Project Design Phase

Proposed Solution

Date	19-07-2025
Team ID	PNT2025TMID10144
Project Name	ShopEZ E-commerce Website
Maximum Marks	2 Marks

Proposed Solution for ShopEZ-

S. No.	Parameter	Description
1	**Problem Statement** (Problem to be solved)	Many users struggle to find a seamless online shopping experience that combines intuitive navigation, reliable filtering, wishlist saving, and personalized suggestions. Sellers often face limitations in product visibility and customer targeting.
2	**Idea / Solution** Description	ShopEZ is a full-featured e-commerce web application (HTML/CSS/JS frontend + Node.js + MongoDB backend) that enables users to browse, filter, and favorite products, as well as access real-time offers. Sellers can upload and manage their products. Admins can control inventory, manage users, and track analytics.
3	**Novelty / Uniqueness**	Interactive product filtering system with real-time updates- "Favorites" section to save preferred items
4	**Social Impact / Customer Satisfaction**	Simplifies shopping for users of all ages with accessible UI- Supports small businesses and local vendors through easy onboarding - Enhances customer satisfaction via product favorites and order tracking
5	**Business Model (Revenue Model)**	Commission-based: A small percentage fee per successful sale from sellers- Subscription Plans: Premium seller accounts with more features (analytics, product boosting)- Advertisements: Paid banner ads or promoted product spots- Affiliate Marketing: Earnings through third-party product links
6	**Scalability of the Solution**	Built using scalable technologies like Node.js and MongoDB, allowing horizontal scaling- Modular architecture for easy feature expansion- Capable of integrating cloud services (e.g., AWS, Firebase) for handling large user traffic- Easily deployable across regions with support for localization and multi-language options