**Project Design Phase-I**

**Proposed Solution Template**

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| Date | 25 June 2024 |
| Team ID | SWTID1719938063 |
| Project Name | ShopEZ: E-Commerce Application |
| Maximum Marks | 3 Marks |

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Customers struggle with finding the best deals, navigating complex checkout processes, and lack transparency in delivery timelines on existing online shopping platforms. |
|  | Idea / Solution description | ShopEZ is a online shopping application which provides a wide varity of products, competitive pricing, and clear delivery info. It features price comparisons, an easy checkout process, and real-time order tracking with notifications. |
|  | Novelty / Uniqueness | ShopEZ simplifies shopping with price comparisons, trusted sellers, and real-time order tracking, prioritizing customer convenience with transparent info and user-friendly interface navigation. |
|  | Social Impact / Customer Satisfaction | By empowering customers to find the best deals and ensuring a smooth shopping experience, ShopEZ:  1)Saves customers money by highlighting discounts and transparent pricing.  2)Reduces shopping time and frustration through a user-friendly interface.  3)Increases trust by focusing on reputable sellers with clear delivery information.  4)Facilitates feedback mechanisms and community forums to enhance transparency and trust among users. |
|  | Business Model (Revenue Model) | ShopEZ can generate revenue through several models:  1)Affiliate Marketing:Partner with retailers and earn commissions on sales generated through the applicartion.  2)Premium Membership:Offer a premium tier with additional features like exclusive deals, faster delivery options, and early access to sales.  3)Event Sponsorship: Collaborate with brands to sponsor special shopping events or promotions targeted at students, generating revenue through sponsorship fees. |
|  | Scalability of the Solution | ShopEZ is highly scalable due to its online application format:  1)Easy Expansion:New product categories and retailers can be readily integrated into the app.  2)Global Reach: The application can be translated into multiple languages for international expansion.  3)Partnerships:Collaboration with universities and student organizations can accelerate user acquisition.  4)Other platforms: Expanding our services in the form of mobile apps both in Andriod and IOS. |