Ideation Phase
Define the Problem Statements

Date	23 July 2025
Team ID	PNT2025TMID09656
Project Name	ShopEZ :E-Commerce Application
Maximum Marks	2 Marks

Customer Problem Statement Template:

Our customers struggle with discovering products that match their unique preferences. They feel overwhelmed by cluttered interfaces, impersonal recommendations, and slow checkout flows. This leads to abandoned carts and missed opportunities for both buyers and sellers. They need a frictionless, personalized shopping journey—from effortless exploration to secure, swift purchasing—with responsive seller engagement and real-time order transparency.

Example:

Problem Statement (PS-1)

I am Sarah, a busy professional.
I'm trying to find the perfect birthday gift for my best friend without wasting time browsing multiple websites.

But I'm overwhelmed by the number of options and inconsistent user experiences on different platforms.

Because I have a limited amount of free time and need a quick yet thoughtful solution.

Which makes me feel frustrated and anxious about not finding a suitable gift in time.

Problem Statement (PS-2)

I am an online seller managing a small fashion accessory business.
I'm trying to efficiently manage incoming orders and gain insights into my sales performance.

But I struggle with disorganized platforms and lack of real-time analytics.

Because existing systems are either too complex or not tailored for small businesses.

Which makes me feel overwhelmed and uncertain about my business growth.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am Sarah, a busy professional.	**I'm trying to** find the perfect birthday gift for my best friend without wasting time browsing multiple websites.	**But** I'm overwhelmed by the number of options and inconsistent user experiences on different platforms.	**Because** I have a limited amount of free time and need a quick yet thoughtful solution.	**Which makes me feel** frustrated and anxious about not finding a suitable gift in time.
PS-2	**I am** an online seller managing a small fashion accessory business.	**I'm trying to** efficiently manage incoming orders and gain insights into my sales performance.	**But** I struggle with disorganized platforms and lack of real-time analytics.	**Because** existing systems are either too complex or not tailored for small businesses.	**Which makes me feel** overwhelmed and uncertain about my business growth.