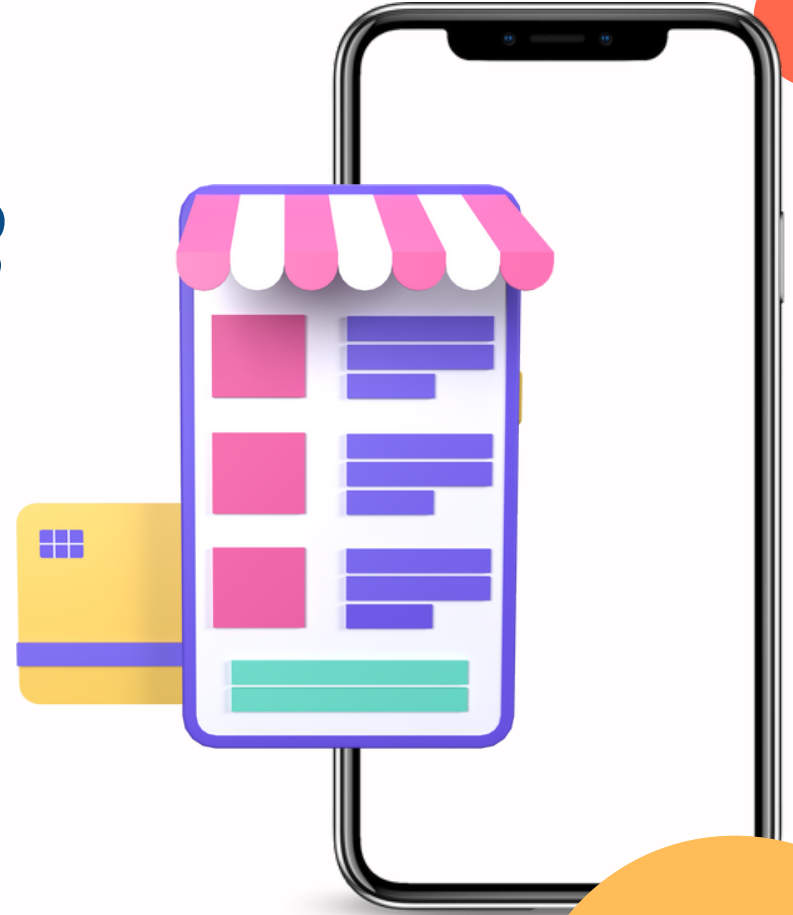


e-commerce Application



 SEARCH



PROBLEM STATEMENT

In today's fast-paced digital landscape, shoppers face challenges in finding the perfect outerwear and mobile accessories that align with their style, functionality, and budget. Fashion-conscious consumers struggle to stay updated with the latest trends, while budget shoppers seek affordability without sacrificing quality. Additionally, privacy-conscious users demand secure transactions, and multi-language users require localized shopping experiences.

Moreover, mobile accessory shoppers need durable, high-performance products, and tech enthusiasts desire early access to new gadgets. Rural shoppers encounter accessibility and delivery challenges, while sustainable buyers look for eco-friendly options.

To bridge these gaps, a seamless, personalized, and secure shopping platform is essential—one that offers a diverse range of outerwear and mobile products, ensures convenience through easy navigation, and enhances trust with verified seller ratings and multiple payment options. By addressing these pain points, the app will redefine the online shopping experience for both fashion and tech consumers.

POINT OF VIEW

USER	NEED	INSIGHT
First-Time App Visitor	Simple and intuitive navigation	Wants a clutter-free interface with easy-to-find categories and a quick onboarding tutorial
Privacy-Conscious Shopper	Strong data security and privacy protection	Needs assurance that personal data, payment information, and browsing history are secure and not misused
Returning User	Quick access to recently viewed or favorite products	Expects a seamless experience with personalized recommendations and saved preferences
Secure Payment Seeker	Multiple, safe, and convenient payment options	Prefers diverse payment choices like credit/debit cards, UPI, digital wallets, COD (Cash On Delivery)

USER

NEED

INSIGHT

Multi-Language User

App interface in multiple regional languages

Wants the option to switch languages for better understanding and a localized shopping experience

Tech Enthusiast

Access to the latest smartphones from top brands

Wants early access to new releases, competitive pricing, and detailed comparisons before buying

Mobile Accessories Shopper

Durable and high-performance chargers, earphones, and power banks

Seeks long-lasting accessories with fast charging, brand compatibility, and warranty coverage

Smart Gadget Lover

Smartwatches, fitness bands, and wireless earbuds

Looks for seamless integration with their smartphone, health tracking, and stylish design

Fashion Enthusiast



Discover trending styles and collections



Wants to stay updated with the latest fashion trends and exclusive launches

USER	NEED	INSIGHT
A teenager in a rural area	To explore fashion options that are trendy and affordable	Teens in rural areas want to stay updated with urban fashion trends, but budget constraints and delivery limitations pose challenges.
Sustainable shopper	Eco-friendly and ethical outerwear	Prefers brands that focus on sustainability and ethical sourcing
Professional & Business User	Formal shoes, watches, luxury phone cases, and executive accessories	Looks for elegance, durability, and a polished look for a professional lifestyle
Fitness & Activewear Enthusiast	Gym wear, running shoes, yoga pants, and smart gadgets	Looks for stylish yet functional activewear and fitness-tracking devices
App user	Access verified seller ratings and reviews	Relies on community feedback to make informed purchase decisions

USER STORIES

- As a first-time app visitor, I want simple navigation with a clutter-free interface and a quick onboarding tutorial.
- As a privacy-conscious shopper, I want assurance of secure handling of my data, payment information, and browsing history.
- As a returning user, I want quick access to recently viewed items and favorite products for a seamless experience.
- As a secure payment seeker, I want multiple, safe, and convenient payment options like UPI, COD, and digital wallets.

- 
- As a multi-language user, I want the app interface to support multiple regional languages for better understanding.
 - As a tech enthusiast, I want access to the latest smartphones, competitive pricing, and detailed comparisons.
 - As a mobile accessories shopper, I want durable and high-performance chargers, earphones, and power banks.
 - As a smart gadget lover, I want stylish, health-tracking smartwatches, fitness bands, and wireless earbuds.
- 

- 
- As a fashion enthusiast, I want to discover trending styles and exclusive collections to stay updated.
 - As a teenager in a rural area, I want trendy, affordable fashion options despite budget and delivery constraints.
 - As a sustainable shopper, I want access to eco-friendly and ethically sourced products.
 - As a professional user, I want elegant and durable formal accessories for a polished professional look.
- 

- As a fitness enthusiast, I want stylish gym wear, running shoes, and functional fitness gadgets.
- As an app user, I want access to verified seller ratings and reviews to make informed purchase decisions.

THANK YOU!