

PROJECT 2: E-COMMERCE APPLICATION ON IBM CLOUD FOUNDRY- PHASE 1

Problem Statement:

- In a rapidly evolving digital landscape, e-commerce has become indispensable for businesses to thrive.
- This project involves developing a robust, scalable and user-friendly e-commerce application tailored for diverse businesses within the Foundry ecosystem.

Problem Definition:

- In the realm of modern business, e-commerce stands as a powerful conduit connecting sellers and buyers worldwide.
- However, amidst the potential for growth and prosperity, businesses face multifaceted challenges in developing and maintaining a successful e-commerce application.
- Addressing the challenges comprehensively is essential to create a successful e-commerce application that not only attracts customers but also retains them , fosters trust, and ensures sustainable growth for businesses in the competitive digital marketplace.

Project objectives:

The objectives of the E-Commerce application on IBM Cloud Foundry project are:

- Create a system that can handle varying levels of traffic and user activity ensuring the application remains responsive and reliable under different loads.
- Implement robust security measures to protect user data , transactions, and the overall application from potential threats
- Enhance user satisfaction by responsive design, easy navigation, and quick loading times.
- Design the application to be responsive and accessible across various devices and screen sizes.
- Implement a feedback system within the application to gather user feedback and reviews.

Project Components:

- Easy navigation
- Intuitive checkout
- Customer support
- Well categorized products
- Real time suggestions
- IBM Cloud Foundry

Solving the Problem:

Easy Navigation:

- Clear Homepage
- Simple Menu Structure
- Easy-to-find Product Pages

Intuitive checkout:

- Clear Progress indicators
- Minimal form fields
- Real time validation

Customer support:

- Live chat support
- 24/7 support
- Quick response times
- Return and refund policies

Well categorized products:

- Main categories
- Sub categories
- Product attributes
- New Arrivals

Real time suggestions:

- Geo-location based Recommendations
- Contextual Recommendations
- Collaborative Filtering
- Popularity trends

Hosting E-Commerce Application on IBM Cloud Foundry:

1. Create an E-Commerce Application
2. Sign Up for IBM Cloud
3. Install IBM Cloud CLI
4. Login to IBM Cloud
5. Push the application to Cloud Foundry
6. Bind Services
7. Set Environment variables
8. Access the application
9. Monitor and Scale
10. Security and Compliance