**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 12 April 2025 |
| Team ID | SWTID1743607402 |
| Project Name | ShopEZ – Ecommerce Website |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

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.

**Example:**

| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| --- | --- | --- | --- | --- | --- |
| I want a smooth online shopping experience. | a tech-savvy user who values efficiency | browse and purchase products quickly | the UI is sometimes slow or unresponsive | the platform isn't optimized for performance | annoyed and impatient |
| I want personalized recommendations. | someone who shops frequently online | find relevant products easily | I get generic or unrelated suggestions | the system doesn’t learn from my shopping history | disconnected and ignored |
| I want to feel secure when entering my details. | a privacy-conscious shopper | enter payment and personal info confidently | I’m unsure about the data security policies | there is no clear indication of encryption or security | anxious and insecure |
| I want to track my orders. | a customer who needs updates post-purchase | check order status and delivery updates | the platform lacks a clear tracking feature | I don’t get real-time updates or notifications | confused and uninformed |
| I want good customer support. | someone who might face issues during the process | reach support quickly when needed | the support options are hard to find or slow | there's no chat or quick help section | helpless and ignored |
| I want to manage my profile and orders easily. | a returning user with past purchases | view and edit my profile and order history | navigation to profile or order sections is difficult | it’s hidden or not user-friendly | annoyed and restricted |
| I want to shop from my mobile. | a mobile-first shopper | access the platform easily from my phone | the layout breaks or is difficult to use on mobile | it’s not fully responsive | frustrated and likely to leave |
| I want the platform to remember my preferences. | a repeat customer | save addresses, payment methods, and preferences | I have to re-enter details every time | there is no option to save data securely | tired and disinterested |