

## Project Design Phase

### Solution Architecture

Date	15 February 2025
Team Id	SWTID1743782632
Project Name	ShopEz
Maximum Marks	4 Marks

## Problem–Solution Fit – ShopEZ: An E-Commerce Platform

The **Problem–Solution Fit** for **ShopEZ** highlights a clear understanding of the common challenges users face while shopping online and how our solution effectively addresses these pain points. The platform is not only technologically robust but also crafted with user convenience, security, and satisfaction in mind.

### Purpose:

- Solve real-world e-commerce problems such as poor user interfaces, inefficient checkout processes, and lack of secure payment options in a way that aligns with **buyers' and admins' actual expectations and behaviors**.
- Accelerate platform adoption by integrating with **familiar features** (e.g., social login, email notifications, mobile-responsive UI) and **removing friction** in browsing, adding products to cart, and completing purchases.

- Improve user engagement and retention by using **smart triggers** (e.g., product recommendations, price drop alerts, and order updates) and **accessible communication channels** (e.g., push notifications, email).
- Enhance customer trust by addressing **critical pain points** like **slow load times**, **lack of order tracking**, and **unclear return policies**, thereby reducing hesitation and cart abandonment.
- Understand the **customer shopping journey and admin workflow**, and enhance them through features like **real-time stock updates**, **secure checkout**, and a **centralized admin dashboard**, ensuring smooth operations and increased productivity.

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