

**Project Design Phase**  
**Problem – Solution Fit Template**

Date	19-may-2025 To 30- June- 2025
Team ID	LTVIP2025TMID49768
Project Name	ShopSmart: Your Digital Grocery Store Experience
Maximum Marks	2 Marks

**Problem – Solution:**

The Smart Cart Online Grocery Website addresses several key problems faced by traditional grocery shoppers. Customers often deal with long queues and limited store hours, which lead to inconvenience and time loss. Manual billing processes are slow and prone to errors, making the shopping experience inefficient. Additionally, traditional stores rarely offer personalized suggestions, and shoppers frequently forget to purchase essential items without proper reminders.

Smart Cart solves these issues by providing a seamless online grocery shopping experience available 24/7. The platform features automated billing that eliminates human error and speeds up the checkout process. It uses AI to offer personalized product recommendations based on users' shopping history. Furthermore, smart reminders and wish lists help users keep track of essentials, ensuring they never miss important items. With secure payment options and user-friendly design, Smart Cart enhances convenience, efficiency, and satisfaction in grocery shopping.

**Smart Cart – Problem/Solution Canvas**

Section	Details
1. Customer Segment(s) (CS)	Working professionals, parents, students, elderly people, and tech-savvy users seeking convenient grocery solutions.
2. Jobs-to-be-Done / Problems (J&P)	<ul style="list-style-type: none"><li>- Avoid physical store visits</li><li>- Save time</li><li>- Accurate billing</li><li>- Personalized recommendations</li><li>- Grocery reminders</li></ul>
3. Triggers (TR)	<ul style="list-style-type: none"><li>- Busy lifestyle</li><li>- Health concerns</li><li>- Smart Cart promotions</li><li>- Poor offline service</li></ul>
4. Emotions: Before / After (EM)	Before: Stressed, frustrated, overwhelmed After: Confident, relaxed, satisfied
5. Available Solutions (AS)	<ul style="list-style-type: none"><li>- Supermarkets</li><li>- Online competitors (BigBasket, Amazon Fresh)</li><li>- Phone orders</li></ul>

	Cons: Less personalized, manual, or time-consuming
6. Customer Constraints (CC)	<ul style="list-style-type: none"> <li>- Low digital literacy</li> <li>- Internet issues</li> <li>- Budget concerns</li> <li>- Trust in online orders/payments</li> </ul>
7. Behaviour (BE)	<ul style="list-style-type: none"> <li>- Browse online</li> <li>- Compare prices</li> <li>- Use reviews</li> <li>- Set up wishlists or repeat orders</li> </ul>
8. Channels of Behaviour (CH)	<p>Online: Website, App, Social Media, Emails</p> <p>Offline: Word of mouth, flyers/posters</p>
9. Problem Root Cause (RC)	<ul style="list-style-type: none"> <li>- Time scarcity</li> <li>- Outdated offline retail process</li> <li>- Poor stock visibility and inconsistent pricing</li> </ul>
10. Your Solution (SL)	Smart Cart is an online grocery platform offering real-time stock, personalized recommendations, reminders, and fast checkout with secure payments.