**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 26-05-2025 |
| Team ID | LTVIP2025TMID21133 |
| Project Name | ShopEZ: ONE-STOP SHOP FOR ONLINE PURCHASES |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Overview:**

The Problem–Solution Fit ensures that the **ShopEZ** platform addresses the key pain points of scattered online shopping experiences and delivers a streamlined, user-centric marketplace. This validation is crucial before launching the platform on a larger scale to meet the needs of diverse customers and sellers.

**Purpose:**

* Build a **centralized platform** for purchasing products across multiple categories.
* Eliminate the need to visit multiple websites for different product needs.
* Provide **easy navigation**, seamless product search, and category filtering.
* Enable a **secure, unified shopping experience** with reliable payment and delivery systems.
* Allow local sellers and SMEs to easily register and reach a broader audience.
* Deliver real-time order tracking, customer support, and reviews.

**Problem Statement:**

Online shoppers today face challenges such as:

* **Fragmented marketplaces**—users must browse multiple platforms for different needs.
* **Lack of personalization** and intelligent suggestions.
* **Unclear product credibility** due to fake or poor reviews.
* **No unified tracking system** for multiple products/orders.
* **Difficulty for small sellers** to gain visibility and trust.

**Solution:**

**ShopEZ**, a one-stop online shopping platform, offers:

* **All-in-one marketplace** for fashion, electronics, groceries, and more.
* **Smart search and recommendations** based on user behavior.
* **Secure checkout system** with multiple payment options.
* **Real-time order tracking** with SMS/email notifications.
* **Seller dashboard** for inventory, sales, and feedback management.
* **Customer support integration** including FAQs, chatbots, and live help.