Project Design Phase
Proposed Solution

Date	24/07/2025
Team ID	PNT2025TMID09656
Project Name	ShopEZ: E-commerce Application
Maximum Marks	2 Marks

Proposed Solution:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Customers face difficulty in finding relevant fashion products quickly, experience complex checkout processes, and often lack personalized recommendations. On the seller side, small businesses struggle with inventory management, limited online visibility, and lack of business insights.
2.	Idea / Solution description	Customers face difficulty in finding relevant fashion products quickly, experience complex checkout processes, and often lack personalized recommendations. On the seller side, small businesses struggle with inventory management, limited online visibility, and lack of business insights.
3.	Novelty / Uniqueness	ShopEZ focuses on personalized fashion retail. It offers curated recommendations, smart filtering, and a dual-panel interface for buyers and sellers. Unlike generic e-commerce platforms, ShopEZ provides small sellers with advanced analytics and a lightweight, responsive UI.
4.	Social Impact / Customer Satisfaction	ShopEZ enables customers to save time and shop confidently while supporting small sellers in reaching a wider audience. With secure transactions and a friendly UI, it enhances user trust and satisfaction. Thoughtful features like gift recommendations improve user experience.
5.	Business Model (Revenue Model)	Revenue can be generated through commissions on transactions, featured product placements, premium seller subscriptions, and advertising. Potential growth includes brand collaborations and affiliate marketing.
6.	Scalability of the Solution	The MERN-based architecture allows ShopEZ to scale horizontally. As traffic grows, microservice-friendly design and cloud deployment ensure the platform can handle large user volumes, seller onboarding, and order processing with ease.