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| **S.No.** | **Parameter** | **Description** |
| 1. | Problem Statement (Problem to be solved) | Many online shoppers face difficulties in finding products easily, navigating cluttered interfaces, and experiencing slow or insecure checkout processes, leading to frustration and abandoned carts. |
| 2. | Idea / Solution description | Shopez is a full-featured, user-friendly e-commerce platform built with the MERN stack. It offers intuitive navigation, powerful search and filtering, secure authentication, fast checkout, and robust admin management. |
| 3. | Novelty / Uniqueness | Shopez stands out with its seamless user experience, real-time search and filtering, responsive design for all devices, and a dedicated admin dashboard for efficient management. Personalization and future AI features add uniqueness. |
| 4. | Social Impact / Customer Satisfaction | Shopez enhances customer satisfaction by making online shopping easy, secure, and accessible. It saves users time, reduces frustration, and builds trust, leading to higher engagement and repeat purchases. |
| 5. | Business Model (Revenue Model) | Shopez can generate revenue through product sales commissions, featured product placements, banner advertisements, and premium seller subscriptions. |
| 6. | Scalability of the Solution | The platform is designed to scale horizontally, supporting more users, products, and transactions by leveraging cloud infrastructure, modular code, and database optimization. |

**Project Design Phase**

**Proposed Solution**

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| **Date** | **23 June 2025** |
| **Team ID** | **LTVIP2025TMID24654** |
| **Project Name** | **Shopez : one-stop shop for online purchases** |
| **Mentor Name** | **Dr Shaik Salma Begam** |
| **Maximum Marks** | **2 Marks** |

Proposed Solution: