

## Ideation Phase

### Define the Problem Statements

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.

<b>Problem Statement</b>	<b>I am</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
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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
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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