**Ideation Phase**

**Define the Problem Statements**

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| Date | 15 April 2025 |
| Team ID | SWTID1743695015 |
| Project Name | Shopez: E-Commerce Application |
| Maximum Marks | 2 Marks |

**Problem Statement:**

In today’s fast-paced digital world, both customers and sellers face significant challenges in navigating the e-commerce landscape efficiently. Customers often struggle with discovering relevant products, receiving personalized recommendations, and completing purchases swiftly, especially when under time constraints. Simultaneously, sellers need powerful tools to manage orders, track sales, and analyze business performance without technical complexity.

**ShopEZ** aims to address these challenges by providing a seamless and user-friendly e-commerce platform that enhances the shopping experience for customers and simplifies business operations for sellers.

From the customer’s perspective, the application must ensure:

* Effortless discovery of a wide variety of products using effective categorization and filters.
* A personalized shopping experience through smart recommendation systems.
* A secure, smooth, and quick checkout process with multiple payment options.

From the seller’s perspective, the platform must enable:

* Efficient order management through a centralized dashboard.
* Real-time notifications and order tracking.
* Access to insightful analytics to drive data-informed business decisions.

On the technical side, the platform must support:

* A scalable and responsive frontend that includes user interfaces for customers and administrators.
* A robust backend system with RESTful APIs for handling user actions, orders, and product management.
* A secure and structured database design for managing data related to users, carts, orders, and products.

