

**Project Design Phase**  
**Problem – Solution Fit**

Date	31 January 2025
Team ID	LTVIP2026TMIDS24270
Project Name	ShopEZ: One-Stop Shop for Online Purchases
Maximum Marks	2 Marks

**Problem – Solution Fit Overview:**

The Problem–Solution Fit ensures that ShopSmart addresses key gaps in the local grocery shopping experience and aligns with the real needs of both customers and local store owners.

This validation is essential before scaling the platform or introducing advanced features.

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**Purpose:**

- Bridge the gap between local customers and nearby grocery stores through a unified digital platform.
  - Offer a simple, seamless grocery shopping experience with cart, checkout, and order tracking.
  - Provide a vendor (store) dashboard for easy product management and order handling.
  - Give admins control to promote stores and maintain product quality across the platform.
  - Empower small/local grocery vendors with digital access and visibility—without high platform fees.
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**Problem Statement:**

Many customers and small grocery store owners face challenges such as:

- Limited online presence of local grocery stores on major e-commerce platforms
  - Lack of a grocery platform tailored for semi-urban towns, hostels, or residential communities
  - Complicated or generic interfaces not suited for grocery-specific use cases
  - High service fees or delivery charges that discourage local store participation
  - No accessible dashboard for vendors to manage inventory and customer orders
  - No centralized control for admins to feature trusted vendors or flag inactive ones
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**Solution:**

ShopSmart, a MERN-stack digital grocery platform, offers:

- A clean, responsive interface for discovering and ordering groceries from local stores
- Secure user and vendor authentication with role-specific dashboards
- A vendor dashboard to add/edit/delete products and manage live customer orders
- A cart-based checkout system with real-time status tracking of orders
- Admin capabilities for managing stores, viewing activity, and promoting vendors
- A low-cost or commission-free model supporting neighborhood grocery businesses
- Future potential for wallet integration, delivery agent modules, reviews, and loyalty programs

<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> <ul style="list-style-type: none"> <li>• Busy parents and working professionals</li> <li>• Tech-savvy individuals who prefer online shopping</li> <li>• People looking for a convenient way to buy 1 fresh produce, pantry staples, and household essentials</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b> <p>What job-to-be-done or problems from taking action or it limit their choices of:</p> <ul style="list-style-type: none"> <li>• Busy lifestyles and time constraints</li> <li>• Limited ability to visit physical grocery stores regularly</li> <li>• Concerns about the quality of online grocery delivery</li> <li>• Budget constraints</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> <p>What solution are at available to the customers when they face the problem or need to get the job done?/ins: abov?</p> <ul style="list-style-type: none"> <li>• Other grocery delivery services (e.g. Instacart, Amazon Fresh)</li> <li>• Subscription meal kit services</li> <li>• Local grocery stores with online grocery delivery and pickup options</li> </ul>
<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b> <p>What job-to-be-done or problems that customers for your customers?</p> <ul style="list-style-type: none"> <li>• Finding time to shop for groceries amidst busy schedules</li> <li>• Getting fresh, high-quality groceries delivered</li> <li>• Avoiding long lines at the store</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b> <p>What, existing conditions have that let to exist?</p> <ul style="list-style-type: none"> <li>• Lack of time due to busy work and life schedules</li> <li>• Concerns over the quality of online grocery services</li> </ul>	<b>7. BEHAVIOUR</b> <b>BE</b> <p>What does cause matter do to address the problem and get the job done?</p> <ul style="list-style-type: none"> <li>• Visit physical grocery stores despite time constraints</li> <li>• Try occasional online grocery delivery services</li> </ul>
<b>3. TRIGGERS</b> <b>TR</b> <p>What your customers to act?</p> <ul style="list-style-type: none"> <li>• Lack of time</li> <li>• Seeing friends or neighbors, use grocery delivery apps</li> <li>• Needing to buy groceries, more efficiently</li> </ul>	<b>10. YOUR SOLUTION</b> <b>SL</b> <p><b>Our Grocery Web App</b></p> <ul style="list-style-type: none"> <li>• User friendly interface for easy browsing and ordering</li> <li>• Wide selection of fresh produce, pantry staples, and household essentials</li> <li>• Customizable delivery options to fit busy schedules</li> <li>• High-quality, reliable service with excellent customer support</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <b>CS</b> <p><b>8.1 ONLINE</b></p> <ul style="list-style-type: none"> <li>• Browsing grocery websites and mobile apps</li> <li>• Reading online reviews of different grocery delivery services</li> <li>• Checking social media for recommendations</li> </ul> <p><b>8.2 OFFLINE</b></p> <ul style="list-style-type: none"> <li>• Visiting physical grocery stores</li> <li>• Discussing their experiences with friends, family, and coworkers.</li> </ul>
<b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b> <p>How do customers feel when using, applying or for doing it?</p> <ul style="list-style-type: none"> <li>• Since start, waiting, finding grocery shopping time-consuming.</li> <li>• After: Relieved, satisfied, and consistent knowing their groceries are delivered useful, and on time</li> </ul>	<b>10. YOUR SOLUTION</b> <b>SL</b> <p><b>Our Grocery Web App</b></p> <ul style="list-style-type: none"> <li>• User friendly interface for easy browsing and ordering</li> <li>• Wide selection of fresh produce, pantry staples, and household essentials</li> <li>• Customizable delivery options to fit busy schedules</li> <li>• High-quality, reliable service with excellent customer support</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <b>CS</b> <p><b>8.1 ONLINE</b></p> <ul style="list-style-type: none"> <li>• Browsing grocery websites and mobile apps</li> <li>• Reading online reviews of different grocery delivery services</li> <li>• Checking social media for recommendations</li> </ul> <p><b>8.2 OFFLINE</b></p> <ul style="list-style-type: none"> <li>• Visiting physical grocery stores</li> <li>• Discussing their experiences with friends, family, and coworkers.</li> </ul>
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