**Ideation Phase**

**Define the Problem Statements**

|  |  |
| --- | --- |
| Date | 23 June 2025 |
| Team ID | LTVIP2025TMID49946 |
| Project Name | Shope EZ: One-stop shop for online purches |
| Maximum Marks | 2 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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | an online shopper | compare prices across different shopping platforms | switching between apps is time-consuming | there's no unified tool that shows prices side-by-side | frustrated and overwhelmed |
| PS-2 | |  | | --- | |  |  |  | | --- | | a busy professional | | track my orders from multiple websites | I have to log into each site separately | there is no centralized dashboard | anxious that I’ll miss a delivery |