

Ideation Phase

Define the Problem Statements

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|---------------|---------------------|
| Date | 26 February 2026 |
| Team ID | LTVIP2026TMIDS80402 |
| Project Name | Order on you go |
| Maximum Marks | 2 Marks |

Customer Problem Statement Template:

Problem Statement -1: In today's digital era, customers prefer online shopping for convenience, variety, and time-saving benefits. However, many small and medium businesses lack a centralized and efficient digital platform to manage products, customer orders, and inventory.

Traditional shopping methods do not provide easy product comparison, stock visibility, and seamless checkout experiences. Similarly, administrators struggle with manual inventory tracking and order management.

| Problem Statement | I am | I'm trying to | But | Because | Which makes me feel |
|-------------------|------|---------------|-----|---------|---------------------|
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|------|-----------------------|---|--|--|--------------------------|
| PS-2 | A store administrator | Manage products, inventory, and customer orders efficiently | I struggle to track stock levels and update order details manually | There is no centralized and automated online management system | Overwhelmed and stressed |
|------|-----------------------|---|--|--|--------------------------|

Therefore, there is a need for a secure, scalable, and user-friendly **multi-category ecommerce platform** that simplifies online shopping while providing efficient administrative control.

| Problem Statement | I am | I'm trying to | But | Because | Which makes me feel |
|-------------------|------------|---------------------------------------|---|--|-------------------------|
| PS-1 | A customer | Purchase products online conveniently | It is hard to find multiple categories in one place | Many stores lack a structured ecommerce platform | Confused and frustrated |
| PS-2 | An admin | Monitor sales and manage inventory | Manual tracking is inefficient | No centralized system for order and product management | Overwhelmed |

ProblemStatement -2: I am an admin

I'm trying to **manage products, orders, and customers efficiently**

But **tracking everything manually is time-consuming and error-prone**

Because **there is no centralized online management system**

Which makes me feel **stressed and overwhelmed**

| Problem Statement (PS) | I am | I'm trying to | But | Because | Which makes me feel |
|------------------------|------------|--|---|---|--------------------------|
| PS-1 | A customer | Find quality products from different categories at reasonable prices | It is difficult to compare products and check availability in one place | Many local stores do not provide a structured digital shopping platform | Confused and frustrated |
| PS-2 | An admin | Monitor customer orders, sales, and manage inventory | Tracking stock levels and orders manually is timeconsuming | Data is not centralized in one organized management system | Overwhelmed and stressed |