

# IDEATION PHASE

## Define Problem Statements

Date	18 February 2026
Team ID	LTVIP2026TMIDS47401
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.

This 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.

This makes me feel uncertain about the reliability of services.

<b>PS No.</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	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