Problem–Solution Fit

Date: 30 January

Team ID: LTVIP2026TMIDS91482

Project Name: Shop Smart: Your Digital Grocery Store Experience

1. Problem Statement

Customers face multiple difficulties in traditional grocery shopping: • Long queues at billing counters • Forgetting items • Difficulty comparing prices • Limited store timings • Physical effort to visit stores • No tracking of previous purchases • No personalized offers

2. Target Users

Students, working professionals, elderly people, and families managing monthly grocery budgets.

3. Proposed Solution

Shop Smart is a digital grocery platform that allows users to browse groceries anytime, add items to cart, track orders, view purchase history, receive recommendations, and schedule delivery.

4. How the Solution Solves the Problem

Problem	Feature	Benefit
Long queues	Online checkout	Saves time
Forgetting items	Saved cart	Better planning
Price confusion	Price comparison	Cost effective
Limited timings	24/7 access	Convenience
Travel effort	Home delivery	Comfort
No personalization	Recommendations	Better experience

Conclusion

The Shop Smart platform addresses real-world grocery shopping problems by providing a fast, convenient, and personalized online shopping system.