

Project Design Phase
Proposed Solution Template

Date	20 June 2025
Team ID	LTVIP2025TMID58401
Project Name	ShopSmart - eCommerce Grocery Web app
Maximum Marks	2 Marks

Proposed Solution :

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Customers face difficulty tracking favorite products, experience slow or cluttered sites, and often lack trust in site security. Small businesses also lack an affordable, customizable e-commerce platform with advanced features like role-based admin control.
2.	Idea / Solution description	Develop ShopSmart , a full-featured, user-friendly MERN stack e-commerce web app with add to cart & wishlist, role-based access for admin and users, secure authentication, product management, and responsive design to offer a smooth shopping experience on desktop and mobile.
3.	Novelty / Uniqueness	Combines advanced admin dashboard, secure role-based access, wishlist, modern responsive UI, and open-source customization in a single, scalable MERN stack solution — designed especially for small businesses and individual sellers to deploy quickly without high costs.
4.	Social Impact / Customer Satisfaction	Empowers small businesses to go digital affordably, improves customer satisfaction with an intuitive, fast shopping experience, secure checkout, and useful features like wishlist and order history. Increases trust, convenience, and repeat purchases.
5.	Business Model (Revenue Model)	Can be monetized by offering: custom hosting services, premium features like advanced analytics, subscription plans for sellers, and integration with payment gateways. Potential to run as SaaS for small businesses or charge commissions on sales through the platform.
6.	Scalability of the Solution	Built with MERN stack for easy scalability: add more features (e.g., AI recommendations, push notifications), support high user load, deploy on cloud infrastructure, and customize for different business domains (fashion, electronics, etc.) — making it suitable for small startups to large enterprises.