**Project Design Phase**

**Proposed Solution Template**

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| Date | 13 April 2025 |
| Team ID | SWTID1743607402 |
| Project Name | ShopEZ – Ecommerce Application |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

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

| **S.No.** | **Parameter** | **Description** |
| --- | --- | --- |
| 1 | **Problem Statement (Problem to be solved)** | Many customers struggle with unorganized, non-personalized, and unintuitive online shopping experiences. They face slow navigation, lack of personalized suggestions, and inadequate customer support, which reduces overall satisfaction and retention. |
| 2 | **Idea / Solution Description** | ShopEZ is a React-based e-commerce platform designed to provide a seamless, personalized, and responsive shopping experience. It includes well-structured UI components, API-driven backend integration, user-friendly navigation, secure payment handling, and order tracking. |
| 3 | **Novelty / Uniqueness** | ShopEZ stands out by combining performance-optimized frontend architecture with AI-based product recommendations, responsive mobile design, and customizable admin dashboards—all in a modular and scalable structure. |
| 4 | **Social Impact / Customer Satisfaction** | By making online shopping faster, safer, and more intuitive, ShopEZ enhances user satisfaction, builds trust, and supports digital inclusion—especially for small and medium retailers wanting to go online. |
| 5 | **Business Model (Revenue Model)** | The platform can generate revenue via subscription tiers for vendors (freemium to premium), affiliate marketing, advertisements, and small transaction fees on purchases made through integrated payment gateways. |
| 6 | **Scalability of the Solution** | ShopEZ is built with scalability in mind, supporting future integrations like AI chatbots, multilingual support, and new product categories. It can handle increased traffic and user base with minimal performance loss using modular code and cloud deployment. |