

## Ideation Phase

### Define the Problem Statements

Date	19jul 2025
Team ID	PNT2025TMID14671
Project Name	E-Commerce
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

**Customer:** Online shoppers

**Problem:** Hard to find products, slow delivery, low trust in payments

**Importance:** Improves satisfaction & sales

**Evidence:** Surveys & reviews show demand for better search & speed

**Outcome:** Secure, fast, user-friendly shopping experience

Section	Details
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Customer	Online shoppers
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Problem	Hard to find products, slow delivery, low trust in payments
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Importance	Improves customer satisfaction & boosts sales
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Evidence	Surveys & reviews demand better search & faster service
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Outcome	Secure, fast, user-friendly shopping experience
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#### Example:



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Online shopper	Buy products quickly	The website is slow & hard to navigate	Poor search & filtering system	Frustrated and impatient

<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>
<b>PS-2</b>	Online shopper	Get my order on time	Delivery takes too long	Inefficient logistics	Disappointed and less likely to order again