

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.

