

**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:**

<b>Problem Statement (PS)</b>	<b>I am (customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
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.		
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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.

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

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

I am a traveler	I'm trying to book flights on my phone	But it takes a long time	Because The website is not responsive and doesn't have a mobile version	Which makes me feel Frustrated
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PS-2	A small business owner managing grocery inventory.	Update stock and manage product listings seamlessly.	Existing solutions are either overly complex or lack features like role-based access for admins.	They aren't designed with small businesses in mind.	Overwhelmed and inefficient in managing my operations.