

Project Design Phase

Problem – Solution Fit

Date	12 April 2025
Team ID	SWTID1744119659
Project Name	ShopEZ: One-Stop Shop for Online Purchases
Maximum Marks	2 Marks

Problem – Solution Fit:

This canvas outlines the alignment between the problems faced by ShopEZ’s target users—**young, urban, tech-savvy shoppers**—and the solution the platform provides. Users struggle with **limited product info in local stores, overwhelming online options, payment issues, and lack of trust in lesser-known platforms**.

The proposed solution is a **user-friendly e-commerce platform** with:

- Real-time product availability
- Transparent pricing and reviews
- Personalized recommendations
- Secure checkout with multiple payment options
- Reliable delivery tracking

By addressing key constraints and root causes, ShopEZ aims to transform customer emotions from **frustration to satisfaction**, delivering a smooth and personalized shopping experience.

Problem-Solution fit canvas 2.0



Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking	Explore AS, differentiate
	Young adults (18–35), tech-savvy and comfortable with online shopping Urban and semi-urban residents Working professionals with limited time	Internet or app navigation issues Payment method restrictions Lack of trust in lesser-known platforms Concerns over delivery time or quality	What are the current alternatives? # Amazon, Flipkart, Snapdeal, Meesho # Instagram/Facebook marketplace # Local shops or WhatsApp-based sellers What's lacking in them: 1. Lack of personalisation 2. Complicated return/refund systems 3. Delayed or unreliable customer support	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? i.e. directly related, find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)	Focus on J&P, tap into BE, understand RC
	Find and buy products conveniently from home Compare product prices and reviews Track orders and get reliable delivery Secure payment and refund process	Local stores have limited stock and no real-time availability info. Big platforms overwhelm users with too many options and ads. Customers lack access to transparent pricing and reviews in one place. Delivery delays and return hassles reduce trust in new platforms. Most e-commerce platforms are not tailored to user preferences or needs.	Visit multiple local stores to find the right product. Use big platforms like Amazon or Flipkart, even if the interface is cluttered or impersonal. Search Google or YouTube for product reviews before buying. Ask friends/family for product recommendations or availability. Delay purchases due to confusion, lack of trust, or decision fatigue.	
Define CS, fit into CL	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	10. YOUR SOLUTION SL What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.	8.1 ONLINE CHANNELS CH What kind of actions do customers take online? Extract online channels from box #7 Behaviour	Explore AS, differentiate
	Lack of time to visit physical stores Sale season or discount offers Limited local product availability Urgent need for a specific item 4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design. Before: Frustrated, confused, doubtful. After: Relieved, confident, satisfied.	“Our e-commerce website is a user-friendly platform offering a wide range of products with real-time availability, competitive pricing, and secure checkout. It features user reviews, personalised recommendations, multiple payment options (UPI, Cards, Cash on Delivery), and reliable delivery tracking. Our goal is to provide a smooth, trustworthy shopping experience tailored to customer needs.” If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.	Google product search Online marketplaces (Amazon, Flipkart) Product review sites Social media (Instagram, YouTube reviews) 8.2 OFFLINE CHANNELS CH What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development. Visiting local stores Asking shopkeepers for recommendations Word of mouth	



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