**Project Design Phase**

**Proposed Solution**

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

**Proposed Solution:**

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| **Sl.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Fragmented online shopping experiences, lack of unified access across web and mobile, unreliable service availability, and delays in search, cart, order, and payments. |
|  | Idea / Solution description | A scalable microservices-based e-commerce platform that enables seamless product browsing, search, cart management, order placement, payments, and delivery tracking. |
|  | Novelty / Uniqueness | |  | | --- | |  |  |  | | --- | | Uses modern architecture (microservices +  cloud-native deployment), integrated  monitoring, fast cart access via Redis,  search via Elasticsearch, and multi-platform  support. | |
|  | Social Impact / Customer Satisfaction | Offers a smoother user experience, faster load times with CDN, better personalization and reduced cart abandonment through optimized checkout and notifications. |
|  | Business Model (Revenue Model) | Commission from sellers, transaction fees, subscription plans for premium users, ad-based promotions, and partnerships with delivery/payment providers. |
|  | Scalability of the Solution | Easily scalable by design—each service can be independently deployed and scaled. Supports global expansion with cloud infrastructure and CDN support. |