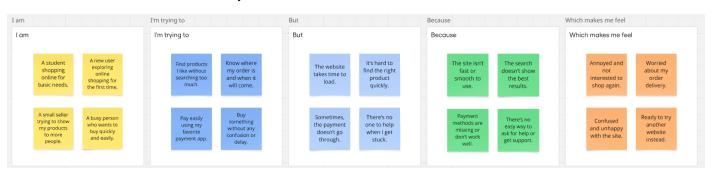
## Ideation Phase Define the Problem Statements

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

## **Customer Problem Statement Template:**





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 formfilling	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