Project Design Phase
Proposed Solution

Date	12th April, 2025
Team ID	SWTID1744119659
Project Name	ShopEZ: Online E-Commerce Platform
Maximum Marks	2 Marks

Proposed Solution:

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	E-commerce platforms often have cluttered interfaces, limited admin control, slow performance, security issues, and lack of integration, leading to poor user and seller experiences.
2.	Idea / Solution description	ShopEZ is an intuitive e-commerce platform that combines a user-friendly interface for shoppers with a powerful admin panel for sellers. It integrates secure payments, fast performance, and scalability, providing an optimized solution for both buyers and sellers.
3.	Novelty / Uniqueness	Unlike many e-commerce platforms, ShopEZ offers a seamless, clean design with easy-to-use admin controls and quick setup for sellers, coupled with advanced analytics and data protection features. It focuses on both customer satisfaction and backend efficiency, a rare combination in the market.
4.	Social Impact / Customer Satisfaction	ShopEZ empowers small to medium-sized businesses by providing them with an affordable, user-friendly platform to manage their products and orders. It enhances customer satisfaction by providing a smooth shopping experience, secure payments, and fast delivery options
5.	Business Model (Revenue Model)	ShopEZ operates on a subscription-based model for sellers (monthly or yearly plans) and offers a commission-based revenue stream for sales made through the platform. Additionally, it may generate revenue from premium features and advertisement partnerships.
6.	Scalability of the Solution	The platform is designed to scale efficiently, with modular components that can handle increasing user and seller traffic. It supports expansion into new markets, integration with additional features (like AI recommendations), and can accommodate both small businesses and large enterprises as it grows.