

# Ideation Phase

## Define the Problem Statements

Date: 20 JULY 2025

Team ID: LTVIP2025TMID48243

Project Name: Shopmart

Maximum Marks: 2 Marks

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### Customer Problem Statement

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a backend developer	Build a secure and modular backend for an online store	Managing user auth, products, and orders is repetitive and time-consuming	There is no reusable backend boilerplate with built-in security	overwhelmed and delayed
PS-2	a small business owner	Manage orders and products through a simple system	I cannot afford a custom e-commerce platform	Existing platforms are either expensive or too complex	restricted and helpless
PS-3	a CS student or intern	learn to build real-world backend systems	Tutorials lack full-stack integration with APIs and middleware	Practical resources for full backend development are limited	lost and underprepared
PS-4	an educator or mentor	Demonstrate backend architecture to students	Setting up scalable project examples takes time	There's a gap between theory and real-world use cases	ineffective and constrained

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