**Project Design Phase**

**Proposed Solution**

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

**Proposed Solution for ShopEZ App**

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| **S. No.** | **Parameter** | **Description** |
| **1** | **Problem Statement** (Problem to be solved) | Online shoppers often face difficulties in finding products quickly, understanding product quality, and managing a smooth checkout process. Sellers struggle with managing orders and understanding customer behaviour. |
| **2** | **Idea / Solution Description** | ShopEZ is your one-stop destination for effortless online shopping. With a user-friendly interface and a comprehensive product catalogue, finding the perfect items has never been easier. Seamlessly navigate through detailed product descriptions, customer reviews, and available discounts. Enjoy a secure checkout process and receive instant order confirmation. Sellers benefit from a robust dashboard for order management and insightful analytics to drive growth. |
| **3** | **Novelty / Uniqueness** | -Personalized shopping experience based on user behaviour - Real-time inventory updates - Role-based access for customers and sellers - Secure, multi-gateway payment integration - Admin dashboard with business analytics |
| **4** | **Social Impact / Customer Satisfaction** | -Improves customer satisfaction with personalized recommendations - Streamlines seller operations for small businesses - Reduces cart abandonment via efficient checkout - Encourages digital commerce adoption |
| **5** | **Business Model (Revenue Model)** | - Commission on each transaction - Subscription model for premium seller tools - Advertising slots for featured products - B2B partnerships with logistics and warehousing services |
| **6** | **Scalability of the Solution** | - Designed for small to large-scale sellers - Scalable architecture for global deployment - Mobile-first UX with future app integration - Modular and API-driven backend for easy expansion |