

Ideation Phase

Define the Problem Statements

Date	2 JULY 2024
Team ID	SWTID1720091047
Project Name	Project-E-commerce platform
Maximum Marks	3 Marks

Customer Problem Statement Template:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A tech-savvy shopper	Find products easily and quickly	The current platform is not user-friendly	It has a cluttered and confusing interface	It has a cluttered and confusing interface.
PS-2	A small business owner	Manage my product listings effectively	The platform's product management tools are inadequate	They lack essential features like bulk upload and inventory tracking	Overwhelmed and concerned about the efficiency of my operations
PS-3	A privacy-conscious customer	Safely use e-commerce platforms	The platform's security measures are insufficient	It doesn't use modern authentication methods like JWT	Worried about my personal and financial information

PS-1

I am	I'm trying to	But	Because	Which makes me feel
A tech-savvy shopper	Find products easily and quickly	The current platform is not user-friendly	It has a cluttered and confusing interface	It has a cluttered and confusing interface.

PS-2

I am	I'm trying to	But	Because	Which makes me feel
A small business owner	Manage my product listings effectively	The platform's product management tools are inadequate	They lack essential features like bulk upload and inventory tracking	Overwhelmed and concerned about the efficiency of my operations

PS-3:

I am	I'm trying to	But	Because	Which makes me feel
A privacy-conscious customer	Safely use e-commerce platforms.	The platform's security measures are insufficient.	It doesn't use modern authentication methods like JWT.	Worried about my personal and financial information.