Project Design Phase
Proposed Solution Template

Date	15 February 2025
Team ID	SWTID1743510702
Project Name	ShopEZ E commerce application
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)	Many small-scale sellers and student entrepreneurs struggle to establish a presence in the digital marketplace due to a lack of affordable, easy-to-use platforms. On the consumer side, users often face complex interfaces, untrustworthy vendors, and lack of personalization on lesser-known platforms.
2.	Idea / Solution description	Many small-scale sellers and student entrepreneurs struggle to establish a presence in the digital marketplace due to a lack of affordable, easy-to-use platforms. On the consumer side, users often face complex interfaces, untrustworthy vendors, and lack of personalization on lesser-known platforms.
3.	Novelty / Uniqueness	▢ Tailored for small/local businesses and student vendors. ▢ Lightweight and minimal UI designed for speed and ease of use. ▢ Built entirely on open-source technologies to reduce costs. ▢ Offers a personalized shopping experience without the complexity of large platforms like Amazon or Flipkart.
4.	Social Impact / Customer Satisfaction	• Empowers small vendors and local businesses with digital tools. • Boosts accessibility to online commerce in underserved or semi-urban regions. • Improves customer satisfaction with a clean interface, product reviews, and personalized recommendations. • Supports student entrepreneurs in building and running online stores.
5.	Business Model (Revenue Model)	ShopEZ can generate revenue through: • Subscription tiers for sellers (e.g., free basic, premium with analytics). • Transaction-based commissions.

		• Ad space for featured products or vendors. • Potential affiliate marketing or partnerships.
6.	Scalability of the Solution	• Built using scalable technologies (MERN stack). • Can accommodate a growing user base with horizontal scaling (load balancing, database sharding). • Cloud deployment-ready for expansion (e.g., AWS, Heroku, Vercel). • Easily extensible with new modules like delivery tracking, payment gateway integration, or mobile app version.