

**Project Design Phase
Proposed Solution**

Date	30 March 2025
Team Id	SWTID1743782632
Project Name	ShopEz
Maximum Marks	4 Marks

Proposed Solution: ShopEZ

S.No.	Parameter	Description
1.	Problem Statement	Many e-commerce platforms lack user-friendly design, efficient product management, and secure payment options, leading to poor user and admin experience.
2.	Idea / Solution Description	ShopEZ is a web-based e-commerce platform that enables customers to browse, filter, and purchase products with ease. It includes admin tools for managing products and orders, real-time cart state, secure payments, and user-friendly checkout.
3.	Novelty / Uniqueness	Unlike traditional e-commerce apps, ShopEZ features persistent cart memory, role-based dashboards, and real-time order tracking, all built on a modern MERN stack.

- 4. Social Impact / Customer Satisfaction** Enhances digital shopping experiences, especially for first-time or non-tech-savvy users. Offers fast, secure transactions and empowers vendors with easy product control.
- 5. Business Model (Revenue Model)** Revenue can be generated through vendor subscriptions, promoted listings, affiliate partnerships, and transaction commissions.
- 6. Scalability of the Solution** The platform is designed to scale into a multi-vendor marketplace, support mobile app versions, and integrate AI-based recommendations and regional language support.