Ideation Phase
Define the Problem Statements

Date	31 January 2026
Team ID	LTVIP2026TMIDS42166
Project Name	Shopez: one-stop shop for online purchases.
Maximum Marks	2 Marks

Customer Problem Statement (CPS)

Problem Statement (PS) Format:

- I am (Customer)

- I'm trying to

- But

- Because

- Which makes me feel

PS-1 (Customer Perspective – Online Shopper)

I am a busy working professional who prefers shopping online.

I'm trying to find quality products quickly, compare prices, and complete my purchase securely in one place.

But I have to visit multiple websites, face complicated checkout processes, and sometimes worry about payment security.

Because many platforms do not provide a seamless user experience, proper filtering options, personalized recommendations, and secure payment handling.

Which makes me feel frustrated, confused, and time-pressured while making purchase decisions.

PS-2 (Customer Perspective – Seller/Admin)

I am a small-scale seller who wants to sell products online.

I'm trying to manage my products, track customer orders, and grow my business efficiently.

But I struggle with managing orders manually, tracking inventory, and analyzing customer purchasing behavior.

Because I do not have access to a centralized dashboard that provides order management, product control, and sales insights in one system.

Which makes me feel overwhelmed and limits my ability to scale my business effectively.

Final Problem Statement Summary

In today's fast-paced digital environment, both customers and sellers face challenges in online commerce. Customers require a seamless, secure, and personalized shopping experience, while sellers need an efficient system to manage products, orders, and analytics. There is a need for an integrated e-commerce platform that simplifies product discovery, ensures secure transactions, and provides robust administrative control.
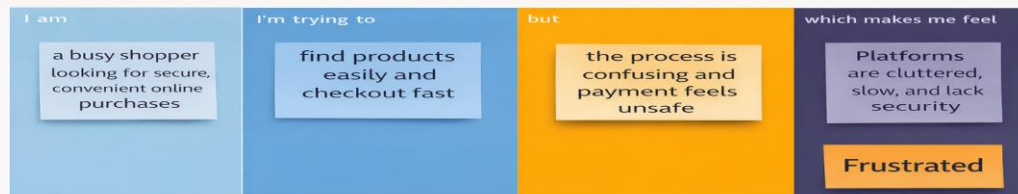
ShopEZ addresses these problems by offering:

- Comprehensive product catalog

- Secure and efficient checkout system

- Cart and order management

- Admin dashboard for sellers

- User authentication and profile management

- Centralized product and order database using MERN stack

Customer Problem Statement – Online Shopper	
I am	A busy working professional and online shopper who values convenience, secure payments, and quick product discovery.
I'm trying to	Find quality products easily, compare prices, and complete my purchase quickly in one trusted platform.
but	I face difficulties like too many website options, poor filtering systems, complicated checkout processes, and concerns about payment security.
because	Many e-commerce platforms lack a seamless user interface, proper product categorization, personalized recommendations, and secure, efficient transaction sytems.

Customer Problem Statement – Seller/Admin	
I am	A small-scale business owner who wants to sell products online and manage my business digitally.
I'm trying to	Upload products, track customer orders, manage inventory, and analyze sales performance efficiently.
but	I struggle with manual order tracking, scattered data, and lack of proper insights into customer behavior.
because	I do not have access to a centralized system that integrates product management, order handling, and analytics in one dashboard.
which makes me feel	**Frustrated**, confused, and **time-pressured** while shopping online.

Example:

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1(Online Shopper)	A busy working professional who prefers online shopping.	Find quality products easily, compare prices, and complete purchases quickly.	I face confusing navigation, slow websites, and complicated checkout processes.	Many platforms lack proper filtering, seamless UI, and secure payment systems.	Frustrated, confused, and time-pressured.
PS-2(Seller/Admin)	A small-scale seller who wants to grow my business online.	Manage products, track orders, and monitor sales efficiently.	I struggle with manual tracking and scattered data.	There is no centralized dashboard integrating inventory, orders, and analytics.	Overwhelmed and limited in scaling my business.