

Project Design Phase

Problem – Solution Fit

Date	4 April 2025
Team ID	SWTID1742575574
Project Name	Grocery webapp
Maximum Marks	2 Marks

Problem–Solution Fit:

For our Blinkit Clone Grocery WebApp, the Problem–Solution Fit lies in recognizing the everyday challenges of modern consumers—such as time constraints, inventory uncertainty, and delivery delays—and offering a seamless digital platform that enables fast, reliable, and secure grocery shopping. Our solution is tailored to meet the needs of time-sensitive users like working professionals, students, and homemakers by providing features like real-time inventory sync, personalized recommendations, easy reordering, and live delivery tracking.

Purpose:

☐ Promote Digital Inclusivity:

Enable even non-tech-savvy users to shop for groceries online with an intuitive, minimal learning curve interface.

☐ Reduce Physical Store Dependency:

Offer a reliable alternative to physical grocery shopping, especially useful during health crises or for those with mobility issues.

☐ Empower Local Sellers:

Provide a robust backend system that helps local vendors digitize their offerings and reach a wider customer base.

CUSTOMER SEGMENTS Online shoppers: value convenience and efficiency Sellers: manage inventory and orders online	CS	CUSTOMER CONSTRAINTS • Cluttered interfaces, difficult navigation • Concerns about data privacy, fees • Finding cluttered data fronts, complex seller systems	AS
JOBS-TO-BE-DONE / PROBLEMS Online shoppers: purchase groceries daily Sellers: manage inventory and orders online	PROBLEM ROOT CAUSE User-unfriendly designs, limited personalisation- and Insufficient data protection	BEHAVIOUR • Shoppers struggling with ecommerce platform dalliance Sellers investing in off-putting • insufficient data protection	
JOBS-TO-BE-DONE CAUSE User-unfriendly designs, limited personalization		CHANNELS OF BEHAVIOUR • Online shoppers need app stores for syro for options • Sellers post products pulls e-track inventory online	
TRIGGERS Online shoppers need in solution when stock or delivery is slow Sellers when a major grocer pulls e-commerce sites	YOUR SOLUTION Intuitive interface ensuring secure transactions		
	EMOTIONS: BEFORE / AFTER Frustrated and unmotivated to shop or sell		