with vibrant blooms. The current options lack variety and personalized service, leaving them unsatisfied with their flower-buying experience. Our flower shop aims to solve this problem by offering a wide selection of fresh, handcrafted bouquets and excellent customer service to make every occasion extra special.

I am	Customer
I am trying to	find a convenient way to order fresh flowers from my favorite flower shop without the need to visit their physical store.
But	the lack of an online presence for my go-to flower shop makes it difficult for me to browse their selection and place orders from the comfort of my own home.
Because	I lead a busy life, and I often don't have the time to physically visit the shop to make my flower purchases.
Which makes me feel	like I'm missing out on special arrangements and deals, and it's becoming increasingly inconvenient to obtain the flowers I want for important occasions.

Reference: https://miro.com/app/board/uXjVNT5Vz-c=/?share_link_id=822016371650

Example:

