E-commerce Application on IBM Cloud Foundry

#Project Definition:

Problem Definition and Design Thinking to the

In the context of E-commerce Application on IBM Cloud Foundry, the focus is on identifying and addressing some certain problems and requirements related to an application on IBM cloud foundry.

#Software Components:

The softwares that is going to be used to create this project is python(flask),ibm cloud etc.....

#Problem Definition:

The problem that we are facing is to develop e-commerce using IBM cloud foundry.the main goal is to create a platform where users can manage their account information and business information.The system will perform the following task on different perspective like Buyer,seller,administrator,Application:

1. Product search:Buyers should be able to search for products

2.payment: Buyers should have an secure payment gate-way

3.Product-Listing: Seller should have able to create an detail list of product name,description,images,prices

4.security: implement security features to protect user data,payment details

5.scalability: Application should be able to handle large amounts of traffic.

6.User Management: Handles user registration, login, profile management, and access control.

#Design Thinking:

1.Applied Approach: Design thinking in eCommerce applications emphasises the importance of focusing on the needs, wants and pain points of users including buyers, sellers and employees

2.Empathizing with users: The process begins with empathising with all groups of users in order to gain a deeper understanding of their specific needs, challenges and emotional aspects associated with the internet on the management of trade

3.Problem Definition: Based on the insights gathered from the use of empathy, specific problems and challenges in eCommerce are defined, such as cart abandonment, inventory, and use of enter the ship clearly

4.User profiles and user profiles: User design encourages the creation of detailed user profiles and user profiles that identify the specific tasks and activities of users is preferred, such as inventory, order processing, or inventory management.

5.Brainstorming sessions: Cross-functional teams brainstorm and generate new ideas to solve defined eCommerce challenges. These could be ideas to enhance the shopping experience, improve salesperson tools, or simplify checkouts.

6.Prototyping and mockups:Designers create prototypes and mockups of e-commerce application user interfaces to visualise how users will interact with the platform These prototypes can help identify usability issues early in the design process

7.User Testing and Feedback: Prototypes are tested by real users to gather feedback on usability, user satisfaction, and any pain they will encounter while using the application

8.Iterative improvement: The design process encourages an iterative approach, whereby the e-commerce application is continuously refined and improved based on the use cases and market conditions a it is changing

9.Personalization: The design process finds ways to deliver a relevant shopping experience, such as product recommendations, personalised discounts, and customised displays based on the user by his actions

10.Integration and Scalability: The eCommerce application is being considered for integration with IBM Cloud Foundry services for scalability, ensuring the platform can handle increasing traffic and growth

11.Security and Data Security: Design considerations emphasise the importance of security measures to protect user data, including secure payment processing, user authentication , and compliance with data privacy laws

12.Analytics and Metrics: The application includes analytics tools used to track usage, sales, and other key performance indicators. These insights are used to make data-driven improvements.

13.Market Research: Design Thinking encourages ongoing market research to stay updated on industry trends, competitor product offerings, and emerging technologies that can improve e-commerce applications.

14.Continuous Improvement: The eCommerce application must be constantly developed and adapted to meet changing user needs, technological advances and market trends. Design thinking fosters a culture of continuous improvement.

15.Support utilisation and feedback: Provide mechanisms for seeking support, providing feedback, and reporting issues. Feedback from users

#Conclusion:

We have successfully defined the core problems and requirements while adopting a design thinking approach to address challenges that could be faced during the development process.

Thank-You