IDEATION PHASE
DEFINE THE PROBLEM STATEMENTS

Date	27 June 2024
Team ID	SWTID1720001202
Project Name	Shop-EZ (E -commerce website)
Maximum Marks	3 Marks

Customer Problem Statement Template

Problem Statement	I am	I'm trying to	But	Because	Which makes me feel
PS - 1	Hemanthini, a fashion influencer	Download the invoice of the product I ordered last month	I couldn't find the invoice	I couldn't find the invoice	I can't exchange my AirPods which have a warranty of 2 years
PS - 2	Aquib Younis, a tech-savvy consumer who values variety and user experience	Have a seamless online shopping experience	I encounter buffering on Amazon, an unsatisfactory theme on Flipkart, and missing products on Ajio	Each website has different issues affecting my experience	Frustrated. I wish there was a website with the best colour theme, supportive coding, and all products, which would satisfy me more than anything.
PS - 3	Aarsh, a frequent user of multiple shopping apps	Purchase items during sales events	Items are being removed from my cart unexpectedly	I'm unable to complete my purchase	Disappointed and dissatisfied with the shopping experience. This issue seems to be based on an algorithm that pressures users to buy without thinking.

PS - 4	Soham, a busy corporate professional	Schedule deliveries for specific time slots	The delivery windows are often too broad	I can't always be home to receive deliveries	Annoyed and inconvenienced. I need a reliable way to schedule deliveries within a narrow time frame that fits my schedule, ensuring I can be home to receive them. An app that allows for more precise delivery scheduling would greatly improve my online shopping experience.

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