

Project Design Phase
Problem – Solution Fit

Date	11 th April, 2025
Team ID	SWTID1744119659
Project Name	ShopEZ: Online E-Commerce Platform
Maximum Marks	2 Marks

Problem – Solution Fit:

ShopEZ offers a clean, interactive shopping platform with essential features for users and a powerful admin panel for efficient product, order, and user management—ensuring a smooth and modern e-commerce experience for all stakeholders.

Purpose:

- To provide users with a seamless and interactive online shopping experience.
- To offer a centralized admin panel for efficient product and order management.
- To ensure scalability and flexibility for both users and administrators.
- To integrate essential and advanced e-commerce features in a user-friendly UI.
- To bridge the gap between user needs and backend efficiency in online retail.

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
	<ul style="list-style-type: none"> Online Shoppers: Individuals looking for a convenient and reliable platform to purchase products. Small to Medium Businesses (Sellers): Vendors seeking to list and manage their products online. Admin/Platform Owners: Individuals or teams responsible for managing the e-commerce operations, orders, and user activities. Tech-savvy Users: Users who prefer a modern, responsive, and feature-rich e-commerce experience 	<ul style="list-style-type: none"> Limited Tech Knowledge: Some users may struggle with complex interfaces or navigation. Budget Sensitivity: Price-conscious users may abandon carts if pricing isn't competitive. Device Compatibility: Users may access the platform from various devices, requiring responsive design. Security Concerns: Users expect safe payment gateways and protection of personal data. 	<ul style="list-style-type: none"> Amazon – Offers a wide range of products, fast delivery, and a trusted platform but can feel overwhelming for smaller sellers. Flipkart – Popular in India with strong logistics but limited flexibility for small business customization. Shopify – Allows businesses to create their own e-commerce site, but requires monthly subscriptions and setup effort. Meesho – Focuses on resellers and budget-friendly products, but lacks advanced admin control for larger inventories. 	
	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	<ul style="list-style-type: none"> Deliver a fast, responsive, and user-friendly e-commerce platform. Add, update, and manage product listings efficiently. Monitor orders, inventory, and customer data in real-time. Easily browse, search, and purchase products online. Track orders and manage purchases from a clean, responsive interface. 	<ul style="list-style-type: none"> Complex User Interfaces: Many platforms overwhelm users with cluttered designs and poor navigation. Limited Admin Control: Small businesses often lack tools for easy inventory and order management. Slow Performance & Downtime: Delays in page loads or API responses affect user satisfaction. Security Gaps: Inadequate protection of user data or unreliable payment systems lead to trust issues. 	<ul style="list-style-type: none"> Preference for Convenience: Customers prefer platforms that allow quick product discovery and hassle-free checkout. Search & Compare: Users often compare products and prices before making a purchase decision. Mobile Shopping Trend: A significant number of users shop through mobile devices, expecting responsive and intuitive interfaces. Reliance on Reviews: Many buyers rely on product ratings and customer reviews before purchasing. Impatience with Delays: Users tend to abandon carts if the site is slow or unresponsive. 	Focus on J&P, tap into BE, understand RC
	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	
	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: <ul style="list-style-type: none"> Frustration: Users often feel overwhelmed by cluttered interfaces, slow load times, and complicated navigation on current platforms. After: <ul style="list-style-type: none"> Satisfaction: After using ShopEZ, users experience a smooth, intuitive shopping journey with a clean, responsive interface. 	<ul style="list-style-type: none"> User-Friendly Interface: Clean and interactive platform for an intuitive shopping experience. Centralized Admin Panel: Easy product, order, and user management for seamless admin control. Secure Payments: Integration of secure payment gateways to ensure safe transactions. Responsive Design: Fully mobile-optimized for shopping across various devices. Scalability: Platform designed to grow with users' and sellers' evolving needs. Comprehensive Features: Essential tools like product filters, analytics, and real-time order tracking. Easy Seller Onboarding: Simple registration and product listing process for new sellers. Data Protection: Robust security measures to safeguard user and business data. <p><small>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.</small></p>	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.	
Define CS, fit into CL	<ul style="list-style-type: none"> Discounts & Offers: Special deals can drive user engagement and purchases. New Product Launches: Exciting new arrivals attract attention. Frustration with Competitors: Users migrate from platforms with poor UX. Urgent Needs: Immediate product needs, such as gifts, can lead to impulse shopping. 	<ul style="list-style-type: none"> User-Friendly Interface: Clean and interactive platform for an intuitive shopping experience. Centralized Admin Panel: Easy product, order, and user management for seamless admin control. Secure Payments: Integration of secure payment gateways to ensure safe transactions. Responsive Design: Fully mobile-optimized for shopping across various devices. Scalability: Platform designed to grow with users' and sellers' evolving needs. Comprehensive Features: Essential tools like product filters, analytics, and real-time order tracking. Easy Seller Onboarding: Simple registration and product listing process for new sellers. Data Protection: Robust security measures to safeguard user and business data. <p><small>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.</small></p>	<ul style="list-style-type: none"> Blog Posts: Publish articles around e-commerce trends, platform comparisons, tips for sellers, and best practices for shopping online. This can help improve SEO and drive organic traffic. Case Studies & Testimonials: Share real stories from users or sellers who have had a positive experience with ShopEZ. 	Explore AS, differentiate