**Project Design Phase**

**Proposed Solution Template**

|  |  |
| --- | --- |
| Date | 15 February 2025 |
| Team ID | LTVIP2025TMID55709 |
| Project Name | ShopEZ:One-Stop Shop For Online Purchases |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

Project team shall fill the following information in the proposed solution template.

| **S.No.** | **Parameter** | **Description** |
| --- | --- | --- |
| 1 | **Problem Statement (Problem to be solved)** | Small and local sellers face challenges in showcasing and selling their products online due to a lack of technical knowledge and resources. Buyers face difficulties finding, browsing, and purchasing local products through a secure and user-friendly platform. |
| 2 | **Idea / Solution Description** | Develop a **MERN stack e-commerce website (Shop Website)** where sellers can easily list, update, and manage products, and buyers can browse, add to cart, and purchase products securely. The platform will include user authentication, cart management, order tracking, and a simple, clean UI for ease of use. |
| 3 | **Novelty / Uniqueness** | The platform focuses specifically on empowering **local and small sellers** who do not have the technical capacity to build and manage an online store. The use of the **MERN stack ensures a scalable, fast, and real-time experience.** The design will prioritize simplicity, mobile responsiveness, and ease of use without requiring sellers to have technical expertise. |
| 4 | **Social Impact / Customer Satisfaction** | The project helps **promote local businesses, increase their reach, and improve livelihoods** by enabling them to sell online. Customers benefit from **easy access to local products, seamless shopping experiences, and secure transactions, leading to high customer satisfaction.** |
| 5 | **Business Model (Revenue Model)** | Initially, the platform will be free for sellers to onboard and list products. Revenue can be generated through: • Commission on each transaction • Featured listings for sellers • Advertisements for related products • Subscription models for advanced analytics and dashboard features |
| 6 | **Scalability of the Solution** | The solution is highly scalable due to the use of the **MERN stack** and modular design. It can handle increasing numbers of products, users, and transactions efficiently. Future enhancements may include payment gateway integrations, AI-based product recommendations, advanced analytics dashboards, and mobile application deployment for broader reach. |