

# ShopEZ: One Stop Shop For Online Purchases

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Document: Problem – Solution Fit Template

## Problem – Solution Fit Template

The Problem–Solution Fit simply means that a real customer problem has been identified, and the solution designed actually solves that problem. This document outlines the alignment between customer problems and the ShopEZ solution.

### Problem

Customers, especially busy individuals, struggle to find, compare, and purchase suitable products online efficiently. Browsing multiple websites, lack of personalization, and complicated checkout processes add friction to their shopping experience. Sellers also lack streamlined tools to manage inventory, view analytics, and fulfill orders seamlessly.

### Solution

ShopEZ is a MERN-based e-commerce platform that simplifies online shopping and selling through:

- A personalized product recommendation engine.
- Advanced filtering for efficient discovery.
- Seamless checkout with multiple payment options.
- Real-time order tracking and confirmation.
- A robust seller dashboard for product and order management with analytics.

### Fit Justification

- Addresses frequent and urgent pain points for both customers and sellers.
- Enhances trust and convenience, encouraging repeated usage.
- The personalized and efficient flow reduces bounce rates and increases conversions.
- Existing behaviors (e.g., product search, cart usage) are supported with improved UX/UI.
- Provides a competitive edge over generic marketplaces by focusing on user-centric design and seller empowerment.