

Project Initialization and Planning Phase

Date	15 March 2024
Team ID	SWTID1720452383
Project Name	Ecommerce shipping prediction
Maximum Marks	3 Marks

Define Problem Statements (Customer Problem Statement Template):

Online shoppers often experience frustration due to unreliable shipping estimates and unexpected costs associated with ecommerce purchases. This uncertainty leads to delays in receiving orders and additional expenses beyond their initial budget. This problem significantly impacts customer satisfaction and loyalty, as shoppers increasingly expect transparency and predictability in delivery times and costs. Current solutions, such as basic tracking tools, fail to provide accurate predictions and fail to integrate seamlessly with ecommerce platforms, exacerbating the issue. A successful solution would provide real-time, precise shipping predictions integrated directly into the shopping experience, ensuring customers receive reliable estimates and transparency throughout the shipping process.

I am	Describe customer with 3-6 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the core goal - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what makes them hard?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problems or barriers exist - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - How does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

Example:

I am a traveler	I'm trying to book flights on my phone	but it takes a long time	because the website is not responsive and doesn't have a mobile version	which makes me feel Frustrated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	an online shopper who	plan my schedule	I often face	current shipping	frustrated and anxious, as I

	frequently purchases goods from ecommerce platforms.	around the expected delivery times of my online purchases.	uncertainty and delays in receiving my orders.	prediction tools and algorithms fail to accurately estimate delivery times, leading to unexpected delays.	cannot rely on the estimated delivery dates provided during checkout.