**Project Design Phase**

**Problem – Solution**

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| Date | 28-06-2025 |
| Team ID | LTVIP2025TMID55672 |
| Project Name | ShopEZ |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Overview:**

The Problem–Solution Fit ensures that ShopEZ effectively addresses the key challenges faced in the e-commerce experience by both customers and sellers. This validation is crucial before further scaling and development of the platform.

**Purpose:**

* Deliver a seamless and secure checkout experience for all users.
* Enable customers to effortlessly discover products through intuitive navigation.
* Offer personalized shopping experiences to boost user satisfaction.
* Empower sellers with efficient order and inventory management tools.
* Provide analytics to support data-driven business growth decisions.

### **Problem Statement:**

**Online shoppers and sellers often encounter:**

* Complicated checkout processes leading to cart abandonment.
* Difficulty in discovering suitable products from vast catalogues.
* Generic shopping experiences lacking personalization.
* Inefficient tools for order tracking and inventory updates.
* Limited insights into business performance and customer behaviour.

### **Solution:**

**ShopEZ** provides a future-ready e-commerce platform with:

* Seamless Checkout Process with secure payment and instant order confirmation.
* Effortless Product Discovery through smart filters, reviews, and detailed descriptions.
* Personalized Shopping Experience using saved preferences and recommendations.
* Efficient Order Management for Sellers through a robust seller dashboard.
* Insightful Analytics for Business Growth with visual reports and sales trends.