**Project Design Phase**

**Problem – Solution Fit Template**

|  |  |
| --- | --- |
| Date | 22-08-2025 |
| Team ID |  |
| Project Name | shopEZ |
| Maximum Marks | 2 Marks |

**Problem – Solution Fit Overview:**

- Online shopping can be frustrating and time-consuming, with customers facing difficulties in finding products, comparing prices, and completing transactions.

- Existing e-commerce platforms often have complex navigation, slow loading times, and limited product information, leading to cart abandonment and lost sales.

- Small and medium-sized businesses (SMBs) struggle to compete with larger retailers, lacking the resources and expertise to create a seamless online shopping experience.

Solution Overview

shopEZ is an intuitive and user-friendly e-commerce platform designed to simplify the online shopping experience for customers and empower SMBs to compete in the digital marketplace.

Key Features

1. Streamlined Product Discovery: Advanced search functionality, product recommendations, and filtering options make it easy for customers to find what they're looking for.

2. Personalized Shopping Experience: Users can create profiles, save favorite products, and receive tailored recommendations based on their browsing and purchase history.

3. Seamless Checkout Process: A secure and efficient payment gateway ensures a smooth transaction process, reducing cart abandonment rates.

4. Business Enablement: shopEZ provides SMBs with the tools and resources needed to create and manage their online stores, including product management, order tracking, and customer support.

Benefits

- Improved Customer Experience: shopEZ simplifies the online shopping process, reducing frustration and increasing customer satisfaction.

- Increased Sales: By providing a seamless and personalized shopping experience, shopEZ helps businesses increase conversions and drive revenue growth.

- Competitive Advantage: SMBs can compete more effectively with larger retailers, leveraging shopEZ's expertise and technology to reach a wider audience.

Target Market

- Demographics: Online shoppers of all ages and demographics, with a focus on busy professionals and individuals seeking convenience and ease of use.

- SMBs: Small and medium-sized businesses in various industries, including retail, fashion, and electronics.

Unique Value Proposition

shopEZ offers a unique combination of user-centric design, advanced technology, and business enablement, making it an attractive solution for both customers and SMBs. By simplifying the online shopping experience and empowering businesses to succeed, shopEZ aims to become a leading e-commerce platform in the market.