Project Design Phase
Problem – Solution

Date	10 April 2025
Team ID	SWTID1743605259
Project Name	ShopEZ
Maximum Marks	2 Marks

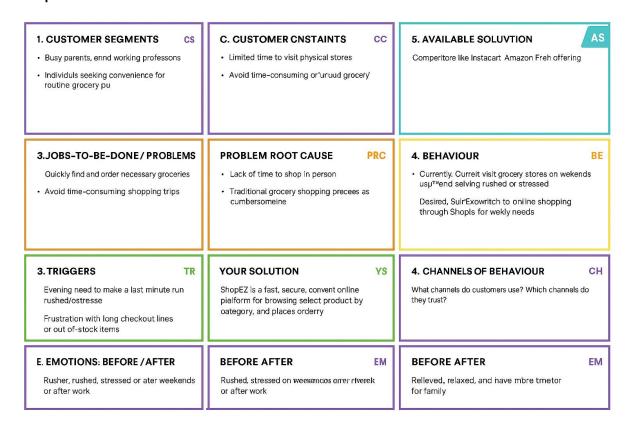**Problem – Solution Fit :**

ShopEZ addresses a common issue faced by both customers and sellers in the e-commerce landscape: lack of seamless user experience, inefficient inventory/order management, and administrative complexities in monitoring activities. Many existing platforms either lack advanced tools for sellers or fail to deliver intuitive user interfaces for customers, leading to cart abandonment and reduced engagement.

Purpose:

- ❑ Deliver a **modern, responsive e-commerce experience** built on MERN stack.
- ❑ **Improve seller productivity** with dashboards for product, inventory, and order management.
- ❑ **Enable administrators** to monitor and regulate platform activity through real-time controls.
- ❑ **Enhance customer satisfaction** with a smooth product search, filter, and checkout process.

Create a modular, **scalable solution** for future feature integration and performance tuning.

Template:

1. CUSTOMER SEGMENTS CS	C. CUSTOMER CNSTAINTS CC	5. AVAILABLE SOLUVTION AS
• Busy parents, ennd working professons • Individuls seeking convenience for routine grocery pu	• Limited time to visit physical stores • Avoid time-consuming or'uruud grocery'	Comperitore like Instacart Amazon Freh offering

3.JOBS-TO-BE-DONE / PROBLEMS	PROBLEM ROOT CAUSE PRC	4. BEHAVIOUR BE
Quickly find and order necessary groceries • Avoid time-consuming shopping trips	• Lack of time to shop in person • Traditional grocery shopping precees as cumbersomeine	• Currently. Curreit visit grocery stores on wekends usµ™end selving rushed or stressed Desired, Suir'Exowritch to oniine shopping through Shopls for wekly needs

3. TRIGGERS TR	YOUR SOLUTION YS	4. CHANNELS OF BEHAVIOUR CH
Evening need to make a last minute run rushed/ostresse Frustration with long checkout lines or out-of-stock items	ShopEZ is a fast, secure, convent online pielform for browsing select product by oategory, and places orderry	What channels do customers use? Which channels do they trust?

E. EMOTIONS: BEFORE / AFTER	BEFORE AFTER EM	BEFORE AFTER EM
Rusher, rushed, stressed or ater weekends or after work	Rushed, stressed on weekendos oirer riverek or after work	Relleved, relaxed, and nave mbre tmetor for family

References:

1. https://www.ideahackers.network/problem-solution-fit-canvas/
2. https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe