

Ideation Phase

Define the Problem Statements

Date	21 April 2025
Team ID	SWTID1743510702
Project Name	ShopEZ E commerce
Maximum Marks	2 Marks

★ Main Problem

Busy online shoppers need a smarter, faster, and more trustworthy way to discover and purchase products

because current platforms often overwhelm them with too many options, unverified sellers, and complicated checkout processes.

Sub-Problems

1. Users **waste time** searching through irrelevant or unfiltered results.
 2. Lack of **personalized recommendations** makes discovery harder.
 3. **Unverified sellers** reduce buyer trust, increasing cart abandonment.
 4. Complicated or **lengthy checkout** processes frustrate users.
 5. **Return and refund policies** are not always clear, making users hesitant to purchase.
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How ShopEZ Solves This

- Smart filters and AI recommendations to save time.
- Verified seller system to improve trust.
- One-click checkout for speed.
- Transparent return policies for peace of mind.