

Problem – Solution Fit Template

Date:	1 July 2025
Team ID:	LTVIP2025TMID54172
Project Name:	ShopSmart: Your Digital Grocery Store Experience
Maximum Marks:	2 Marks

Problem

In today's fast-paced world, customers face difficulties in finding time for physical grocery shopping. Many struggle with navigating crowded stores, limited product availability, and long billing queues. This creates frustration and inefficiencies in their daily lives.

On the other side, local sellers and grocery providers lack a streamlined, digital platform to showcase their products, manage inventory, or reach a wider audience. This results in missed opportunities and poor customer engagement.

Customer Segment

1. Customers – Including tech enthusiasts, fashion-forward individuals, homemakers, and busy professionals seeking convenience and variety in grocery shopping.
2. Sellers – Local grocery store owners, small-scale product vendors looking to expand digitally.
3. Administrators – Managing backend operations such as user inquiries, payments, and performance tracking.

Existing Alternatives

- Visiting physical stores with manual selection and checkout.
- Basic grocery apps with limited features or user experience issues.
- Social media buying/selling groups with no integrated payment and tracking system.

Solution

ShopSmart is a user-friendly grocery web application that simplifies the grocery shopping experience. Customers can:

- Browse categorized items easily
- View detailed product descriptions
- Add products to a virtual cart
- Securely complete transactions

Meanwhile, sellers and administrators benefit from:

- Simple product and inventory management
- Real-time order tracking and notifications
- Efficient payment processing and customer support handling

Unique Value Proposition

ShopSmart stands out by providing:

- A seamless, intuitive interface focused on convenience
- A dual-purpose platform serving both buyers and sellers
- Strong backend functionality with security and privacy at the core
- An inclusive catalog catering to diverse customer needs

Key Benefits

- For Customers: Convenient, fast, and secure online grocery shopping from home
- For Sellers: Better product visibility and easy management tools
- For Admins: Full control over operations with transparency
- For All Users: Secure and private transactions, building trust and reliability