E Commerce application on IBM cloud foundry

Empathy map

Date	30 Sep 2023
Team ID	NM2023TMID3415
Project Name	E Commerce application on IBM cloud foundry project
Team Name	Proj_227258_Team_1

E-commerce Customer Empathy Map:

Says:

- I want a seamless online shopping experience.
- I expect clear product descriptions and prices.
- I prefer quick and secure payment options.
- I value reviews and ratings from other customers.

Thinks:

- I hope the products match the images and descriptions.
- I wonder if this e-commerce site is secure for online transactions.
- I'm looking for discounts and promotions.
- I'm concerned about the return and refund policy.

Does:

- Browses through product categories and filters search results.
- Adds items to the cart and compares prices.
- Reads product reviews and ratings.
- Checks out and tracks the order status.
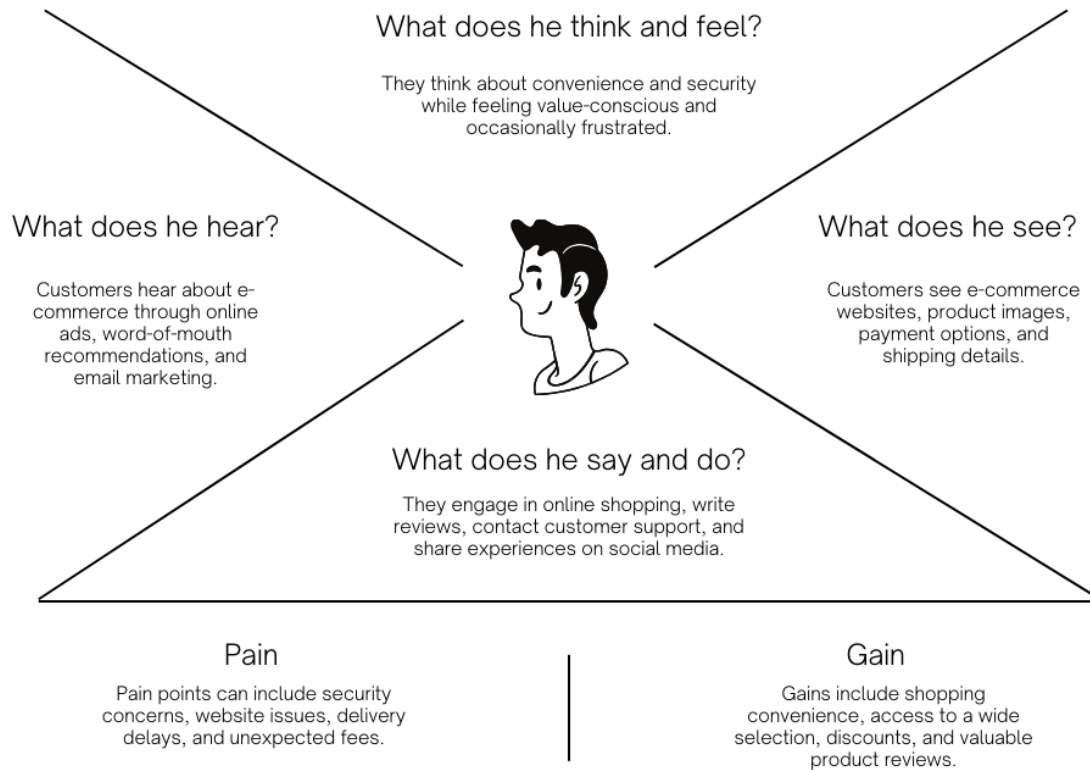- Contacts customer support for inquiries or issues.

Feels:

- Excited to discover new products and deals.
- Frustrated if the website is slow or confusing.
- Satisfied when the order arrives on time and as expected.
- Anxious about the security of personal and financial information.

- Relieved when there's a hassle-free return process.

Empathy Map

What does he think and feel?

They think about convenience and security while feeling value-conscious and occasionally frustrated.

What does he hear?

Customers hear about e-commerce through online ads, word-of-mouth recommendations, and email marketing.

What does he see?

Customers see e-commerce websites, product images, payment options, and shipping details.

What does he say and do?

They engage in online shopping, write reviews, contact customer support, and share experiences on social media.

