

Ideation Phase

Define the Problem Statements

Date	19 February 2026
Team ID	LTVIP2026TMIDS81333
Project Name	ShopSmart: Your Digital Grocery Store Experience
Maximum Marks	2 Marks

Customer Problem Statement:

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.

I am

I'm trying to

But

Because

Which makes me feel

a busy shopper

quickly find groceries

spend too long searching

there's no smart search

Frustrated

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1: Difficult to find specific grocery items quickly online.	A busy shopper	Quickly find and add my required grocery items	The search & filters are not precise.	The platform lacks advanced search & filters.	Frustrated and impatient searching for items.
PS-2: Managing my grocery cart and checkout process is a hassle.	A working professional	Easily manage my cart, discounts, and checkout	Checkout is cluttered & confusing	The cart and checkout UX is not user-friendly	Annoyed about wasting time and effort.
PS-3: Unsure if I'm getting the best deals & offers.	A cost-conscious shopper	Compare prices and find best deals	Best deals are hard to spot	Prices, offers, & discounts are not highlighted.	Uncertain if I'm saving money.
PS-4: No updates on my order status or delivery.	A busy parent	Get real-time updates on my order status & delivery	I don't receive notifications.	There's no proper order tracking system.	Anxious about when my groceries will arrive.
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