

Ideation Phase

Empathize & Discover

Date	10-4-2025
Team ID	SWTID1743605259
Project Name	ShopEZ
Maximum Marks	

Customer Problem Statement:

I am an online shopper who values speed, simplicity, and reliable service. I'm trying to find and purchase products quickly and easily through ShopEZ. But I often face challenges such as unclear product information, lack of trust in payment security, and concerns about delivery timing. Because some eCommerce platforms provide inconsistent user experiences, offer limited discounts, and don't ensure transparent tracking or privacy protection. Which makes me feel anxious, cautious, and hesitant to complete my purchases confidently.

I am	An online shopper who values speed, simplicity, and reliable service.
I'm trying to	Quickly find and purchase the right products through ShopEZ.
But	I often face issues like unclear product details, checkout concerns, and delivery doubts.
Because	Some platforms lack transparency, personalized deals, and secure systems.
Which makes me feel	Anxious, cautious, and hesitant to trust the eCommerce experience.