

Project Design Phase
Problem – Solution Fit Template

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

Problem – Solution Fit Overview:

Problem–Solution Fit ensures that ShopEZ addresses a real and pressing customer problem with a clear, effective solution. It involves validating that users face specific shopping challenges—like product trust, delivery delays, or complex checkout—and confirming that ShopEZ’s features, such as verified reviews, fast shipping, and intuitive UX, directly solve those issues, creating real value before scaling the product further.

Purpose:

- **Identify Real Customer Problems:** Understand the core pain points faced by ShopEZ users (e.g., slow delivery, lack of trust in product quality).
- **Validate the Solution's Relevance:** Ensure that the proposed features (like verified reviews or easy returns) directly address the identified problems.
- **Avoid Wasted Resources:** Prevent building unnecessary or unused features by aligning development with real user needs.
- **Shape Value Proposition:** Refine ShopEZ’s unique selling points based on what actually matters to users.
- **Support Early Testing and Feedback:** Use early feedback to iterate quickly before committing to full-scale development.
- **Lay Foundation for Product–Market Fit:** Achieve clarity on whether ShopEZ is on the right path to serve its target audience effectively.
- **Align Teams Around the User Problem:** Help marketing, design, and tech teams stay focused on solving the right problem.

Problem Statement:

- **Users find it hard to trust product quality** based on images and descriptions alone.
- **Delivery is often slow or unpredictable**, leading to frustration.
- **Checkout process is confusing** or has too many steps.
- **Product recommendations are not relevant** to user preferences.
- **Mobile shopping experience is not smooth** or responsive.

- **Users feel overwhelmed by too many options** without helpful filters.
- **Customer support is not easily accessible** when issues arise.
- **Return and refund process is unclear** or complicated.

Solution:

- **Add verified buyer reviews and real product images to build trust.**
- **Offer reliable delivery tracking and faster shipping options.**
- **Simplify the checkout process with fewer, clearer steps.**
- **Use AI to personalize product recommendations.**
- **Optimize the mobile app for speed and easy navigation.**
- **Provide smart filters and sorting options to narrow choices.**
- **Add live chat and 24/7 customer support access.**
- **Make return and refund policies easy to understand and use.**