

**Project Design Phase**  
**Problem – Solution Fit Template**

Date	15 February 2026
Team ID	LTVIP2026TMIDS42166
Project Name	ShopEZ : One-Stop Shop for Online Purchases
Maximum Marks	2 Marks

**Problem – Solution Fit Template:**

1. Target Customer Segment

- Online shoppers (students, working professionals, home users)
  - Small-scale sellers and business owners
  - Users who prefer secure and convenient digital shopping
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2. Customer Problems

For Buyers:

- Difficulty finding products quickly
- Complicated checkout process
- Concerns about payment security
- Poor product categorization and filtering

For Sellers/Admin:

- Manual order tracking
  - Lack of centralized dashboard
  - Difficulty managing inventory
  - No proper sales analytics
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3. Existing Alternatives

- Amazon, Flipkart, Meesho, etc.
  - Manual Excel-based order tracking (for sellers)
  - Social media-based selling
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4. Proposed Solution (ShopEZ)

ShopEZ is a MERN-based e-commerce platform that provides:

- Advanced product search & filtering
- Secure authentication (JWT-based login)
- Cart & order management system

- Admin dashboard for product & order control
- Centralized MongoDB database for data storage
- Responsive and user-friendly interface

## ✓ 5. Problem–Solution Fit Justification

ShopEZ directly addresses customer pain points by simplifying product discovery, ensuring secure transactions, and providing sellers with a centralized dashboard for managing products and orders. The solution improves user experience, increases trust, and enhances operational efficiency for sellers. Therefore, the proposed solution effectively fits the identified customer problems.

### Template:

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Who is your customer? I.e. working parents of 0-5 y.o. kids	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> What constraints prevent your customers from taking action or limit their choices of solutions? I.e. spending power, budget, no cash, network connection, available devices.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? I.e. pen and paper is an alternative to digital notetaking	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> What is the real reason that this problem exists? What is the back story behind the need to do this job? I.e. customers have to do it because of the change in regulations.	<b>7. BEHAVIOUR</b> <span>BE</span> What does your customer do to address the problem and get the job done? I.e. directly related: find the right solar panel installer, calculate usage and benefits; Indirectly associated: customers spend free time on volunteering work (I.e. Greenpeace)	
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.	<b>10. YOUR SOLUTION</b> <span>SL</span> If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> How do customers feel when they face a problem or a job and afterwards? I.e. lost, insecure → confident, in control - use it in your communication strategy & design.		<b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.	

### References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>