Ideation Phase
Define the Problem Statements

Date	15 April 2025
Team ID	SWTID1743511993
Project Name	Shopez: E-Commerce Application
Maximum Marks	2 Marks

Customer Problem Statement Template:

I am

A student shopping online for basic needs.	A new user exploring online shopping for the first time.
A small seller trying to show my products to more people.	A busy person who wants to buy quickly and easily.

I'm trying to

Find products I like without searching too much.	Know where my order is and when it will come.
Pay easily using my favorite payment app.	Buy something without any confusion or delay.

But

The website takes time to load.	It's hard to find the right product quickly.
Sometimes, the payment doesn't go through.	There's no one to help when I get stuck.

Because

The site isn't fast or smooth to use.	The search doesn't show the best results.
Payment methods are missing or don't work well.	There's no easy way to ask for help or get support.

Which makes me feel

Annoyed and not interested to shop again.	Worried about my order delivery.
Confused and unhappy with the site.	Ready to try another website instead.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	An online shopper	Find products that match my preferences quickly	The recommendations are not accurate and often irrelevant	The system does not analyse my browsing history and purchase behaviour effectively	Frustrated and less likely to make a purchase
PS-2	A busy professional	Checkout my order instantly without multiple steps	The process involves multiple pages and form-filling	There is no one-click checkout option available	Annoyed and discouraged from completing my purchase
PS-3	A tech-savvy user	Use voice search to find products efficiently	The platform does not support voice-enabled searches	Typing long product names is time-consuming	Dissatisfied and looking for a more modern shopping experience
PS-4	A furniture buyer	See how a product would look in my space before buying	There is no AR preview feature available	I want to make an informed purchase decision	Uncertain and hesitant to complete the purchase
PS-5	A bargain hunter	Get notified about discounts on my saved items	I have to manually check for price drops	Automated alerts would help me purchase at the best price	Disappointed and might miss out on good deals