

Project Design Phase-II

Technology Stack (Architecture & Stack)

Date	10-4-2025
Team ID	SWTID1743605259
Project Name	ShopEZ
Maximum Marks	4

Customer Journey Map - ShopeZ WepApp

Steps	Experience	Flow	Interactions	Digital Touchpoints & Places	People
t ShopeZ heck for roceries	Enters ShopeZ and explores categories	ShopeZ WebApp	ShopeZ-Web App	User Interface (Web/Mobile)	General Shopper
ds items to cart	Registers/Login start- adding items	Product cards add to Cart	Checkout Page	UI. Seller Panel	Time-sensitive Customer
ceeds hecheckout	Proceeds and confirms	Payment-via Razorpay	Payment via Razorpay Order Confirmation	Razorpay UI, Email/SMS Notification	Decision Shopper
ss order i confirms	Smooth UI an optimis couponis	Tracking d-delivery notifica-	Tracking updates delivery notification	Cloud Communication APIs	Voice-enabled Busy Professional
Goals & Motivations		Pain Points		Areas of Opportunity	

Quickly browse and purchase groceries "	• Minor delays in product update from sellers	• Real-time inventory sync between sellers and ShopeZ
Avoid stockouts, delays, or tailed orders."	• Checkout lead time during peak hours	• Smart product suggestions based on past behavior
Enjoy seamless, responsive, and user friendly experience"	• Need for personalized suggestions & betterdelivery estimates	• Rich, timely notifications via in-app and email//SMS
		• Live delivery tracking using Google Maps API