Project Design Phase
Problem – Solution Fit Template

Date	22 June 2025
Team ID	LTVIP2025TMID57410
Project Name	ShopsMart
Maximum Marks	2 Marks

Problem – Solution Fit Template:

simply means that you have found a problem with your customer and that the solution you have realised for it solves the customer's problem. It helps entrepreneurs, marketers, and corporate innovators identify behavioural patterns and recognise what would work and why.

Purpose:

- Solve everyday shopping inconveniences with a digital-first approach.
- Save customers time and effort while ensuring they access quality groceries.
- Increase adoption of the platform by aligning with the busy lifestyles of working professionals, parents, and students.
- Provide trust and reliability with timely deliveries, personalized recommendations, and secure payment options.
- Enhance the traditional grocery experience with technology-driven convenience and choice.

Problem Statement:

Many customers face challenges such as:

- Lack of time to visit physical grocery stores
- Limited access to fresh, organic, or special-diet items (like gluten-free, vegan)
- Inconvenient delivery options from local vendors
- Difficulty in finding all grocery essentials in one place
- Frustration with unclear order tracking and poor customer support

Solution:

ShopsMart, a digital grocery web app, will offer:

- A seamless and intuitive online platform for browsing and purchasing groceries
- Wide range of fresh produce, pantry items, and household products
- Personalized recommendations based on shopping behavior
- Scheduled and express delivery to fit customer needs
- Real-time order tracking and secure online payments
- Admin dashboard for inventory and customer order management