The MERN-based ecommerce app that I'm going to build will include a user-friendly React front-end with features such as product listings, search and filtering, shopping cart, user authentication, payment integration. The Node.js and Express.js back-end provides a RESTful API for handling operations like product management, user authentication, cart management, and payment processing. MongoDB will be used as the database for efficient storage and retrieval of product information, user profiles, shopping carts, and order history. The app can be deployed on a cloud platform with features like load balancing, SSL certificates, and automated testing for a scalable and reliable solution.

In summary, it's an ecommerce app with a React front-end, Node.js and Express.js back-end, MongoDB database, and deployment on a cloud platform, providing essential features for online shopping.