EXPERIENTIAL ENGINEERING EDUCATION (ExEEd) – PROJECT BASED LEARNING
A
REPORT
ON

(Shopaholic ~ *One stop store for all your discounts*)

A Report submitted

by

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EXPERIENTIAL ENGINEERING EDUCATION (ExEEd) - PROJECT BASED LEARNING

1. Team Details

S.NO	Name of the Student	Roll No	Branch and Section	Mobile No.
1	P SAKETH	21951A04P5	ECE-A	7386742379
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2. Title of the Innovation

SHOPAHOLIC ~ *One stop store for all your discounts*

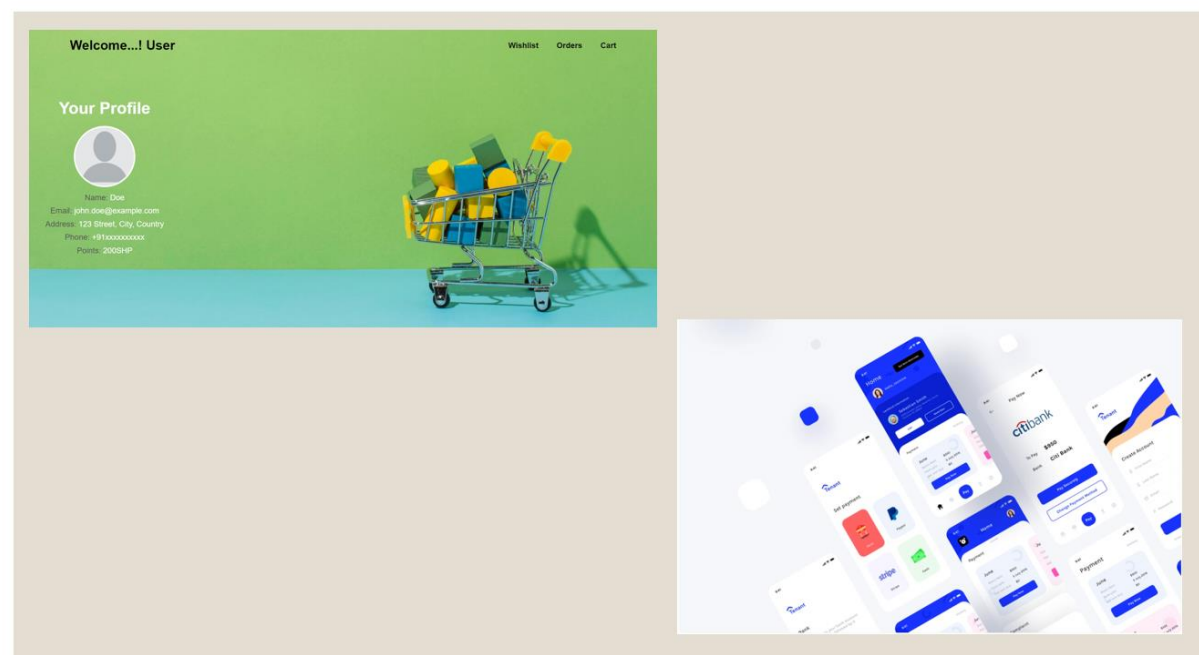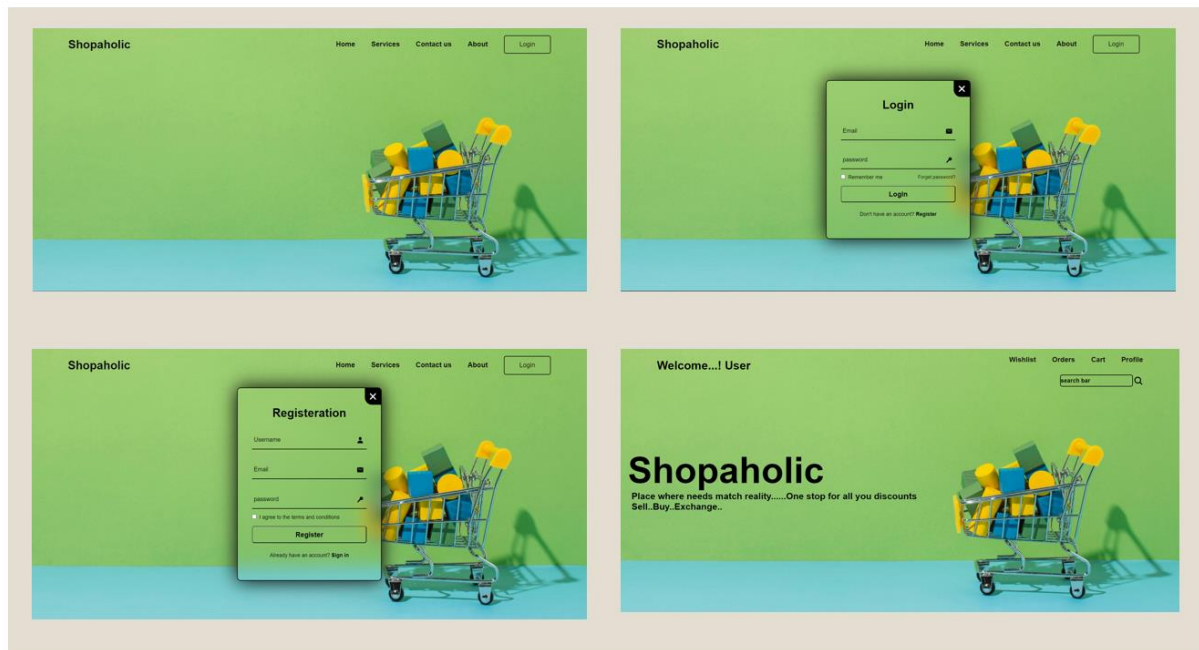3. Synopsis of the Idea (Problem Statement, Max 100 words)

