

## Ideation Phase

### Define the Problem Statements

Date	27 June 2025
Team ID	LTVIP2025TMID55709
Project Name	ShopEz:One-Stop Shop for Online Purchases
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>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

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

#### Example:

I am	I'm trying to	But	Because	Which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a college student living in a	order groceries, stationery,	I have to switch between	no single platform provides all	irritated and time-constrained

	hostel	and daily essentials quickly from a single app	different apps and websites for each category	types of products I need at affordable prices	
PS-2	working professional with a tight schedule	buy household items and electronics online during short breaks	I waste time comparing prices and delivery times on multiple platforms	there's no unified solution that offers product comparison and smart suggestions	overwhelmed and indecisive