

**Ideation Phase**  
**Define the Problem Statements**

Date	
Team ID	PNT2025TMID09483
Project Name	<b>ShopEZ: E-commerce Application</b>
Maximum Marks	2 Marks

**Customer Problem Statement Template:**

Customers on the ShopEZ e-commerce platform struggle with finding relevant products and completing purchases efficiently due to poor personalization, cluttered UI, and a slow checkout process.

**CUSTOMER PROBLEM STATEMENT**

**ShopEZ: E-commerce Platform**

I am a frequent online shopper who prefers convenience and quick decision-making.

I am trying to easily find relevant products and complete purchases without delays or confusion.

But the current ShopEZ platform lacks personalized recommendations, has a cluttered interface, and the checkout process is slow and inconsistent across devices.

Because of this, I often abandon my cart or switch to other platforms that offer a smoother, more tailored experience. Which makes me feel frustrated, undervalued as a customer, and hesitant to return to ShopEZ for future purchases.

Component	Description
Who (User)	Frequent online shopper using ShopEZ
Need/Goal	To quickly find relevant products and complete purchases without hassle
Problem/Obstacle	Struggles with poor product recommendations, cluttered interface, and inconsistent checkout experience
Cause	Lack of personalization, complex UI design, and inefficient checkout flow
Impact on User	Leads to cart abandonment, dissatisfaction, and preference for competing platforms
Emotional Response	Frustration, feeling undervalued, and loss of trust in ShopEZ
Business Implication	Reduced customer retention, lower conversion rates, and potential revenue loss