

**Project Design Phase**  
**Proposed Solution**

|               |                                            |
|---------------|--------------------------------------------|
| Date          | 31 January 2026                            |
| Team ID       | LTVIP2026TMIDS24602                        |
| Project Name  | ShopEZ: One-Stop Shop for Online Purchases |
| Maximum Marks | 2 Marks                                    |

**Proposed Solution for ShopSmart**

| S. No. | Parameter                                | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|--------|------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1      | Problem Statement (Problem to be solved) | <p>Many users in semi-urban areas, residential colonies, and student communities face challenges in finding and ordering groceries from local stores.</p> <p>Local grocery vendors often lack affordable, easy-to-use digital tools for online selling.</p> <p>This creates poor customer experiences and limits business growth for small stores.</p>                                                                                                                     |
| 2      | Idea / Solution Description              | <p>ShopSmart is a MERN-stack web platform that connects customers with local grocery vendors via a clean and intuitive online interface.</p> <p>Users can browse stores, explore product categories, add items to a cart, and place orders.</p> <p>Vendors (store owners) can manage products and order status through a dedicated dashboard.</p> <p>Admins have tools to monitor store performance and promote reliable vendors.</p>                                      |
| 3      | Novelty / Uniqueness                     | <ul style="list-style-type: none"> <li>- Tailored for local grocery shops, especially those not listed on big e-commerce apps</li> <li>- Supports role-based dashboards for Users, Vendors, and Admins</li> <li>- Vendors can manage real-time inventory and update orders</li> <li>- Admins can promote trusted vendors for better visibility</li> <li>- Lightweight, modular design supports future integrations like delivery agents, loyalty programs, etc.</li> </ul> |
| 4      | Social Impact / Customer Satisfaction    | <ul style="list-style-type: none"> <li>- Promotes digital inclusion of small, offline grocery stores</li> <li>- Gives students, families, and residents easy online access to local essentials</li> <li>- Boosts local commerce by supporting neighborhood businesses</li> <li>- Enhances customer convenience through fast ordering and real-time tracking</li> <li>- Bridges the digital divide in grocery tech for underserved areas</li> </ul>                         |

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|---|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5 | Business Model<br>(Revenue Model) | <ul style="list-style-type: none"> <li>- Free access for users and basic free listing for vendors</li> <li>- Commission-free base model to onboard small grocery businesses</li> <li>- Future revenue from featured listings, sponsored stores, or local ads</li> <li>- Optional delivery service fee share, if a logistics module is added</li> </ul>                                                            |
| 6 | Scalability of the Solution       | <ul style="list-style-type: none"> <li>- Easily extendable to other towns, hostels, or university campuses</li> <li>- Backend supports modular API scaling</li> <li>- React frontend adaptable into mobile app using React Native</li> <li>- Designed for multi-store setup with future delivery tracking integration</li> <li>- Can be deployed easily on cloud platforms like Render, Vercel, or VPS</li> </ul> |