**Project Design Phase-I**

**Proposed Solution Template**

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| Date | 25 June 2024 |
| Team ID | SWTID1719938064 |
| Project Name | ShopEZ: E-Commerce Application |
| Maximum Marks | 3 Marks |

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Customers frequently experience frustration with online shopping due to difficulty in finding the best prices, navigating user-unfriendly interfaces, and encountering unclear or inconsistent delivery information. |
|  | Idea / Solution description | ShopEZ is an online shopping application for customers, featuring a wide range of products from trusted sellers. It ensures competitive pricing with exclusive discounts, a seamless checkout experience, and real-time order tracking with transparent delivery updates. |
|  | Novelty / Uniqueness | ShopEZ combines price comparison, trusted seller selection, and real-time order tracking in a user-friendly application designed for customers. |
|  | Social Impact / Customer Satisfaction | By empowering customers to find the best deals and ensuring a smooth shopping experience, ShopEZ:  1)Saves customers money by highlighting discounts and transparent pricing.  2)Reduces shopping time and frustration through a user-friendly interface.  3)Prioritises customer data security and transparency in handling personal information.  4)Collaborates with charities or donation programs where a percentage of purchases go towards social causes. |
|  | Business Model (Revenue Model) | ShopEZ can generate revenue through several models:  1)Affiliate Marketing:Partner with retailers and earn commissions on sales generated through the app.  2)In-app Advertising:Partner with relevant brands to display targeted ads within the application(not intrusive to user experience).  3)Product Placement: Partner with brands to feature their products prominently within search results or curated sections for a fee. |
|  | Scalability of the Solution | ShopEZ is highly scalable due to its online application format:  1)Partnerships:Collaboration with universities and student organizations can accelerate user acquisition.  2)Technology Integration: Continuous improvement in app functionality and integration with emerging technologies like AI for personalized shopping experiences.  3)Geographical Expansion: Expansion into new geographic markets by adapting to local preferences, regulations, and logistics networks.  4)Scalable Infrastructure: Investing in robust server infrastructure and cloud solutions to handle increasing user traffic and data storage demands. |