

# Ideation Phase

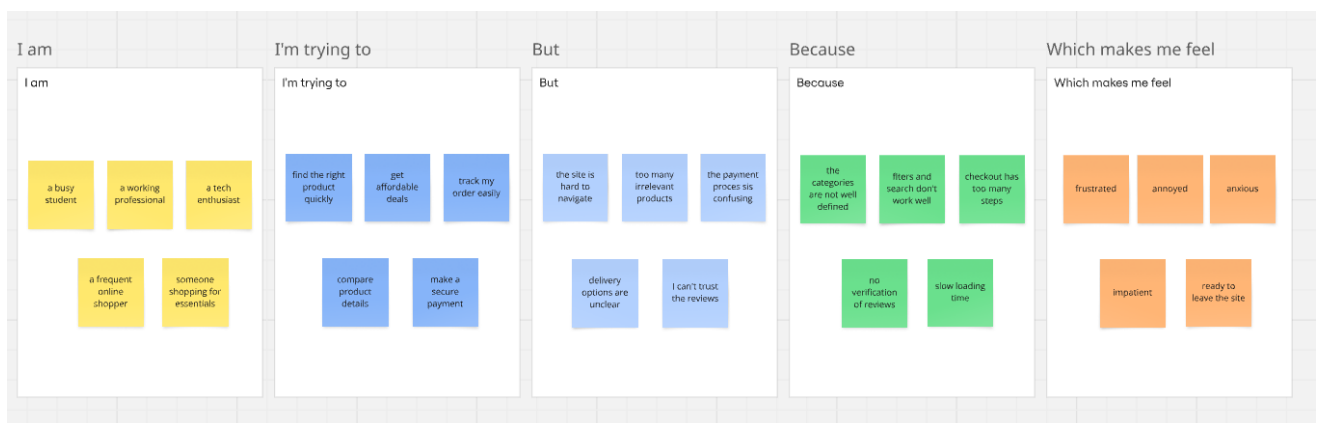
## Define the Problem Statements

Date	12 April 2025
Team ID	SWTID1742751842
Project Name	ShopEZ: One-Stop Shop for Online Purchases
Maximum Marks	2 Marks

### Customer Problem Statement

The customer problem statement captures the frustrations and unmet needs of typical users such as busy students, working professionals, and frequent online shoppers. These users aim to **find the right products quickly, get good deals, track orders, and make secure payments**. However, they face obstacles like **poor navigation, irrelevant product suggestions, unclear delivery options, and confusing checkout processes**.

These issues stem from **poorly defined categories, ineffective search filters, unverified reviews, and slow site performance**, ultimately leading to **frustration, impatience, and abandonment of the site**. Understanding these pain points guided the ShopEZ team in designing a more user-centric and streamlined shopping experience.



<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	a busy student	find the right product quickly	the site is hard to navigate	the categories are not well defined	frustrated
PS-2	a working professional	get affordable deals	too many irrelevant products	the filters and search don't work well	annoyed
PS-3	a tech enthusiast	track my order easily	the payment process is confusing	checkout has too many steps	anxious
PS-4	a frequent online shopper	compare product details	delivery options are unclear	no verification of reviews	impatient
PS-5	someone shopping for essentials	make a secure payment	I can't trust the reviews	slow loading time	ready to leave the site