

**Ideation Phase**  
**Define the Problem Statements**

Date	26 June 2025
Team ID	LTVIP2025TMID53236
Project Name	shopsmart: your digital grocery store experience
Maximum Marks	4 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.

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

**Example:**

**Problem Statement (PS)**

I am (Customer) a working professional living in a metro city. I'm trying to Buy groceries online quickly and conveniently. But Most apps are either too cluttered or have delayed deliveries. Because My schedule is tight and I don't have time for in-person shopping or long delivery windows . Which makes me feel Frustrated and uncertain about relying on online grocery platforms