

Ideation Phase

Define the Problem Statements

Date	26 January 2026
Team ID	LTVIP2026TMIDS38827
Project Name	Strategic Product Placement Analysis
Maximum Marks	2 Marks

Customer Problem Statement Template:

Retail customers struggle to easily notice and access products that match their preferences due to ineffective product positioning. As a result, they may feel overwhelmed, miss relevant products, or make less satisfying purchase decisions. Customers need a shopping experience where products are placed strategically based on their interests and behaviour, making it easier, faster, and more enjoyable to find what they truly want.

I am	A retail customer shopping in-store or online
I'm trying to	Find products that match my needs quickly and easily
But	Products are not placed logically or visibly
Because	The company's product positioning is not fully based on customer behavior data
Which makes me feel	Frustrated and overwhelmed, sometimes leaving without buying

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A retail customer shopping in-store or online	Find products that match my needs quickly and easily	Products are not placed logically or visibly	The company's product positioning is not fully based on customer behaviour data	Frustrated and overwhelmed, sometimes leaving without buying
PS-2	A brand manager in a retail company	Improve sales and optimize product placement strategies	I cannot clearly see which positioning strategy drives better results	Sales data, placement data, and customer insights are not effectively visualized or analyzed	Confused and unsure about making confident, data-driven decisions