

**Project Design Phase**  
**Problem – Solution Fit Template**

Date	22 jul 2025
Team ID	PNT2025TMID14671
Project Name	E-Commerce
Maximum Marks	2 Marks

**Problem – Solution Fit Template:**

Develop a secure, user-friendly, and AI-powered e-commerce platform that addresses these challenges through:

- One-Click Checkout: Fast, simplified purchasing process.
- Verified Reviews & Ratings: AI-based detection of fake reviews to build customer trust.
- Multiple Secure Payment Options: Including UPI, wallets, credit/debit cards, and EMI.
- Smart Delivery Tracking: Real-time shipment updates with accurate delivery predictions.
- Inventory Management for Sellers: Automated stock updates, low-stock alerts, and analytics.
- AI-Powered Product Recommendations: Personalized suggestions based on browsing and purchase history.

**Purpose:**

The purpose of this project is to design and develop a secure, efficient, and user-friendly e-commerce platform that simplifies online buying and selling. The platform aims to:

- Provide customers with a convenient shopping experience through intuitive navigation, multiple payment options, and fast checkout.
- Build trust and transparency by incorporating verified reviews, secure transactions, and accurate product descriptions.
- Empower sellers with tools for inventory management, sales analytics, and effective product promotion.
- Enhance overall platform performance and scalability to handle high traffic and large product catalogs.

The ultimate goal is to create a digital marketplace that meets the needs of modern consumers and sellers, ensuring smooth transactions, improved satisfaction, and sustainable business growth.

## Template:

Define CS, fit into CC Focus on CS, fit into CC	<b>1. CUSTOMER SEGMENTS</b> <span>CS</span> 1. Busy professionals looking for convenient shopping options. 1. Students seeking affordable deals and discounts. 1. Small & medium-sized sellers wanting to expand their reach online. 1. Tech-savvy shoppers who value speed, variety, and user-friendly experiences.	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> • Limited time to browse multiple sites for the best deals. • Difficulty in trusting product quality online. • High delivery charges or long delivery times. • Limited digital literacy for some sellers.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> • Existing marketplaces like Amazon, Flipkart, and Meitru. • Social media marketplaces (Instagram Shops, Facebook Marketplace). • Local e-commerce stores with niche products.	Explore the AS, fit into CS
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>JBP</span> • Customers want a fast, simple, and trustworthy way to shop online. • Sellers need an affordable, low-barrier platform to list and sell products. • Shoppers want clear product descriptions, reviews, and transparent pricing.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> • Too many platforms with complex navigation and hidden costs. • Lack of personalized recommendations. • Sellers face high commission fees on big platforms.	<b>7. BEHAVIOUR</b> <span>BE</span> • Customers compare prices across multiple apps before buying. • Sellers often promote products via social media to avoid platform fees. • Buyers abandon carts due to unexpected costs or delivery delays.	
Identify the TR & EM	<b>3. TRIGGERS</b> • Sales seasons or festival offers. • Urgent product needs (last-minute gifts, replacement). • Recommendations from friends or influencers.	<b>10. YOUR SOLUTION</b> • ShopEZ: A one-stop e-commerce app offering AI-driven product recommendations. • Transparent pricing & no hidden charges. • Quick delivery partnerships. • Easy seller onboarding with low commission fees.	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> 1. ONLINE • Website • Mobile application • Social media integration for product sharing. 2. OFFLINE • Order pickup from store • Customer support via call or in-store assistance.	Explore online & offline CH of BE
	<b>4. EMOTIONS BEFORE / AFTER</b> <span>EM</span> Before: Frustrated by too many options, unclear pricing, and delivery issues. After: Confident, satisfied, and loyal to a platform that's fast, transparent and reliable.			

## References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>