

Project Design Phase
Problem – Solution Fit Template

Date	15 February 2025
Team ID	LTVIP2026TMIDS79179
Project Name	ShopSmart – A Full-Stack Digital Grocery Store Web Application
Maximum Marks	2 Marks

Problem – Solution Fit Template:

1. Customer Segment

- Working professionals
 - Busy families
 - Elderly people
 - Local grocery store owners
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◆ 2. Problem Identified

Customers face several challenges in traditional grocery shopping:

- Lack of time due to busy schedules
- Difficulty visiting physical stores
- No real-time stock visibility
- Long queues and crowded stores
- Difficulty comparing product prices
- Manual inventory management by store owners
- Limited business reach for local grocery stores

These problems cause inconvenience, frustration, and inefficiency.

◆ 3. Existing Situation

Currently, customers:

- Visit physical stores for grocery purchases
- Call stores to check product availability
- Maintain handwritten shopping lists
- Spend time traveling and waiting in billing queues

Store owners:

- Maintain manual inventory records
 - Manage orders offline
 - Have limited online presence
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◆ 4. Proposed Solution

We developed **ShopSmart**, a full-stack digital grocery store web application that provides:

- Online product browsing with categories
 - Smart search and filters
 - Real-time cart management
 - Secure user authentication (JWT-based)
 - Order placement and tracking
 - Admin dashboard for product & order management
 - Cloud-based database using MongoDB Atlas
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◆ 5. Problem–Solution Fit

Problem	How ShopSmart Solves It
Lack of time	24/7 online grocery shopping from anywhere
No stock visibility	Real-time product availability display
Long queues	Online checkout & order placement
Manual inventory	Digital product & stock management
Limited store reach	Online platform expands customer base
Security concerns	Secure authentication & encrypted passwords

◆ 6. Value Proposition

ShopSmart provides:

- Convenience and time-saving for customers
- Secure and reliable shopping experience
- Digital transformation for local grocery stores

- Scalable and cloud-based infrastructure
 - Easy-to-use interface with responsive design
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◆ 7. Expected Outcome

- Improved customer satisfaction
- Increased business efficiency
- Reduced manual workload
- Wider market reach
- Enhanced trust through secure transactions