**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 27-06-2025 |
| Team ID | LTVIP2025TMID59696 |
| Project Name | **ShopSmart – Your Digital Grocery App** |
| Maximum Marks | 2 Marks |

**Problem–Solution Fit Overview:**

The **Problem–Solution Fit** ensures that **ShopSmart – Your Digital Grocery App** effectively addresses the key pain points experienced by both customers and local grocery vendors in the modern grocery shopping experience. Validating this alignment is essential before expanding or scaling the platform further.

**Purpose:**

* Simplify and digitize the grocery shopping experience from product selection to doorstep delivery.
* Enhance product discoverability and personalized offers through smart search and filtering.
* Improve order accuracy and customer satisfaction with real-time inventory and tracking updates.
* Empower local store owners with digital tools to manage inventory, orders, and customer relationships.

**Problem Statement:**

Customers and grocery store owners face several critical challenges, such as:

* **Lack of efficient platforms** connecting customers with nearby grocery stores for real-time orders.
* **Cluttered or outdated listings**, leading to confusion and poor shopping experiences.
* **Limited digital presence for local vendors**, reducing their ability to compete with larger chains.
* **Inconsistent updates and order tracking**, causing customer frustration and delivery issues.

**Solution:**

**ShopSmart – Your Digital Grocery App** offers an integrated and intelligent shopping experience with:

* A clean, intuitive interface for quick product search, smart cart suggestions, and easy checkout.
* **Real-time inventory updates** and personalized filters based on user preferences and location.
* **Order tracking system** for customers and a dashboard for vendors to manage stock and deliveries.
* **Secure login and multi-gateway payment support** for seamless and safe transactions.
* **Vendor and customer profiles** with order history, feedback, and loyalty features.
* **Admin control panel** for handling support, vendor performance, and platform moderation.