

Ideation Phase

Problem Statement

Date	16 February 2026
Team ID	LTVIP2026TMIDS81707
Project Name	ShopEZ-one-stop-shop-for-online-purchases
Maximum Marks	2 Marks

Customer Problem Statements:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a busy working professional	quickly buy daily groceries without visiting physical stores	most online grocery platforms are cluttered and time-consuming	they have poor UI/UX and lack personalization	frustrated and pressed for time
PS-2	a price-conscious customer	compare prices and get the best deals on groceries	it's hard to track discounts across multiple stores	there's no centralized platform that aggregates offers	overwhelmed and unsure where to shop