- Now a millions of people everyday shop items online. By doing that they all are rewarded with rewards, like cashback, discounts, free items, etc.
- One of those rewards are coupons. For shopping online you get coupons as a reward which offers you a coupon code in which you get randomly discounts. It will have a time period to use.
- If you use it in that time period you get that offer. If it's time runs out and you didn't use it, it expires. Most of the people don't use these coupons.
- We came up with an idea where you can use these coupons in better ways than ever. On every coupon you get, use it or not you get profits.

4. Background for getting the idea :

- In the beginning of bitcoin many people brought bitcoin and lost or sold them. As per the latest survey a bitcoin values 29,39,178.38INR. And also many people lost millions of dollars worth lottery ticket just because they don't know that they won it.
- We hear stories of many people who loss million of dollars worth bitcoins and lottery tickets.
- Unlike others, coupons are visible profits. Coupon is ticket or document that can be redeemed for a financial discount or rebate when purchasing a product.

Many people get these coupons and they never use it. By which they get wasted. If they use it , they will at least won't be wasted

4. Attach any design or drawing

1. Define the problem statement and its relevance to today's market / society / industry need.

- Now a millions of people everyday shop items online. By doing that they all are rewarded with rewards, like cashback, discounts, free items, etc.
- One of those rewards are coupons. For shopping online you get coupons as a reward which offers you a coupon code in which you get randomly discounts. It will have a time period to use.
- If you use it in that time period you get that offer. If it's time runs out and you didn't use it, it expires. Most of the people don't use these coupons.
- We came up with an idea where you can use these coupons in better ways than ever. On every coupon you get, use it or not you get profits.

2. Describe the proposed Solution and Methodology / Developed towards the product/process

- Here you can sell coupons to others. If they use it you will get half money they have discounted and the person can acquire this coupon for free and get half the discount the coupon offers.
- By this both can be profited. You can also use this coupons to buy stocks. By this if the stock value increases, so does your coupon's value and you can get more discount in coupons.
- This will also remind you if you have any coupons on the website you are shopping while you are checking out.

3. Explain the uniqueness and distinctive features of the product / process / service solution.

The uniqueness is

1) User-friendly interface

2) Personalisation

3) Data Analytics for Businesses

4) Coupon Organisation

4. **Utility: Highlight the utility/value proposition (key benefits) aspects of the solution/innovation.**

- The main highlight or key benefits for the solution we came up with is that every person in this generation can make use of the every coupon they were rewarded with through some other source and the customer gets satisfied with them and hence sales get increased.

5. **Scalability: Highlight the market potential aspects of the Solution/Innovation (Potential Market Size, segmentation and Target users/customers etc.)**

- The market potential aspect is very high for this innovation as it targets the consumers of online marketing in every fields including food and clothing, medicine etc. So by this usage companies get benefited as their sales and stock get increased by more than 25% this innovation get into market.

6. **Environmental Sustainability: Highlight environmental friendliness aspects and related benefit of the solution/innovation**

- This innovation is very economically profitable because unlike other product its an application which doesn't require any extra amount to purchase. And as the users increase they get different benefits and companies stocks and sales get boosted.

7. **VIDEO URL:**

- https://drive.google.com/file/d/10O9GCKIi2Eb_c9ULzJ30P5aqli7iQsk8/view?usp=sharing

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