

Ideation Phase

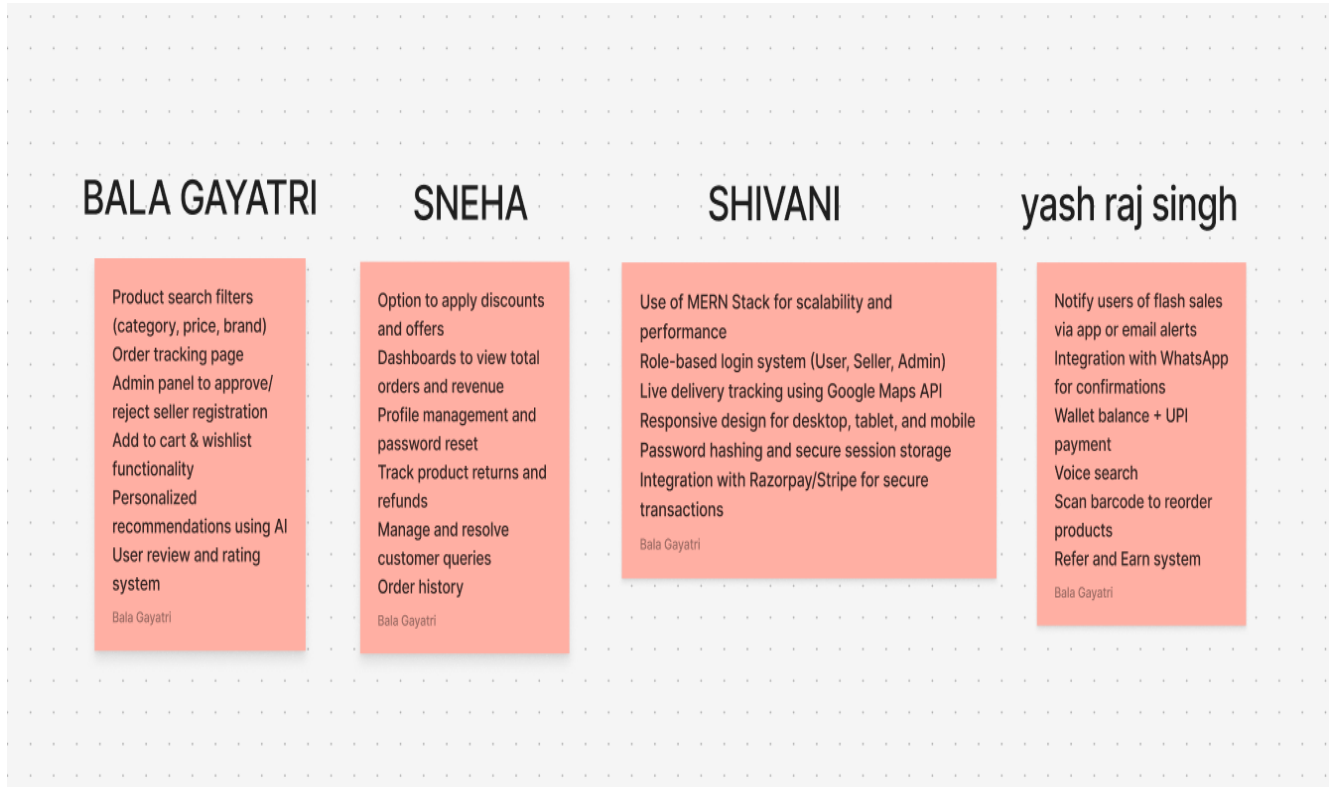
Empathize & Discover

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

Brainstorm & Idea Prioritization for ShopEZ

We conducted a collaborative brainstorming session to identify and prioritize innovative features that address the core needs of ShopEZ users. After reviewing various user pain points and expectations—such as easy navigation, secure transactions, and a smooth shopping experience—we decided to build ShopEZ with a user-first approach, ensuring both functional depth and simplicity. Our goal is to provide a seamless, reliable online shopping platform supported by strong backend features for both buyers and sellers.

Each team member contributed ideas independently, which were later grouped and refined into key functionalities for the platform.



Finalized Idea for ShopEZ – Smart & Seamless eCommerce Platform

ShopEZ will be a user-centric eCommerce web application designed to deliver a **fast, secure, and intuitive shopping experience**. It will feature real-time product tracking, personalized recommendations, and a robust admin-seller-customer system, all built with modern technologies (MERN stack) for scalability and performance.

Core Features

1. Smart Product Discovery

- Advanced product filters (category, brand, price)
- Voice and barcode search functionality
- AI-powered personalized recommendations

2. User-Friendly Interface

- Smooth navigation and responsive design for all devices
- Wishlist and cart management
- Live order tracking and notifications

3. Seamless Transactions

- Multiple payment options (UPI, wallet, Razorpay/Stripe)
- Secure login with password hashing and session control
- Role-based access system (Admin, Seller, Customer)

4. Customer Engagement & Retention

- Refer and Earn system
- Offers, discounts, and loyalty rewards
- Review and rating system

5. Robust Backend for Admins & Sellers

- Admin dashboard to approve/reject seller requests
- Seller dashboard for order, revenue, and inventory tracking
- Customer query management and return handling