

SPIT HACKATHON

PROBLEM STATEMENT



IN TODAY'S FAST-PACED WORLD, WHAT SHOULD BE THE SIMPLE TASK OF LOCATING A SPECIFIC PRODUCT IN A LOCAL STORE HAS TURNED INTO AN UNEXPECTED CHALLENGE FOR MANY SHOPPERS. WHETHER ONE IS LOOKING FOR THE PERFECT LAPTOP BAG, A SPECIFIC PHONE CHARGER, OR UNIQUE ACCESSORIES, THE TYPICAL CONSUMER OFTEN FINDS HIMSELF IN THE MIDDLE OF A FRUSTRATING CYCLE OF VISITING MULTIPLE STORES, MAKING PHONE CALLS, OR RELYING ON ONLINE SEARCHES THAT FAIL TO PROVIDE ACCURATE, LOCAL INFORMATION.

THIS DISCONNECTION BETWEEN BUYERS AND LOCAL RETAILERS CREATES A RIPPLE EFFECT THROUGHOUT COMMUNITIES, AND BUSINESSES MISS OPPORTUNITIES TO SERVE CUSTOMERS WHO ARE ACTIVELY SEARCHING FOR THEIR PRODUCTS.

A UNIFIED SYSTEM THAT BRIDGES THE GAP IN THE CURRENT LOCAL SHOPPING LANDSCAPE IS CURRENTLY ABSENT. E-COMMERCE PLATFORMS HAVE REVOLUTIONIZED ONLINE SHOPPING BUT HAVE NOT ADDRESSED THE NEEDS OF CONSUMERS WHO WANT TO SHOP LOCALLY OR URGENTLY REQUIRE PRODUCTS.

ESPECIALLY THOSE SMALL BUSINESS OWNERS WITH OUT-OF-DATE INVENTORY SYSTEMS WHO LACK THE VISIBILITY OF THEIR PRODUCTS TO THE POTENTIAL CUSTOMERS LIVING IN THEIR VICINITY. IT IS MORE CHALLENGING FOR A DIVERSE COMMUNITY WHERE FAMILY-OWNED STORES USE TRADITIONAL SYSTEMS AND YET HAVE UNIQUE AND VALUABLE PRODUCTS.



WE ENVISION A TRANSFORMATIVE SOLUTION THAT REIMAGINES LOCAL SHOPPING THROUGH A COMMUNITY-DRIVEN PLATFORM. THIS PLATFORM WOULD USE REAL-TIME DATA AND CROWD-SOURCED UPDATES TO CREATE A DYNAMIC MARKETPLACE WHERE SHOPPERS CAN INSTANTLY LOCATE PRODUCTS IN NEARBY STORES. IT WOULD INCORPORATE FEATURES SUCH AS INVENTORY STATUS UPDATES, PRICE COMPARISONS, AND STORE-SPECIFIC DETAILS TO EMPOWER CONSUMERS TO MAKE INFORMED DECISIONS BEFORE LEAVING THEIR HOMES.

THIS INITIATIVE GOES BEYOND MERE PRODUCT LOCATION – IT IS ABOUT REVITALIZING LOCAL COMMERCE AND STRENGTHENING COMMUNITY TIES. THE PLATFORM WOULD CREATE A TRUSTED ECOSYSTEM THAT BENEFITS CONSUMERS AND RETAILERS BY ENABLING FEATURES SUCH AS REAL-TIME AVAILABILITY ALERTS, STORE RATINGS, AND PRODUCT REVIEWS FROM LOCAL SHOPPERS. THE SOLUTION WOULD SEAMLESSLY INTEGRATE WITH EXISTING SHOPPING HABITS WHILE INTRODUCING INNOVATIVE TOOLS THAT MAKE LOCAL SHOPPING MORE EFFICIENT AND ENJOYABLE.

THIS TRANSFORMATION OF THE TRADITIONAL SHOPPING EXPERIENCE INTO A STREAMLINED, COMMUNITY-FOCUSED SYSTEM THAT SAVES TIME FOR CONSUMERS AND DRIVES FOOTFALL INTO LOCAL BUSINESSES, CREATING A MORE VIBRANT AND SUSTAINABLE LOCAL ECONOMY. THE IDEA IS TO PRESERVE THE PERSONAL TOUCH IN LOCAL SHOPPING WHILE ADDING THE CONVENIENCE AND EFFICIENCY THAT MODERN CONSUMERS EXPECT.

