

## Project Design Phase

### Problem – Solution Fit

<b>Date</b>	<b>9 April 2025</b>
<b>Team Id</b>	<b>SWTID1743782632</b>
<b>Project Name</b>	<b>ShopEZ</b>
<b>Maximum Marks</b>	<b>4 Marks</b>

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

The **Problem–Solution Fit** for **ShopEZ** demonstrates a deep understanding of the challenges faced by online shoppers and small-scale vendors on current e-commerce platforms. ShopEZ bridges these gaps by offering a simplified, efficient, and secure online shopping experience tailored to both end-users and administrators. The solution is not just technically sound but is also designed with real user behavior and expectations in mind.

#### **Purpose:**

- **Address real-world e-commerce challenges** such as complex interfaces, lack of product filtering, insecure transactions, and poor admin controls—ensuring both customers and admins have a seamless experience.
- **Increase adoption** by integrating with commonly used tools and interfaces like Google/Facebook login, mobile-responsive pages, and easy checkout—minimizing onboarding friction.
- **Enhance communication and engagement** by offering smart notifications for orders, personalized product suggestions, and real-time updates via emails or push alerts.

- **Build user trust** by solving high-frustration issues such as slow checkout, unclear payment processes, and unreliable order tracking—thus encouraging repeat usage.
- **Understand and support** both the **customer journey** and **admin workflow** by incorporating essential tools like persistent carts, product stock management, category filtering, and secure dashboards—making the platform intuitive, functional, and scalable.

