

**Project Design Phase**  
**Proposed Solution Template**

Date	
Team ID	PNT2025TMID09483
Project Name	ShopEZ: E-commerce Application
Maximum Marks	2 Marks

**Proposed Solution ShopEZ: E-commerce Application:**

User Problem	Proposed Solution	Description	User Benefit
Difficulty trusting product quality	Verified buyer reviews and user-uploaded images	Display real customer feedback and photos alongside listings	Builds trust and confidence before purchase
Unpredictable or slow delivery	Real-time order tracking and express delivery options	Integrate shipment tracking and offer faster shipping tiers	Enhances reliability and convenience
Complex checkout process	Streamlined, single-page checkout with clear instructions	Minimize steps and add guest checkout, auto-fill, and secure payment options	Saves time and reduces cart abandonment
Irrelevant product recommendations	AI-based personalized recommendation engine	Suggest products based on user behavior, past purchases, and preferences	Increases relevance and shopping satisfaction
Poor mobile shopping experience	Responsive mobile app design with intuitive interface	Improve UI/UX for mobile screens with faster load times and smoother navigation	Better experience for mobile users
Too many choices, hard to find right products	Smart filters (price, brand, ratings) and sorting tools	Help users narrow down products with multi-level filtering	Simplifies decision-making process
Lack of accessible customer support	24/7 live chat and chatbot assistance	Add instant help through live chat, FAQs, and AI-driven bots	Quick resolution of issues, improves trust
Confusing return/refund process	Clear return policy and simple return/refund interface	Add step-by-step return guides with status updates	Increases post-purchase satisfaction and retention