**Project Design Phase**

**Proposed Solution Template**

|  |  |
| --- | --- |
| Date | 15 February 2025 |
| Team ID | LTVIP2025TMID59486 |
| Project Name | ShopEZ – One-Stop Shop for Online Purchases |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

Project team shall fill the following information in the proposed solution template.

|  |  |  |
| --- | --- | --- |
| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Online shoppers struggle with cluttered interfaces, lack of personalized experiences, and slow or insecure checkout systems, while sellers face limited tools to manage inventory and orders efficiently. |
|  | Idea / Solution description | ShopEZ is a full-stack e-commerce platform offering personalized product discovery, real-time cart and checkout systems, order tracking, secure login, and an admin dashboard for seller management. |
|  | Novelty / Uniqueness | - Personalized product recommendation engine  - Role-based access for users and admins  - Real-time order tracking & alerts  - Secure multi-step checkout |
|  | Social Impact / Customer Satisfaction | - Makes online shopping faster and more efficient  - Supports local and small sellers with visibility and management tools  - Builds trust with verified reviews and transparent orders |
|  | Business Model (Revenue Model) | -Freemium platform for sellers with basic features  - Subscription-based premium listings and analytics tools  - Commission on completed orders  - Ads and featured product slots |
|  | Scalability of the Solution | - Scalable for B2C and multi-vendor marketplaces  - Cloud-hosted with NoSQL flexibility  - Global-ready with language and currency support  - Mobile-first design with plans for native apps |