**Project Design Phase-I**

**Proposed Solution Template**

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| Date | 22 June 2024 |
| Team ID | PNT2022TMIDxxxxxx |
| Project Name | Project - xxx |
| Maximum Marks | 3 Marks |

**Proposed Solution Template:**

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

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Simplify grocery shopping for retail customers by offering online browsing, selection, and purchase of fresh produce, pantry staples, and household essentials. Assist businesses with inventory management and delivery logistics. |
|  | Idea / Solution description | ShopSmart is a mobile application that revolutionizes grocery shopping by offering:  1. **Effortless Online Ordering**: Browse, select, and purchase fresh produce, pantry staples, and household essentials from your smartphone or tablet.  2. **Personalized Recommendations**: Our intelligent AI suggests items you frequently buy and discovers new favourites based on your preferences.  3. **Supporting Local Heroes**: Directly connects you with nearby farmers and businesses, ensuring the freshest products and fostering a stronger sense of community. |
|  | Novelty / Uniqueness | ShopSmart goes beyond just online grocery shopping. It prioritizes accessibility by:  1. **Reaching Underserved Areas**: Bridging the gap by delivering essential groceries to those who might not have easy access to traditional stores.  2. **Personalized Touch**: Fosters customer loyalty through a user-friendly interface and personalized recommendations, making grocery shopping a breeze. |
|  | Social Impact / Customer Satisfaction | ShopSmart creates a positive impact by:  1. **Enhancing Accessibility**: Ensuring everyone has access to fresh groceries, regardless of their location.  2. **Empowering Local Communities**: Supporting local farmers and businesses, promoting a sustainable and thriving local economy.  3. **Customer Satisfaction at its Finest**: Providing convenience, personalization, and support for local heroes, delivering a grocery shopping experience you'll love. |
|  | Business Model (Revenue Model) | ShopSmart utilizes a multi-pronged revenue approach:  1.**Transaction Fees**: A small fee is applied to each purchase, ensuring a sustainable business model.  2. **Subscription Plans**: Businesses can unlock premium features like advanced inventory management tools through optional subscriptions.  3. **Targeted Advertising**: Displays relevant ads within the app, generating additional revenue streams. |
|  | Scalability of the Solution | ShopSmart's cloud-based architecture allows for effortless scaling. The solution can be seamlessly expanded to serve a wider customer base, integrate with more local vendors, and continuously improve delivery logistics for maximum efficiency. |