**Ideation Phase**

**Define the Problem Statements**

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| Date | 14 June 2025 |
| Team ID | LTVIP2025TMID56343 |
| Project Name | ShopSmart - eCommerce Grocery Web app |
| Maximum Marks | 2 Marks |

**Customer Problem Statement :**

Today’s online shoppers often face frustration when using e-commerce websites that:

* Have complicated or confusing interfaces, making it hard to find products or complete a purchase.
* Lack useful features like wishlists to save favorite items, or personalized recommendations.
* Fail to provide fast, responsive experiences across mobile and desktop devices.
* Offer limited order tracking, making customers unsure about delivery status.

Shoppers expect:

✅The ability to save and manage favorite products

✅Fast checkout and clear order history

✅A secure and trustworthy platform

✅A modern, mobile-friendly design that feels intuitive

ShopSmart is built to solve these problems by delivering:

* An easy-to-navigate, responsive web interface.
* Add to cart and wishlist functionality.
* Secure user authentication and order management
* Clear product pages and search features.
* Role-based features so admins can keep the catalog fresh and accurate, directly improving customer satisfaction.

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| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | online shopper | keep track of products I like and might buy later | the site doesn’t offer a wish list or save-for- later feature | of that, I keep losing the items I liked and have to search all over again | frustrated and less likely to complete my purchase |
| PS-2 | a customer who shops mostly on my phone | quickly browse products and place orders on the go | the website is slow, cluttered,  and not very | it’s not responsive and has a confusing interface | annoyed and discouraged from shopping there again |