

## Project Design Phase

### Problem – Solution Fit Template

Date	15 April 2025
Team ID	SWTID1743511993
Project Name	Shopez: E-Commerce Application
Maximum Marks	2 Marks

#### Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

#### Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

#### Problem-Solution fit canvas 2.0

Purpose / Vision

<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">Define CS, fit into CC</div> <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #f08080; color: white; padding: 2px 5px;">CS</span></p> <ul style="list-style-type: none"> <li>College students looking for affordable and easy online shopping.</li> <li>Local small vendors who want to sell their products online.</li> <li>People who prefer quick and simple shopping experiences.</li> </ul> </div>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">CC</div> <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right; background-color: #f08080; color: white; padding: 2px 5px;">CC</span></p> <ul style="list-style-type: none"> <li>Limited budget.</li> <li>Poor internet connection.</li> <li>Using mobile devices with small screens.</li> <li>Less tech-savvy, need simple design.</li> </ul> </div>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">AS</div> <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #f08080; color: white; padding: 2px 5px;">AS</span></p> <p>Flipkart, Amazon, Meesho, etc.</p> <p>Pros: Trusted, wide variety.</p> <p>Cons: Too many options, slow support, not beginner friendly for small sellers.</p> </div> <div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">Explore AS, differentiate</div>
<div style="background-color: #fff9c4; padding: 2px; text-align: center; font-weight: bold;">Focus on J&amp;P, tap into BE, understand RC</div> <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right; background-color: #ffb74d; color: white; padding: 2px 5px;">J&amp;P</span></p> <ul style="list-style-type: none"> <li>Easily find and buy products online.</li> <li>Check product details and availability.</li> <li>Make payments safely and quickly.</li> <li>Track their orders.</li> <li>Vendors want to upload and manage their products.</li> </ul> </div>	<div style="background-color: #fff9c4; padding: 2px; text-align: center; font-weight: bold;">RC</div> <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>9. PROBLEM ROOT CAUSE</b> <span style="float: right; background-color: #ffb74d; color: white; padding: 2px 5px;">RC</span></p> <ul style="list-style-type: none"> <li>Big platforms are too complex or costly for new users and small sellers.</li> <li>Beginners get confused or lose interest if things are not easy to understand.</li> </ul> </div>	<div style="background-color: #fff9c4; padding: 2px; text-align: center; font-weight: bold;">BE</div> <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>7. BEHAVIOUR</b> <span style="float: right; background-color: #ffb74d; color: white; padding: 2px 5px;">BE</span></p> <p>Directly Related:</p> <ul style="list-style-type: none"> <li>Search for products, compare prices, check reviews.</li> </ul> <p>Indirectly Related:</p> <ul style="list-style-type: none"> <li>Ask friends or watch YouTube for recommendations.</li> </ul> </div> <div style="background-color: #fff9c4; padding: 2px; text-align: center; font-weight: bold;">Focus on J&amp;P, tap into BE, understand RC</div>
<div style="background-color: #e0ffe0; padding: 2px; text-align: center; font-weight: bold;">Identify strong TR &amp; EM</div> <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>3. TRIGGERS</b> <span style="float: right; background-color: #81c784; color: white; padding: 2px 5px;">TR</span></p> <ul style="list-style-type: none"> <li>Seeing ads or social media posts about discounts.</li> <li>Hearing from friends or classmates who ordered online.</li> <li>Urgent need for a product they can't find in local stores.</li> </ul> </div>	<div style="background-color: #e0ffe0; padding: 2px; text-align: center; font-weight: bold;">SL</div> <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>10. YOUR SOLUTION</b> <span style="float: right; background-color: #81c784; color: white; padding: 2px 5px;">SL</span></p> <p>A beginner-friendly e-commerce website with:</p> <ul style="list-style-type: none"> <li>Simple navigation</li> <li>Basic features (login, cart, checkout)</li> <li>Easy seller panel</li> <li>Lightweight for mobile users</li> <li>Helpful support and basic tutorials</li> </ul> </div>	<div style="background-color: #e0ffe0; padding: 2px; text-align: center; font-weight: bold;">CH</div> <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>8. CHANNELS of BEHAVIOUR</b> <span style="float: right; background-color: #81c784; color: white; padding: 2px 5px;">CH</span></p> <p><b>8.1 ONLINE</b></p> <p>Browsing websites, using shopping apps, searching Google, watching unboxing videos on YouTube.</p> <p><b>8.2 OFFLINE</b></p> <p>Talking to friends/family, asking for product suggestions.</p> </div> <div style="background-color: #e0ffe0; padding: 2px; text-align: center; font-weight: bold;">Extract online &amp; offline CH of BE</div>
<div style="background-color: #e0ffe0; padding: 2px; text-align: center; font-weight: bold;">EM</div> <div style="border: 1px solid #ccc; padding: 5px;"> <p><b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right; background-color: #81c784; color: white; padding: 2px 5px;">EM</span></p> <p>Before:</p> <ul style="list-style-type: none"> <li>Confused, annoyed by complicated websites.</li> <li>Worried about payment and delivery.</li> </ul> <p>After:</p> <ul style="list-style-type: none"> <li>Happy and satisfied with a smooth order process.</li> <li>Confident about using the site again.</li> </ul> </div>		

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