

Ideation Phase

Define the Problem Statements

Date	18 April 2025
Team ID	SWTID1743782632
Project Name	Shopez
Maximum Marks	2 Marks

Defining the Problem:

In an era where convenience is key, online shopping should feel effortless — yet many users still encounter frustration. From inconsistent product listings and lack of trust in sellers to poor navigation and limited availability, the e-commerce experience often falls short of expectations. Whether it's a busy professional hunting for reliable products, a student seeking budget-friendly deals, or someone in a rural area with limited access to physical stores, finding and buying quality items online can still be a challenge.

Current platforms can be overwhelming, cluttered, or impersonal — making it hard for users to make informed decisions or enjoy a smooth shopping journey. There's a growing need for a solution that blends simplicity, reliability, and personalized shopping in one place.

Shopez: E-commerce Application was born from this need — a streamlined, user-first digital marketplace designed to make online shopping smarter and more satisfying. From discovering products to managing orders and staying updated with real-time notifications, Shoppez reimagines e-commerce with clarity, trust, and convenience at its core.

Target Customers:

Conscious Consumers	Value ethical brands, sustainability, and are willing to pay more for responsibly-made products with transparent supply chains.
Instant Gratification Seekers	Prioritize speed, same-day delivery, and seamless, personalized shopping experiences with instant checkout and real-time tracking.
Community Collectors	Seek brands that offer a sense of belonging, exclusive access, and opportunities to share and advocate within vibrant brand communities.

Problem Statements:

Problem Statement	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	an online shopper	find and purchase quality products easily	the product information and reviews are unclear or insufficient	there aren't enough detailed descriptions, transparent ratings, or product images	uncertain and hesitant to buy
PS-2	a busy customer	receive my orders quickly and track them in real time	the delivery is slow and tracking updates are unreliable	shipping and logistics are not optimized for speed or transparency	frustrated and less likely to shop again
PS-3	a returning customer	easily return a product and get a prompt refund	the return process is complicated and customer support is slow to respond	there is a lack of clear return policies and efficient support channels	dissatisfied and unlikely to recommend the platform