**Project Design Phase**

**Problem – Solution Fit Template**

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

**Problem – Solution Fit Template:**

Busy professionals like Sarah struggle to find time to search through multiple platforms to find the right product, especially when shopping for gifts. They often face challenges such as overwhelming choices, lack of personalization, and inefficient checkout processes. Sellers, on the other hand, require efficient systems to manage orders and track performance effectively.

**Purpose:**

To simplify and personalize the online shopping experience for busy individuals and small-to-medium-sized sellers. ShopEZ helps customers make quick, informed purchase decisions through intuitive navigation and smart recommendations, while empowering sellers with efficient order management and actionable analytics.

By addressing the pain points of both buyers and sellers, ShopEZ ensures higher satisfaction, faster transactions, and scalable growth — all while aligning with the real-life behaviors and constraints of modern digital commerce.

**Template:**

Calendar

Description automatically generated