**Problem - Solution Fit: ShopEZ**

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| **Project Name** | ShopEZ: 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.