**Project Design Phase**

**Proposed Solution Template**

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| Date | 15 February 2025 |
| Team ID | LTVIP2025TMID58629 |
| Project Name | ShopEZ Online Purchasing App |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Busy professionals often struggle to find quality gifts or shop online efficiently due to time constraints and the overwhelming number of options. Sellers also lack an efficient, analytics-driven platform for managing their online business effectively. |
|  | Idea / Solution description | ShopEZ is a comprehensive online shopping platform designed to simplify the customer journey and enhance seller efficiency. It offers: |
|  | Novelty / Uniqueness | Intelligent recommendation engine for hyper-personalized shopping.  Dual-interface design: a seamless buyer experience paired with a powerful seller dashboard.  Real-time insights for sellers to track performance and optimize listings.  Single-platform convenience for both ends of the e-commerce spectrum. |
|  | Social Impact / Customer Satisfaction | ShopEZ significantly enhances customer satisfaction by empowering time-constrained individuals to make thoughtful purchases effortlessly. It reduces decision fatigue through curated product suggestions tailored to user preferences and enhances trust with secure transactions and reliable order updates. Additionally, the platform supports small-to-medium-sized businesses by offering tools that enable digital growth, efficient order management, and increased visibility in the online marketplace. |
|  | Business Model (Revenue Model) | ShopEZ follows a multi-stream revenue model. The platform earns commissions on each sale made through the system and offers subscription-based plans for sellers who want access to advanced analytics and premium dashboard features. Revenue is also generated through featured product placements and targeted advertising. Furthermore, there is potential to integrate affiliate marketing strategies and cross-selling partnerships, expanding the revenue potential. |
|  | Scalability of the Solution | ShopEZ is built with scalability in mind, capable of supporting a growing user and seller base without compromising performance. Its modular backend architecture allows for seamless integration of new features, ensuring adaptability over time. The solution leverages a scalable, cloud-based infrastructure to manage storage, processing, and analytics efficiently. As the platform grows, it can expand globally with support for multiple languages and currencies, making it a viable solution for international markets. |