Ideation Phase Define the Problem Statements

Date	25 July 2025
Team ID	PNT2025TMID14651
Project Name	ShopEZ: E-commerce Application
Maximum Marks	2 Marks

Customer Problem Statement Template:

The customer problem statement identifies the challenges, needs, and frustrations experienced by users when interacting with our e-commerce application. By clearly defining what the customer is trying to achieve, the obstacles they face, and the impact on their experience, we can design solutions that directly address their pain points and improve satisfaction.

I am
A busy
online
shopper

l'm trying toFind and order products quickly But The website is slow and the product search is not accurate

Because It shows irrelevant results and takes time to load Which makes me feel Frustrated and less likely to buy

l am A first-time user I'm trying
Place an
order on the
app

But The checkout process is confusing and asks for too many details Because I'm not sure which fields are mandatory and where to apply discounts Which makes me feel Annoyed and unsure if I completed the purchase correctly