

Project Design Phase
Proposed Solution Template

Date	22 February 2026
Team ID	LTVIP2026TMIDS24072
Project Name	ShopEZ:One-Stop Shop for Online Purchases
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1	Problem Statement (Problem to be solved)	Many existing e-commerce platforms are complex, slow, and difficult to navigate. Users often face issues such as confusing product categorization, complicated checkout processes, security concerns, and lack of efficient order tracking. There is a need for a simple, secure, and user-friendly online shopping platform that enhances customer experience and reduces purchase friction.
2	Idea / Solution Description	ShopEZ is a user-friendly e-commerce web application designed to simplify online shopping. It provides structured product categorization, smart search and filter options, secure authentication, smooth checkout process, real-time order tracking, and efficient admin product management. The system focuses on simplicity, usability, and reliability.
3	Novelty / Uniqueness	ShopEZ emphasizes a clean and minimal UI, streamlined checkout process, and efficient cart management to reduce cart abandonment. The system integrates role-based access (customer/admin), responsive design, and future-ready AI-based personalization features. It focuses on delivering a frictionless shopping experience.
4	Social Impact / Customer Satisfaction	ShopEZ improves customer convenience by enabling secure and efficient online shopping. It reduces user frustration, saves time, and enhances trust in digital transactions. It also supports small sellers through easy product management and scalable digital presence.
5	Business Model (Revenue Model)	The platform can generate revenue through product commissions, seller subscription plans, featured product promotions, advertisements, and potential premium services such as fast delivery or personalized recommendations.
6	Scalability of the Solution	ShopEZ is designed with modular architecture to support increasing numbers of users, products, and transactions. The system can scale horizontally with cloud deployment and can integrate advanced features such as AI recommendations and analytics in future releases.