**Problem - Solution Fit: ShopEZ** 

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**Project Name** Shop EZ: One Stop Shop For Online Purchases

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**Document Type Problem - Solution Fit** 

## 1. CUSTOMER SEGMENT(S)

Busy working professionals and online shoppers looking for convenience and efficiency.

#### 2. JOBS-TO-BE-DONE / PROBLEMS

Need a simple and fast way to browse, filter, and purchase quality products online with minimal effort.

#### 3. TRIGGERS

Festivals, birthdays, flash sales, discounts, time-sensitive gifting, influencer recommendations.

# 4. EMOTIONS: BEFORE / AFTER

**Before:** Frustrated, overwhelmed **After:** Relieved, confident, satisfied

#### 5. AVAILABLE SOLUTIONS

Other e-commerce platforms like Amazon, Flipkart; offline retail.

Pros: broad options

Cons: cluttered UI, slower checkout, impersonal suggestions

# **6. CUSTOMER CONSTRAINTS**

Limited time, budget constraints, delivery availability, trust in online payment systems.

#### 7. BEHAVIOUR

Search for products online, read reviews, compare options, add to cart, sometimes abandon due to complexity or distractions.

#### **8.1 ONLINE CHANNELS**

Social media ads, email campaigns, search engines, influencer promotions.

#### **8.2 OFFLINE CHANNELS**

Word of mouth, posters in urban coworking spaces or cafes, printed QR codes on flyers.

#### 9. PROBLEM ROOT CAUSE

Lack of time to search across multiple platforms; distrust in complex checkout flows; unclear product recommendations.

## **10. YOUR SOLUTION**

ShopEZ provides a fast, secure, and personalized online shopping experience through a React-based UI and Node.js backend, with smart filters, recommendations, secure checkout, and seller dashboards.