

Project Design Phase

Problem – Solution

Date	26-06-2025
Team ID	LTVIP2025TMID21133
Project Name	ShopEZ : One-Stop Shop For Online Purchases
Maximum Marks	2 Marks

Problem – Solution Fit :

ShopEZ addresses a common issue faced by both customers and sellers in the e-commerce landscape: lack of seamless user experience, inefficient inventory/order management, and administrative complexities in monitoring activities. Many existing platforms either lack advanced tools for sellers or fail to deliver intuitive user interfaces for customers, leading to cart abandonment and reduced engagement.

Purpose:

- ☐ Deliver a **modern, responsive e-commerce experience** built on MERN stack. ☐
- Improve seller productivity** with dashboards for product, inventory, and order management.
- ☐ **Enable administrators** to monitor and regulate platform activity through real-time controls.
- ☐ **Enhance customer satisfaction** with a smooth product search, filter, and checkout process.

Create a modular, **scalable solution** for future feature integration and performance tuning.

Template:

1. CUSTOMER SEGMENTS CS <ul style="list-style-type: none"> • Busy parents, and working professionals • Individuals seeking convenience for routine grocery pu 	C. CUSTOMER CNSTANTS CC <ul style="list-style-type: none"> • Limited time to visit physical stores • Avoid time-consuming or/unnad grocery 	5. AVAILABLE SOLUVTION AS Competitors like Instacart, Amazon Fresh offering
3. JOBS-TO-BE-DONE / PROBLEMS Quickly find and order necessary groceries <ul style="list-style-type: none"> • Avoid time-consuming shopping trips 	PROBLEM ROOT CAUSE PRC <ul style="list-style-type: none"> • Lack of time to shop in person • Traditional grocery shopping process as cumbersome 	4. BEHAVIOUR BE <ul style="list-style-type: none"> • Currently: Current visit grocery stores on weekends upthend feeling rushed or stressed Desired, Switch to online shopping through Shopt for weekly needs
3. TRIGGERS TR Evening need to make a last minute run rushed/stressed Frustration with long checkout lines or out of-stock items	YOUR SOLUTION YS ShopEZ is a fast, secure, convenient online platform for browsing select product by category, and places order	4. CHANNELS OF BEHAVIOUR CH What channels do customers use? Which channels do they trust?
E. EMOTIONS: BEFORE / AFTER Rusher, rushed, stressed or after weekends or after work	BEFORE AFTER EM Rushed, stressed on weekdays even weekend or after work	BEFORE AFTER EM Relieved, relaxed, and have more time for family

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>