1. Requirement Analysis: a. Review and refine the requirements gathered in the previous phase. b. Prioritize the requirements based on their importance and feasibility. c. Identify any additional requirements that may have been missed.

2. Technology Selection: a. Evaluate different technologies and frameworks based on the requirements. b. Consider factors such as scalability, security, ease of development, and integration with IBM Cloud Foundry. c. Choose the most suitable technology stack for implementing the e-commerce application.

3. Architecture Design: a. Design the overall architecture of the e-commerce application. b. Define the components, modules, and their interactions. c. Consider using a microservices architecture for scalability and modularity. d. Define the communication protocols and data flow between different components.

4. Database Design: a. Design the database schema based on the requirements. b. Define the relationships between different entities such as users, products, orders, and payments. c. Choose the appropriate database management system (relational or NoSQL) based on the requirements.

5. User Interface Design: a. Create wireframes and mockups of the user interface. b. Design the user interface to be intuitive, user-friendly, and visually appealing. c. Ensure the user interface is responsive and accessible across different devices.

6. Development: a. Implement the e-commerce application using the selected technologies and frameworks. b. Follow best practices for coding, such as modularization, code reusability, and error handling. c. Use version control to track changes and collaborate with team members. d. Write clean and well-documented code.

7. Integration: a. Integrate the e-commerce application with IBM Cloud Foundry services. b. Integrate with payment gateways, email services, and other third-party APIs as required. c. Ensure seamless communication and data exchange between different components.

8. Testing: a. Conduct thorough testing of the application to ensure its functionality, performance, and security. b. Perform unit testing, integration testing, and end-to-end testing. c. Use automated testing tools and frameworks to streamline the testing process. d. Identify and fix any bugs or issues.

9. Deployment: a. Deploy the e-commerce application to the IBM Cloud Foundry environment. b. Configure the necessary environment variables, security settings, and scaling options. c. Monitor the deployment process and ensure the application is running smoothly.

10. User Acceptance Testing: a. Involve users in the testing process to gather feedback and validate the application against their requirements. b. Incorporate user feedback and make necessary improvements to enhance the user experience.

11. Documentation: a. Create comprehensive documentation that includes user manuals, technical specifications, and deployment instructions. b. Document the architecture, database design, and any customizations made during the development process. c. Provide clear instructions for maintaining and updating the application.

12. Training and Support: a. Provide training sessions to users, administrators, and support staff to ensure they are familiar with the application and its features. b. Establish mechanisms for users to seek support, provide feedback, and report any issues they encounter.

13. Continuous Improvement: a. Continuously monitor the application's performance, gather user feedback, and analyze usage metrics. b. Use this information to make data-driven improvements and enhancements to the e-commerce application. c. Stay updated on industry trends and emerging technologies to incorporate new features and functionalities.