**Project Design Phase**

**Problem – Solution Fit Template**

|  |  |
| --- | --- |
| Date | 26-06-2025 |
| Team ID | LTVIP2025TMID59482 |
| Project Name | Shopez : one-stop shop for online purchases |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Overview:**

The **Problem–Solution Fit** ensures that **ShopeZ** effectively addresses the real-world pain points faced by online shoppers in the modern e-commerce landscape. Validating this alignment is critical before expanding platform features or scaling to broader markets.

**Purpose:**

● Simplify and enhance the online shopping journey from product discovery to final purchase.

● Offer a centralized, user-friendly platform for browsing, comparing, and buying quality products.

● Deliver personalized shopping experiences through smart search, filtering, and recommendations

● Improve post-purchase satisfaction via order tracking, easy returns, and responsive support

### **Problem Statement:**

Online shoppers face several key challenges such as:

* Overwhelming and irrelevant product listings.
* Cluttered or generic project listings that waste time and reduce productivity.
* Inconsistent checkout experiences or technical issues that interrupt purchases.

* Inconsistent communication tools leading to misalignment or delays.

### **Solution:**

ShopeZ provides a smart, secure, and streamlined e-commerce platform that offers:

* Intuitive product browsing with intelligent filtering by category, price, brand, and ratings.
* Personalized product suggestions based on browsing and purchase history.
* Verified user reviews and seller trust indicators for informed decision-making.
* Seamless and secure checkout experience with multiple payment options.
* Real-time order tracking and simplified return/refund processes.
* Admin dashboard to monitor seller compliance, manage disputes, and ensure platform integrity.