

**Project Design Phase**  
**Proposed Solution Template**

Date	30 JULY 2025
Team ID	PNT2025TMID14651
Project Name	SHOPEZ: E-commerce 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.	<b>Problem Statement (Problem to be solved)</b>	There is a growing need for a seamless, user-friendly online shopping experience that allows customers to browse, purchase, and receive items efficiently, with secure payment options.
2.	<b>Idea / Solution description</b>	ShopEZ will provide an intuitive e-commerce platform where customers can shop for products, track orders, and interact with customer service—all on a mobile-optimized app and website.
3.	<b>Novelty / Uniqueness</b>	The app will use AI-powered personalized recommendations and dynamic pricing based on demand, seasonality, and customer preferences, which distinguishes it from other traditional e-commerce platforms.
4.	<b>Social Impact / Customer Satisfaction</b>	ShopEZ will enhance shopping accessibility, offer customer-centric features like reviews, fast delivery, and secure payment options, ensuring a positive impact on customer satisfaction.
5.	<b>Business Model (Revenue Model)</b>	The platform will generate revenue through commissions from product sales, subscription fees for premium services, and advertising revenue from sellers.
6.	<b>Scalability of the Solution</b>	ShopEZ is designed for scalability with features like cloud infrastructure, multi-region support, and easy integration with third-party payment gateways and logistics partners.