**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 4 July 2024 |
| Team ID | SWTID1720077433 |
| Project Name | Grocery App |
| Maximum Marks | 3 Marks |

**Customer Problem Statement Template:**

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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.

Graphical user interface, text, application, email

Description automatically generated

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

**Example:**

Chart, treemap chart

Description automatically generated

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | A busy professional | Quickly purchase groceries online | The process of finding and selecting items takes too long | The app lacks efficient search and filtering options | Frustrated and impatient |
| PS-2 | A small business owner | Manage my store's inventory and ensure product availability | I don't receive timely alerts when stock is running low | The current system does not provide real-time inventory notifications | Anxious and worried about running out of stock |