

# Ideation Phase

## Define the Problem Statements

Date	18 June 2025
Team ID	LTVIP2025TMID24654
Project Name	Shopez : one-stop shop for online purchases
Mentor Name	Dr Shaik Salma Begam
Maximum Marks	2 Marks

### Shopez Customer Problem Statement

To create a truly valuable e-commerce platform,  
it's essential to understand the real challenges and frustrations faced by our users.  
By stepping into their shoes,  
we can design Shoppez to deliver experiences that people will love and rely on.

### Customer Problem Statement for Shoppez

I am an online shopper who wants a convenient and reliable way to buy products from various categories. I'm trying to quickly find, compare, and purchase products online, manage my shopping cart, and complete my order with minimal hassle. But often encounter confusing navigation, limited search and filter options, slow checkout processes, and a lack of trust in the security of my personal information. Because many e-commerce platforms are cluttered, not user-friendly on mobile devices, and do not provide clear information or a seamless experience from browsing to checkout. Which makes me feel frustrated, anxious about my data security, and sometimes discouraged from completing my purchase.

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### Why This Matters for Shoppez

By clearly articulating these customer pain points, the Shoppez team can:

- Focus on intuitive navigation and powerful search/filter features.
- Ensure a fast, secure, and reliable checkout process.
- Build trust through transparent communication and robust data protection.
- Design a responsive, mobile-friendly interface.

This empathetic approach helps Shoppez stand out as a platform that truly understands and solves the real problems faced by online shoppers, leading to higher satisfaction and loyalty.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	an online shopper	find and purchase products easily and quickly	the website is cluttered and hard to navigate	there are too many categories and poor search	Frustrated and overwhelmed
PS-2	a busy working parent	order groceries and essentials from my phone	the checkout process is slow and often fails	the site doesn't save my cart or payment info	annoyed and discouraged