

Project Design Phase

Problem – Solution Fit

Date	19 February 2026
Team ID	LTVIP2026TMIDS81333
Project Name	ShopSmart: Your Digital Grocery Store Experience
Maximum Marks	2 Marks

Problem – Solution Fit:

Customers (working professionals, college students, and urban families) struggle to manage grocery shopping efficiently due to busy schedules, long billing queues, price variations across stores, and the inconvenience of visiting physical supermarkets. Traditional shopping methods lack convenience, quick price comparison, and digital tracking of purchases. This makes grocery shopping time-consuming, physically tiring, and less cost-effective.

Proposed Solution

An interactive, user-friendly MERN stack web application called ShopSmart that enables users to browse groceries online, compare product prices, add items to cart, and securely place orders through a responsive interface. The platform includes user authentication, product categorization, cart management, order tracking, and admin product control. This allows customers to shop conveniently, save time, make informed purchase decisions, and experience seamless digital grocery management

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Working professionals College students & hostel residents Urban families Tech-savvy grocery shoppers Users preferring online payments 	2. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Local kirana stores Supermarkets Other grocery apps Manual shopping lists E-commerce platforms 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Local kirana stores Supermarkets Other grocery apps Manual shopping lists E-commerce platforms 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Buy groceries online easily Save time from store visits Compare product prices Manage cart & orders Get doorstep delivery Track order status 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Busy modern lifestyle Increasing grocery prices Lack of time for physical shopping Need for convenient digital solutions 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Make grocery lists Visit nearby stores Compare prices online Use basic shopping apps 	Focus on J&P, top into BE, understand RC
Identify strong SS, Dist. Client, fit into AS, know CC	3. TRIGGERS TR <ul style="list-style-type: none"> Groceries running out Busy work schedule Special discounts & offers Festival or monthly bulk shopping Need for convenience 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Busy modern lifestyle Increasing grocery prices Lack of time for physical shopping Need for convenient digital solutions 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Make grocery lists Visit nearby stores Compare prices online Use basic shopping apps Ask friends/family for su 	Focus on J&P, top into BE, understand RC
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Stressed Tired Confused about prices Inconvenienced 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> ShopSmart - Your Digital Grocery Store Experience User authentication (<i>Login/Register</i>) Product listing & categories Add to cart & checkout Secure payment integration Order tracking Admin product management 	8. CHANNELS OF BEHAVIOUR CH <ul style="list-style-type: none"> 8.1 ONLINE <ul style="list-style-type: none"> Social media In-store visits 8.2 OFFLINE <ul style="list-style-type: none"> In-store visits Local advertisements 	Extract online CH into

References:

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