Ideation Phase

Empathize & Discover

Date: 19-07-2025
Team ID: LTVIP2025TMID55453
Project Name: ShopMart: Your Digital Grocery Store Experience

Customer Problem Statement

I am an online grocery shopper who values speed, simplicity, and trustworthy service. I'm trying to find and purchase grocery products quickly and conveniently through **ShopMart**. But I often face challenges such as unclear or insufficient product information, concerns about payment security, and uncertainty around delivery timing. Because many grocery eCommerce platforms deliver inconsistent user experiences, limited discount options, lack of transparent order tracking, and insufficient privacy protection. This makes me feel anxious, cautious, and hesitant to confidently complete my grocery purchases online.

I am
An online grocery shopper who values speed, simplicity, and reliable service.

I'm trying to
Quickly find and purchase the right grocery products through ShopMart.

But
I often face issues like unclear product descriptions, checkout insecurity, and doubts about delivery reliability.

Because
Many platforms lack transparency, personalized offers, and robust security measures.

Which makes me feel
Anxious, cautious, and hesitant to trust the online grocery shopping experience.