**Ideation Phase**

# Define Problem Statements

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| Date | 19 June 2025 |
| Team ID | LTVIP2025TMID53033 |
| Project Name | ShopSmart: Your Digital Grocery Store Experience |

**Customer Problem Statement:**

**Problem Statement 1:**  
I am Priya, a working professional.  
I’m trying to buy groceries late at night after returning from work.  
But most local stores are closed or unavailable.  
Because of this, I cannot get essentials like milk or vegetables in time for the next day.  
Which makes me feel frustrated and worried about my morning schedule.  
  
**Problem Statement 2:**  
I am a busy user who wants to avoid queues and manual shopping.  
I’m trying to get groceries delivered to my home.  
But there’s no user-friendly online app with real-time delivery tracking.  
Because of this, I hesitate to order online.  
Which makes me feel uncertain about the reliability of services.

| **PS No.** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| --- | --- | --- | --- | --- | --- |
| PS-1 | Priya, a working professional | buy groceries late at night after returning from work | most local stores are closed or unavailable | I cannot get essentials like milk or vegetables in time for the next day | frustrated and worried about my morning schedule |
| PS-2 | a busy user who wants to avoid queues and manual shopping | get groceries delivered to my home | there’s no user-friendly online app with real-time delivery tracking | I hesitate to order online | uncertain about the reliability of services |