**Project Design Phase**

**Problem – Solution Fit**

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| Date | 12 April 2025 |
| Team ID | SWTID1742751842 |
| Project Name | ShopEZ: One-Stop Shop for Online Purchases |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit:**

This canvas outlines the alignment between the problems faced by ShopEZ’s target users—**young, urban, tech-savvy shoppers**—and the solution the platform provides. Users struggle with **limited product info in local stores**, **overwhelming online options**, **payment issues**, and **lack of trust in lesser-known platforms**.

The proposed solution is a **user-friendly e-commerce platform** with:

* Real-time product availability
* Transparent pricing and reviews
* Personalized recommendations
* Secure checkout with multiple payment options
* Reliable delivery tracking

By addressing key constraints and root causes, ShopEZ aims to transform customer emotions from **frustration to satisfaction**, delivering a smooth and personalized shopping experience.

