**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 Shopez to deliver experiences that people will love and rely on.

**Customer Problem Statement for Shopez**

**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.

**Why This Matters for Shopez**

By clearly articulating these customer pain points, the Shopez 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 Shopez 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 |