Project Design Phase

Proposed Solution

Date	16th April 2025
Team ID	SWTID1744119659
Project Name	ShopEZ: One-Stop Shop for Online Purchases
Maximum Marks	2 Marks

Proposed Solution:

S.No.	Parameter	Description
01	Problem Statement (Problem to be solved)	Customers face difficulty finding affordable, quality products in one place with a smooth shopping experience. Major platforms are often cluttered, impersonal, and lack local personalization. Small businesses also struggle to go online and compete due to high fees and complexity.
02	Idea/Solution Description	**ShopEZ** is a user-friendly e-commerce platform offering a clean, intuitive interface for customers to browse and purchase a variety of products. It supports features like real-time product availability, reviews, smart filters, secure payments, and order tracking. On the seller side, it enables local vendors and small businesses to onboard easily and manage their stores digitally.
03	Novelty/ Uniqueness	- Simple and clean UI focused on smooth user experience - Focus on onboarding small/local sellers with minimal technical know-how - Personalized recommendations and a smart search engine - Built-in customer support chatbot - Light and fast website optimized for low-end devices
04	Social Impact/ Customer Satisfaction	ShopEZ empowers small businesses to reach wider markets, helping them survive in the digital era. Customers benefit from better product discovery, honest reviews, and a reliable delivery system. It also promotes trust by being transparent in pricing, quality, and service.

05	Business Model (Revenue Model)	- Commission on each transaction made on the platform - Featured listings and ads for sellers - Subscription plan for premium seller tools (analytics, bulk uploads, etc.) - Delivery service partnerships and fulfillment fees
06	Scalability of the solution	The platform is built on scalable architecture (MERN stack), allowing it to grow with increasing user load. Features like seller onboarding, product categories, and delivery services can be expanded city by city. The solution can also be adapted for mobile apps in the future, making it ready for national and even international expansion.