

E-COMMERCE APPLICATION ON IBM CLOUD FOUNDRY

PROBLEM STATEMENT:

- ❖ A E-commerce app allows users to shop online, browse product catalog create wish lists, add items to a cart, and complete purchases.
- ❖ It also provides payment processing, shipping, and order management capabilities.

PROBLEM SOLVING:

1.Platform Design:

The content management system (CMS) and commerce engine websites use to manage catalogued products, register purchases and manage a users relationship with an online retailer.

2.Product Showcase:

- ❖ The product showcase is one way you can display your most popular products for extra promotion.
- ❖ If you think of your Alibaba.com storefront like an offline store, the product showcase is like your shop window. You should display your best-selling items to attract a buyers' attention.

3.User Authentication:

Authentication is the practice of verifying that someone is who they claim to be. When a customer is logging on to your ecommerce site, where they have their credit card information stored, you want to make absolute certain that they are indeed that customer.

4.Shopping Cart and Checkout:

The typical checkout process for a customer is: shopping cart > billing info > shipping info > shipping method > preview order > payment > confirmation. Digital products and goods won't require shipping information or shipping method, as you'll download what you've purchased.

5.Payment Integration:

Integrated payments occur when a business's point-of-sale system is connected to a payment processor, allowing for seamless transactions. Customers can pay using different kinds of payment methods, such as credit or debit cards, without the need for manual processing or separate terminals.

6.User Experience:

Ecommerce user experience is all about caring for the customer and ensuring a feel-good factor that in turn contributes to the sale of a product. It is this care that converts a casual shopper into a loyal customer. Nowadays, customers rarely purchase your product because they think it is “better”.