

## Ideation Phase

### Define the Problem Statements

Date	30 june 2025
Team ID	LTVIP2025TMID54172
Project Name	Shopsmart-your digital grocery store experience
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

<b>I am</b>	<small>Describe customer with 3-4 key characteristics - who are they?</small>	Describe the customer and their attributes here
<b>I'm trying to</b>	<small>List their outcome or "job" the care about - what are they trying to achieve?</small>	List the thing they are trying to achieve here
<b>but</b>	<small>Describe what problems or barriers stand in the way - what bothers them most?</small>	Describe the problems or barriers that get in the way here
<b>because</b>	<small>Enter the "root cause" of why the problem or barrier exists - what needs to be solved?</small>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	<small>Describe the emotions from the customer's point of view - how does it impact them emotionally?</small>	Describe the emotions the result from experiencing the problems or barriers

Reference: <https://miro.com/templates/customer-problem-statement/>

#### Example:



<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
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PS-1	<b>I am</b> a busy customer who prefers to shop for groceries online,	<b>I'm trying to</b> quickly find and purchase quality products from a trusted platform,	<b>But</b> most online platforms are either hard to navigate, lack essential features, or feel untrustworthy,	<b>Because</b> they don't offer a user-friendly interface or reliable delivery and payment systems,	<b>Which makes me feel</b> frustrated and hesitant to use them regularly.
PS-2	<b>I am</b> a seller trying to reach online customers and manage my inventory efficiently,	<b>I'm trying to</b> list products, track orders, and analyze performance from a single dashboard,	<b>But</b> existing platforms are either too complex or do not support real-time operations,	<b>Because</b> they lack streamlined backend tools and intuitive seller support,	<b>Which makes me feel</b> overwhelmed and unable to grow my online business effectively.