**Phase 1: Problem Definition and Design Thinking**

Build an artisanal e-commerce platform using IBM Cloud Foundary .Connect Skilled artisans with the global audience.Showcase handmade products , from exquisite jewellry to artistic home decor. Implement secure shopping carts, Smooth payment gateways, and an intuitive checkout process.Nurture creativity and support small business throw an artisan’s dream marketplace!

**Problem Definition:**

Building an artisanal e-commerce platform using cloud foundary will help the skilled artisans connect with the gloabal audience. The handmade products and handcrafts are not well-known by many people and the job of the artisans are vanishing day by day as people are unaware of the handmade products.

Inorder to solve the problem ,the handcraft products must be marketed for which a e-commerce platform must be created to showcase the products so that people can easily access the products.The objective is to leverage IBM cloud's infrastructure and services to create a secure,scalable and user-friendly online marketplace.

**Design Thinking:**

**Platform design**: To design the platform layout with sections for product categories, individual project pages, shopping cart, checkout and payment,front end is being used and back end is used to ensure the accessibility.

**Product Showcase**: Mongo database is used to store product information such as images, description, prices, and categories which is used to create the e-commerce.

**User Authentication:** User registeration and authentication features are implemented . Once this has been confirmed,authorization is then used to enable artisans and customers to access the platform.

**Shopping cart and Checkout:** Back end isresponsible for storing and organising data, and ensuring everything on the client-side actually worksto develop the shopping cart functionality and smooth checkout process.

**Payment Integration:** A payment processor is chosen and security features are implemented ,that is integrated to facilitate transactions.

**User Experience:** Focus on providing an intuitive and visually appealing user experience for both artisans and customers ,products which are usable, credible, valuable, accessible and desirable are much more likely to succeed in the market place.