E-COMMERCE APPLICATION ON IBM CLOUD FOUNDRY

**Problem Definition:**

Our e-commerce application on the IBM Cloud has considered several critical aspects that require immediate attention on scalability, resource efficiency, availability, security, user experience and inventory management.

**Design thinking:**

1. Empathize:

- Understand our target audience's needs, preferences, and pain points. Conduct user research, surveys, and interviews to gather insights.

2. Ideate:

- use cloud services and technologies that can support the app, such as AWS, Azure, or Google Cloud.

3. Prototype:

- Develop a technical architecture prototype that outlines how cloud services will be integrated to meet the app's requirements.

4. Test:

- Gather feedback from potential users by conducting usability testing with your UI prototype.

5. Iterate:

- Refine the e-commerce app based on user feedback and testing results.

6. Implement:

- Begin the development process, building both the frontend and backend of the e-commerce app.

- Deploy the app on a cloud platform, ensuring it's accessible, secure, and reliable.

7. Launch:

- Roll out the e-commerce app to a limited audience or in a beta phase to gather real-world feedback.

- Monitor app performance and cloud infrastructure during this phase to identify and address any issues.

8. Measure:

- Collect and analyze data on user engagement, conversion rates, and other key performance indicators (KPIs).

- Use cloud-based analytics tools to gain insights into app usage and user behavior.

9. Learn:

- Continuously learn from user data and feedback to make data-driven improvements to your e-commerce app.