

## Project Design Phase

### Problem – Solution Fit Template

Date	19 June 2025
Team ID	LTVIP2025TMID58635
Project Name	ShopSmart - eCommerce Grocery Web app
Maximum Marks	2 Marks

#### Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Small to medium-sized online sellers, boutique store owners, and end users (shoppers) seeking a smoother e-commerce experience.	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> Limited technical knowledge. Budget constraints for subscriptions or custom development. Limited time to manage online operations.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> Shopify, WooCommerce, Magento, and custom-built stores. Pros: established, lots of plugins. Cons: can be expensive, complex setup, steep learning curve, cluttered interfaces.	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> Sellers want to quickly set up and manage an online store without complex tech. Users want an easy, personalized shopping experience. Admins need tools to manage products, orders, and user data securely.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> Most e-commerce tools were built for either very large businesses or tech-savvy users. Small sellers lack time and tech expertise to manage complex tools.	<b>7. BEHAVIOUR</b> <span>BE</span> Researching DIY platforms. Watching YouTube tutorials. Using spreadsheets to track inventory. Manually posting product updates on social media.	
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> Sellers see competitors launching modern online stores. Shoppers face frustration with cluttered, buggy sites. New sellers want to enter e-commerce but don't know how to start.	<b>10. YOUR SOLUTION</b> <span>SL</span> A modern, user-friendly e-commerce web app with: Seamless seller onboarding. Clean, responsive UI for shoppers. Role-based access for users and admins. Smart recommendations and analytics. Easy integration with payments and logistics.	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> Visiting e-commerce platform websites. Watching tutorial videos. Joining online seller communities.	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> Before: Overwhelmed, frustrated, insecure, doubtful. After: Confident, empowered, in control, satisfied.	Networking at local business events. Attending workshops on digital marketing or selling.		