**Project Design Phase**

**Problem – Solution Fit Template**

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| --- | --- |
| Date | 15 February 2025 |
| Team ID |  |
| Project Name |  |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Template:**

**Problem – Solution Fit**

The Problem–Solution Fit ensures that ShopEZ addresses real customer pain points and provides a solution that effectively resolves them. The goal is to align customer needs with a practical, scalable, and user-friendly e-commerce platform.

**Target Customers**

1. Busy online shoppers (Working professionals, students)
2. Small and medium sellers
3. Fashion & accessory buyers
4. Price-conscious customers

**Customer Problems**

**🔴 Problem 1: Time-Consuming Product Search**

Customers spend too much time browsing multiple websites to find suitable products.

**🔴 Problem 2: Lack of Personalization**

Users do not receive product recommendations based on their preferences.

**🔴 Problem 3: Complicated Checkout Process**

Many platforms have lengthy and confusing checkout steps.

**🔴 Problem 4: Poor Seller Management Tools**

Small sellers struggle with inventory, order tracking, and analytics.

**🔴 Problem 5: Security & Trust Issues**

Customers worry about payment security and data privacy.

**Existing Behavior**

* Customers compare products across multiple platforms.
* Sellers use spreadsheets or manual tracking for orders.
* Users abandon carts due to complicated checkout.
* Buyers rely heavily on reviews and discounts before purchase.

**Proposed Solution (ShopEZ)**

**✅ Centralized E-Commerce Platform**

All products available in one platform with easy navigation.

**✅ Advanced Filtering & Search**

Users can filter products by category, price, ratings, and style.

**✅ Personalized Recommendations**

Smart product suggestions based on browsing history.

**✅ Seamless & Secure Checkout**

Fast checkout with secure payment gateway integration.

**✅ Seller Dashboard**

Inventory management, order tracking, and sales analytics in one place.

**✅ Email & Order Notifications**

Instant confirmation and order tracking updates.

**Value Proposition**

ShopEZ simplifies online shopping by combining:

* Effortless product discovery
* Personalized experience
* Secure transactions
* Efficient seller management

**Why This Solution Fits**

| **Customer Problem** | **ShopEZ Solution** | **Expected Impact** |
| --- | --- | --- |
| Time-consuming search | Smart filters & centralized catalog | Saves time |
| Lack of personalization | Recommendation system | Better user satisfaction |
| Complex checkout | Simplified checkout flow | Reduced cart abandonment |
| Poor seller tools | Seller dashboard | Better order management |
| Security concerns | Encrypted payments & JWT auth | Increased trust |

**Expected Outcome**

* Higher customer satisfaction
* Increased product purchases
* Reduced cart abandonment rate
* Improved seller productivity
* Stronger brand trust