E-commerce Application on IBM Cloud Foundry

Phase 2:

Problem Definition and Design Thinking:

In this part we need to understand the problem statement and create a document on what have we understood and how will we proceed ahead with solving the problem.
We think on a design and overall building of the application and present in form of a document.

Problem Definition:

The project is to build an artisanal e-commerce platform using IBM Cloud Foundry. The goal is to connect skilled artisans with a global audience, showcasing their handmade products and providing features like secure shopping carts, payment gateways, and an intuitive checkout process. This involves designing the e-commerce platform, implementing necessary features, and ensuring a seamless user experience. Also to ensure that both the seller and buyer are satisfied with the features and platform of this application.

Innovation:

- First we plan the overall design of the application like position of the search bar, products, profile etc.
- First step is to design a login page for the application with privacy. It consists of email id and password.
- Next we design the elements that should be maintained in the user's profile like phone number, address that include pin code, city and state. It also consist of ordered products and cart.
- Next the home page of the application is designed. It is scrollable. The opening page consist of search bar and below it all the offers and live sale details will be displayed.
- When scrolling it down all other products options will be in display with trending products that is sold fast
- The product buying page consist of all payment methods that include EMI and cash on delivery with available card offers.
- It also consist of the date on which the product will be delivered with tracking.

- Starting by understanding our target market and customer needs. Analyze market trends, user behavior, and preferences to identify areas for improvement.

- Gather feedback from existing users. Conduct surveys, interviews, and user testing to identify pain points and areas for improvement.

- Stay informed about emerging technologies and assess their relevance to your e-commerce application. Consider how technologies like AI, AR, block chain, or voice recognition can enhance your app.

- Involve a cross-functional team in the innovation process. Developers, designers, marketers, and customer support staff can all provide valuable insights.

- Adopt agile development methodologies to facilitate iterative development and the ability to adapt to changing requirements as you innovate.

- Build a minimal version of your innovative feature or concept to quickly test it with users. This allows for faster feedback and adjustments.

- Once the innovation is successful, scale it up and deploy it across your e-commerce application.

- Continuously gather user feedback on the innovative features. Use this feedback to refine and improve the features over time.

- Ensure that our team is well-informed about the new features and that documentation is available for both internal and external stakeholders.

- Continuously monitor the performance and impact of the innovative features. Use analytics to measure our success and make data-driven decisions.

- Innovation is an ongoing process. Continuously iterate and improve our e-commerce application, always looking for opportunities to enhance the user experience and stay competitive.

- Be prepared for the possibility of failure. Not all innovations will succeed, so it's essential to manage and mitigate risks effectively.

- Being prepared for the possibility of failure. Not all innovations will succeed, so it's essential to manage and mitigate risks effectively.