

Ideation Phase

Define the Problem Statements

Date	6 August 2025
Team ID	PNT2025TMID10267
Project Name	GreenCart –Grocery-WebApp
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.

Buyer's Perspective

I am	A working professional with a busy lifestyle, limited shopping time, and a preference for convenient, mobile-first online experiences.
I'm trying to	Buy groceries and essentials online from reliable sources, with flexible payment options like Cash on Delivery and card payments.
But	Most platforms are either difficult to navigate, lack COD, or do not support smaller sellers with trustworthy products.
Because	These platforms focus mainly on large retailers, ignoring user experience and payment flexibility for day-to-day needs.
Which makes me feel	Frustrated, doubtful about product quality, and unsure if my time and money are well spent.

Seller's Perspective

I am	A small-scale seller with limited technical knowledge, looking to grow my business and sell products online easily.
I'm trying to	List and manage my products, track orders, and get paid securely through a simple dashboard.
But	Existing platforms are complex to use, have high commission fees, or require lengthy onboarding processes.
Because	They are built for large businesses and don't cater to small vendors who need an accessible, low-barrier entry into e-commerce.
Which makes me feel	Overwhelmed, excluded, and hesitant to transition to online selling.