

## Project Design Phase-II

### Technology Stack (Architecture & Stack)

|               |   |
|---------------|---|
| Date          | 20-06-2025                                  |
| Team ID       | LTVIP2025TMID5041                           |
| Project Name  | ShopEZ : One-Stop Shop For Online Purchases |
| Maximum Marks | 4   |

## Customer Journey Map - ShopeZ WepApp

| Steps   | Experience                            | Flow   | Interactions                            | Digital Touchpoints & Places   | People                           |
|---|---------------------------------------|--|---|--|----------------------------------|
| Visit ShopEZ WebApp for groceries                         | Enters ShopEZ and explores categories | ShopEZ WebApp  | ShopEZ-Web App                          | User Interface (Web/Mobile)  | General Shopper                  |
| Adds items to cart  | Registers/Login start- adding items   | Product cards add to Cart  | Checkout Page                           | UI, Seller Panel   | Time-sensitive Customer          |
| Proceeds to checkout                                      | Proceeds and confirms                 | Payment-via Razorpay   | Payment via Razorpay Order Confirmation | Razorpay UI, Email/SMS Notification  | Decision Shopper                 |
| Places order and confirms                                 | Smooth UI and optimistic updates      | Tracking and delivery notification   | Tracking updates delivery notification  | Cloud Communication APIs   | Voice-enabled Busy Professionals |
| Goals & Motivations                                       |                                       | Pain Points  |   | Areas of Opportunity   |                                  |
| Quickly browse and purchase groceries "                   |                                       | <ul style="list-style-type: none"><li>Minor delays in product update from sellers</li><li>Checkout lead time during peak hours</li><li>Need for personalized suggestions &amp; better delivery estimates</li></ul> |   | <ul style="list-style-type: none"><li>Real-time inventory sync between sellers and ShopEZ</li></ul>  |                                  |
| Avoid stockouts, delays, or failed orders."               |                                       |  |   | <ul style="list-style-type: none"><li>Smart product suggestions based on past behavior</li></ul>   |                                  |
| Enjoy seamless, responsive, and user friendly experience" |                                       |  |   | <ul style="list-style-type: none"><li>Rich, timely notifications via in-app and email/SMS</li><li>Live delivery tracking using Google Maps API</li></ul> |                                  |