**Project Design Phase**

**Problem – Solution**

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| Date | 26-06-2025 |
| Team ID | LTVIP2025TMID53570 |
| Project Name | ShopEZ:One-Stop Shop for Online Purchases |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Overview:**

The One Stop Shop e-commerce platform tackles key problems faced by shoppers and small shopkeepers. It simplifies online shopping with a clean interface, promotes local products, and builds trust with secure payments. For shopkeepers, it removes technical barriers, reduces costs, and offers easy tools to manage inventory, orders, and customer reach.

**Purpose:**

* **Empower small businesses** to establish a digital presence without technical skills or high costs
* **Connect local sellers with online shoppers** through a centralized, easy-to-use platform.
* **Simplify the shopping experience** with a clean, responsive, and trustworthy interface.
* **Promote local commerce** by giving visibility to small and homegrown brands.

### **Problem Statement:**

**Small Shopkeepers and users face challenges such as:**

* Small shopkeepers lack digital skills to set up and manage an online store.
* Existing e-commerce platforms are expensive and complex for local sellers.
* Shoppers struggle to find reliable local products through big marketplaces.
* Trust issues and poor user experience lead to abandoned carts and lost sales.
* Lack of visibility and promotion makes it hard for small businesses to compete online.

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### **Solution:**

**ShopEZ offers a seamless One-Stop Shop (e-commerce) platform:**

* Buyers or users can easily find and support nearby sellers.
* User-Friendly Interface with clean design that ensures quick and smooth shopping.
* Contains multiple payment options with secure and flexible checkouts.
* Platform highlights local sellers to attract more customers.
* Secure, fast payment integration boosts professionalism.
* The platform removes the need for expensive developers or third-party platforms by offering affordable or commission-based pricing.
* Small shops get a dedicated space to promote their products, helping them reach customers beyond their physical location.
* Real-time updates on product stock, order status, and sales analytics streamline business operations.