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Completed the project named as

Phase 1 Problem Understanding and Requirements

PROJECT NAME: PRODUCT CATALOG WITH FILTERS

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Phase 1 — Problem Understanding & Requirements

Problem Statement

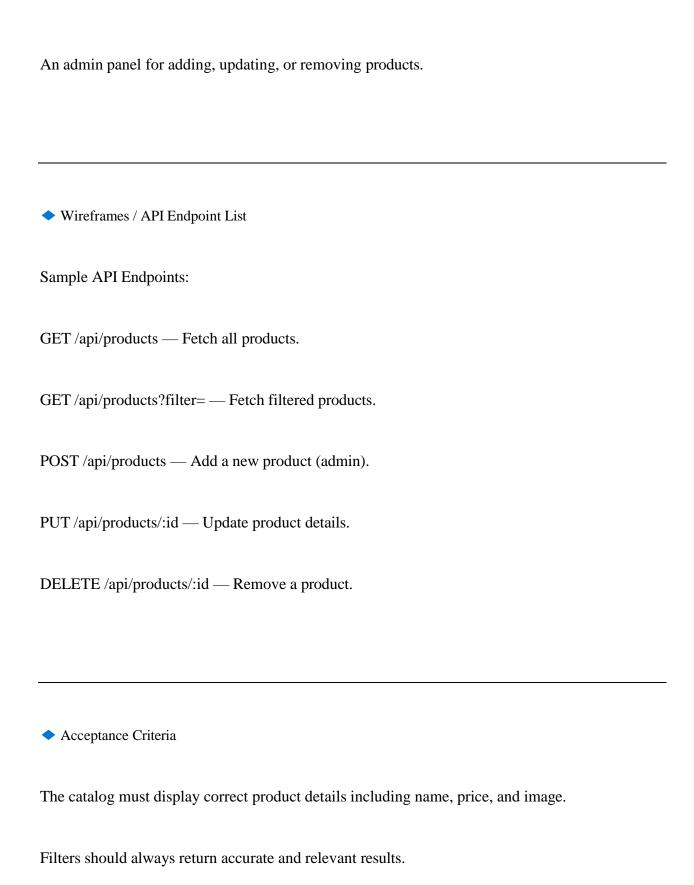
In the present digital era, e-commerce platforms are growing rapidly. However, one of the major challenges faced by users is the difficulty in navigating through a large number of products. Without proper filtering and categorization, customers spend more time searching for items, which reduces customer satisfaction and directly impacts sales.

This project aims to design and implement a Product Catalog with Filters that will improve search efficiency, enhance user experience, and provide an organized way of accessing products.

Users & Stakeholders

- 1. End Users Customers who will browse the product catalog and purchase items. Their main expectation is a smooth, fast, and intuitive browsing experience.
- 2. Business Owners Individuals or organizations managing the product catalog. They need accurate and updated product listings to attract and retain customers.
- 3. Developers Responsible for building and maintaining the catalog, filter functionalities, and backend APIs.
- 4. UI/UX Designers Focus on creating a simple, responsive, and attractive interface so that users can find products quickly without confusion.





Search must display products matching entered keywords.
The interface must be responsive and consistent across devices.
Admin should be able to manage products without technical difficulty.
- Conclusion & Next Steps

Phase 1 clearly defines the problem, target users, and system requirements for the Product Catalog with Filters project. With this foundation, the next phase will focus on Design & Planning (Phase

This project, once completed, will not only solve the issue of product discovery but also improve

2), where the system architecture, database schema, and UI mockups will be created.

overall customer satisfaction and boost sales for businesses.