## Ideation Phase Define the Problem Statements

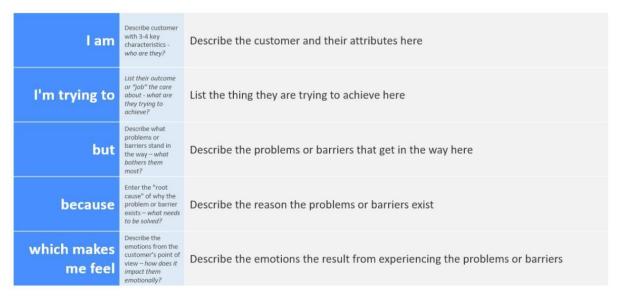
Date	26 June 2025		
Team ID	LTVIP2025TMID53065		
Project Name	Shopsmart:Your Digital Grocery Store		
	Experience		
Maximum Marks	2 Marks		

## **Customer Problem Statement Template:**

Problem Statement (PS)	lam (customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A time- constrained working professional.	Purchase groceries efficiently online without hassle.	Most platforms are cluttered, lack intuitive	They aren't optimized for user experience or personalization	Frustrated and reluctant to use digital platforms for grocery shopping.

navigation, and don't save previous	
preferences.	

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.



Reference: <a href="https://miro.com/templates/customer-problem-statement/">https://miro.com/templates/customer-problem-statement/</a> Example:

