

Project Design Phase
Problem – Solution Fit Template

| | |
|---------------|---------------------------------|
| Date | 3 December 2025 |
| Team ID | |
| Project Name | SHOPEZ : E-commerce Application |
| Maximum Marks | 2 Marks |

Problem – Solution Fit Overview:

The Problem–Solution Fit ensures that the ShopEase system directly addresses the real issues faced by customers, sellers, and admins during the online shopping and order fulfilment process. It validates that the solution reduces discovery friction, speeds purchases, improves order visibility, and provides a smoother marketplace experience.

Purpose:

- Make it easy for customers to find the right products, compare options, and buy confidently.
- Provide sellers with a clear, efficient way to list products, manage inventory, and process orders.
- Create a single platform where customers, sellers, and admins interact without fragmented tools.
- Reduce confusion by offering real-time stock updates, accurate delivery estimates, and clear order history.
- Improve trust and transparency between buyers and sellers through clear policies, reviews, and secure payments.

Problem Statement:

Many customers, sellers, and platform admins face difficulties such as:

- No streamlined way to discover relevant products and compare prices quickly.
- Confusing search results, poor filters, and inconsistent product information.
- Long or complex checkout flows that cause cart abandonment.
- Lack of real-time stock availability and unreliable delivery updates.
- Payment failures and poor handling of refunds/returns.
- Admins lack a centralized system for product moderation, dispute resolution, and analytics.

Solution:

ShopEase provides a complete digital marketplace that simplifies product discovery, purchasing, and order management:

- **Smart Product Discovery:** Advanced search, category filters, faceted filtering, and personalized recommendations to surface relevant products fast.
- **Accurate Product Pages:** Uniform templates for product details, high-quality images, verified reviews, and clear shipping/return policies.
- **Streamlined Checkout:** One-page checkout, saved addresses, multiple payment gateways, and guest checkout to reduce friction.
- **Real-Time Stock & Pricing:** Live inventory updates, seller stock sync, and automated price consistency checks.
- **Order Management for Sellers:** Seller dashboard to add/edit products, manage inventory, view orders, and handle shipments.
- **Admin Dashboard & Moderation:** Central admin console for product approvals, seller verification, dispute handling, and analytics.
- **Order Tracking & Notifications:** Real-time shipment status, push/email/SMS notifications, and delivery ETA updates.
- **Returns & Refunds Flow:** Easy returns portal, standardized refund timelines, and clear policy communication.
- **Security & Compliance:** Secure payment processing, user data protection, and role-based access control.