**Project Design Phase**

**Problem – Solution Fit Template**

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| Date | 28 June 2025 |
| Team ID | LTVIP2025TMID54367 |
| Project Name | **ShopEZ** |
| Maximum Marks | 2 Marks |

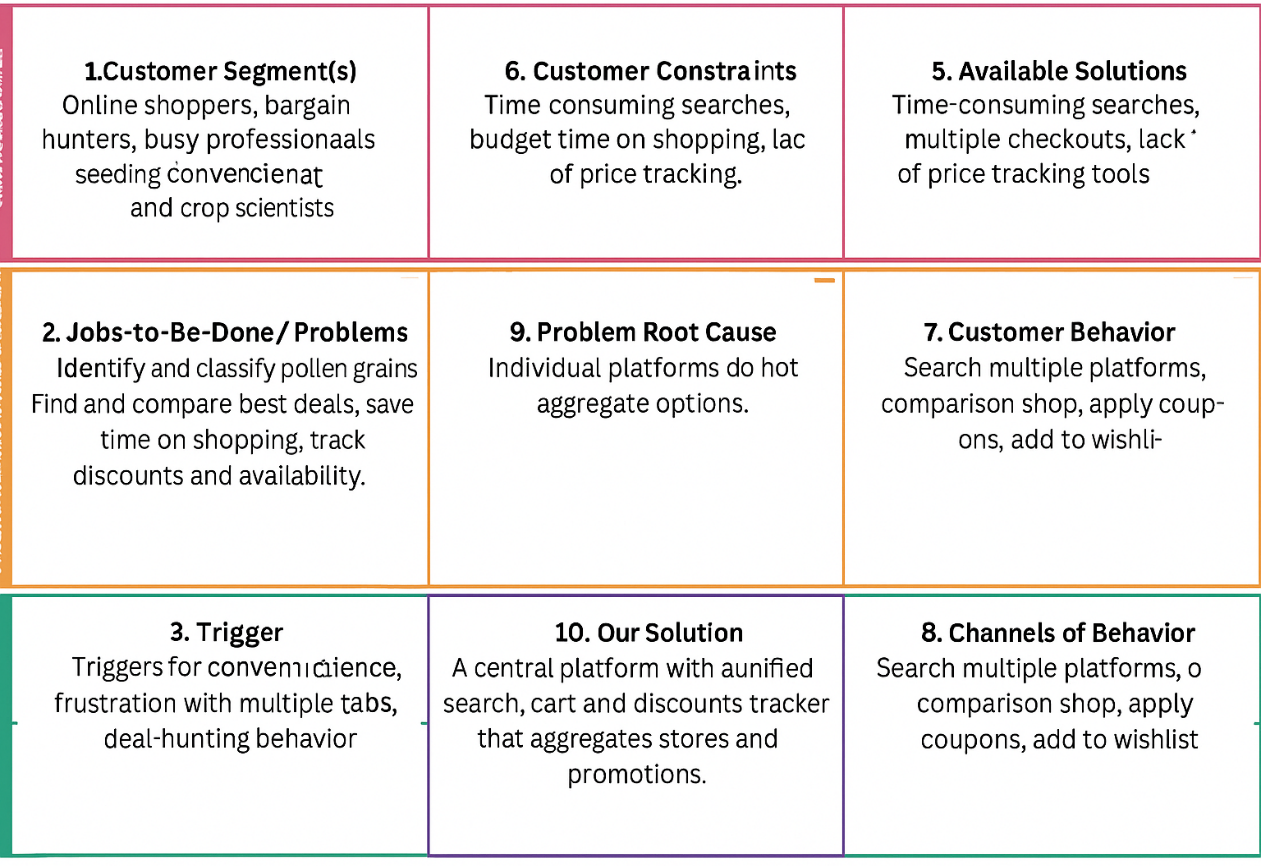
**Problem–Solution Fit**

**The Problem–Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer’s problem. It helps entrepreneurs, marketers and corporate innovators identify behavioural patterns and recognize what would work and why.**

**Purpose:**

**❑ Solve the problem of time-consuming product searches and lack of centralized shopping experience across e-commerce platforms.  
❑ Succeed faster and increase solution adoption by providing a smart search, cart, and payment system that aligns with common online shopping behaviours.  
❑ Sharpen communication and marketing strategy with the right triggers such as price tracking, one-click cart management, and seamless checkout.  
❑ Increase touch-points with the application by solving frequent annoyances like switching between tabs, tracking offers, and fragmented carts.  
❑ Understand the current challenges faced by online shoppers and improve their experience with a unified, intuitive platform.**

**Template:**

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