

Project Design Phase

Problem – Solution Fit Template

Date	6 August 2025
Team ID	PNT2025TMID10267
Project Name	GreenCart –Grocery-WebApp
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.

PROBLEM-SOLUTION FIT GreenCart – MERN Stack E-commerce Website			
1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Urban online grocery shoppers People looking for fast, contactless and reliable grocery buying experiences Small sellers who want an easy solution for listing and selling groceries online 	C. CUSTOMER CONSTRAINTS. CC <ul style="list-style-type: none"> Higher onboarding friction for small grocers needing an easy, to use platform for listing groceries and self cline: Need at scale for secure, efficient, multi-address checkout 	6. AVAILABLE SOLUTIONS (Competitors) AS <ul style="list-style-type: none"> Bigbasket, Grofers (Blinkit), Amazon Fresh Local kirana delivery apps Manual ordering via WhatsApp/local apps 	
5. TRIGGERS TR <ul style="list-style-type: none"> Need for contactless grocery shopping (especially post pandemic) Lack of time for physical shopping Existing online platforms are cumbersome, not user-friendly, or lack local options 	B. PROBLEM-SOLUTION IN FOCUS RC <ul style="list-style-type: none"> Centralized web app for groceries using modern tech for faster, more secure, responsive ordering User authentication (JWT-Cookies), seller management, product images/offers, and address management 	9. BEHAVIOUR BE <p>Users browse, compare, add/remove products to/from cart</p> <p>Use multi-address selection for orders</p> <p>Sellers regularly update inventory/offers via their dashboard</p> <p>Payment by COD & Stripe Past orders</p> <p>Seller dashboard for product management, in all this point.</p>	
4. EMOTIONS: BEFORE /AFTER BE <p>Before:</p> <ul style="list-style-type: none"> Frustration with existing apps' slow delivery, poor UI, limited local sellers <p>After:</p> <ul style="list-style-type: none"> Relief in finding everything in one place, fast checkout, and simple reordering Assurance with secure payment and the ability to order anytime 	9. G. PROBLEM-ROOT CAUSE RC <ul style="list-style-type: none"> Fragmented grocery supply -- users want a one-stop, reliable solution Sellers face barriers listing products online and managing orders in one place Complex online payments and checkout in competitors 	10. YOUR SOLUTION SL <p>GreenCart (MERN Stack).</p> <ul style="list-style-type: none"> Browse groceries with offer weights, and images User & seller authentication Add/remove/update cart, manage multiple addresses, place orders Payment by COD & Stripe Past orders & fully responsive UI 	