Pain

Pain points can include security concerns, website issues, delivery delays, and unexpected fees.

Gain

Gains include shopping convenience, access to a wide selection, discounts, and valuable product reviews.

E Commerce application on IBM cloud foundry

Brainstorm & Idea prioritization Template

Date	30 Sep 2023
Team ID	NM2023TMID3415
Project Name	E Commerce application on IBM cloud foundry project
Team Name	Proj_227258_Team_1

Brainstorm & Idea prioritization E-commerce:

In the journey of creating an E-commerce application on IBM Cloud Foundry, the first pivotal step involves diving into comprehensive customer data to discern the specific needs and pain points confronting E-commerce businesses. This data-driven analysis unearths critical challenges, such as inventory management issues, customer service bottlenecks, or payment processing complexities, forming the bedrock for tailored solutions. Subsequently, through market data analysis, trends and opportunities within the E-commerce sector come to light, offering strategic insights for feature development.

Armed with these insights, brainstorming sessions yield a diverse array of potential features for the application. However, not all ideas are equally feasible. Data analysis, once again, plays a key

role in assessing the practicality of each proposed feature in the context of IBM Cloud Foundry's technical capabilities and resource availability. Finally, prioritization hinges on data-driven assessments of each feature's potential impact on revenue, cost savings, alignment with business objectives, and long-term strategy, ensuring the development effort is channeled towards the most impactful features.

Step 1: Identify E-commerce Needs and Pain Points:

- Analyze customer data to understand E-commerce industry needs and challenges.
- Identify pain points faced by E-commerce businesses, such as inventory management issues, customer experience challenges, or payment processing bottlenecks.

Step 2: Identify Market Trends and Opportunities:

- Analyze market data to uncover trends in the E-commerce sector.
- Identify emerging opportunities, such as shifts in consumer behavior, the rise of mobile shopping, or the demand for personalized shopping experiences.

Step 3: Brainstorm E-commerce Application Features:

- Generate a list of potential features for the E-commerce application on IBM Cloud Foundry, such as real-time inventory tracking, secure payment processing, or AI-driven product recommendations.

Step 4: Evaluate Feasibility of E-commerce Features:

- Use data analysis to assess the feasibility of each proposed feature.
- Consider factors like development complexity, integration with IBM Cloud Foundry services, and resource availability.

Step 5: Prioritize E-commerce Application Features:

- Evaluate the potential impact of each feature on the E-commerce business.
- Prioritize features based on their alignment with business goals, revenue potential, cost-effectiveness, and customer satisfaction.
- Consider the technical capabilities of IBM Cloud Foundry and its compatibility with the selected features.

E Commerce application on IBM cloud foundry

Define the problem Statement

Date	30 Sep 2023
Team ID	NM2023TMID3415
Project Name	E Commerce application on IBM cloud foundry project
Team Name	Proj_227258_Team_1

Define the problem Statement for E-commerce:

Problem Statement (PS)	I am (User)	I am trying to	But	Because	Which makes me feel
PS-1	Customer	Striving to have a seamless online shopping experience.	Feel frustrated.	Because of various challenges, Difficulties in finding the right products, slow website performance, and concerns about the security of my personal and financial information.	Better optimize
PS-2	E-commerce business owner	Establish a robust online presence by hosting my E-commerce application.	Critical issues related to website.	Because of reliability, scalability, and security. Additionally, I feel the need to optimize the user experience and conversion rates.	Platform to stay competitive in the market.
PS-3	IT Manager	Responsible for overseeing the deployment.	I need to ensure that the technical infrastructure meets the business requirements.	challenges related to server maintenance, scalability, and ensuring data security.	I want to explore ways to optimize resource allocation to improve application performance and cost-effectiveness.

Problem Statement 01

I am	I'm trying to	But	Because	Which makes me feel
Customer	Experience	Frustrated	Performance	Optimize

Problem Statement 02

I am	I'm trying to	But	Because	Which makes me feel
Owner	Robust	Critical issues	Reliability	Platform

Problem Statement 03

I am	I'm trying to	But	Because	Which makes me feel
IT Manager	Responsible	Technical infrastructure	Maintenance	Performance