Chanyah Johnson

HCDD 264

–What is the problem you want to solve? (50 words)

- This can be broad, but be as specific as possible
- Note that though your problem can relate to higher education, it should not be limited to Penn State

The problem I am trying to solve is the poor online user shopping experience. When shopping online, it can be difficult to get the same in store shopping experience. Sometimes people will buy things and it may fit too big or too large and the return process is too difficult for the user to get a refund or exchange. Another problem is finding the cheapest option when you are looking for clothes because you have to search multiple different apps and websites.

–Who is affected by this problem and how are they affected? (50 words)

People who look to the internet to buy things are the most affected. Specifically, people who are more vulnerable to buying the wrong or most expensive piece of clothing. This includes older people with less knowledge of how to buy things or younger people who are eager to buy new things. They become affected by losing money or having a poor shopping experience.

–Why is it worth solving? (50 words)

This problem is worth solving so people have a better online shopping experience. Now, so many people choose online shopping instead of going out to stores to shop. Ever since Covid, a lot more people look to the internet to shop. Even more, having a better online shopping experience can benefit both the customer and supplier. Solving this problem will help make online shopping more accessible to everyone.