E-COMMERCE APPLICAION DEVELOPMENT

Phase 3: DEVELOPMENT PART 1

Building artisanal e-commerce platform

OBJECTIVE:

To begin building the artisanal e-commerce platform on IBM Cloud Foundry and to design the platform layout and create a database to store product information.

PLATFORM LAYOUT:

The layout of an e-commerce platform is crucial for providing a user-friendly and efficient shopping experience for your customers. Here's a basic breakdown of the essential components and considerations for an e-commerce platform layout:

1. HOMEPAGE:

The homepage is the first impression visitors get of your e-commerce site. It should be clean, uncluttered, and provide a clear overview of your brand and product offerings. Key components often found on the homepage include a prominent search bar, featured products, promotional banners, and quick access to important categories.
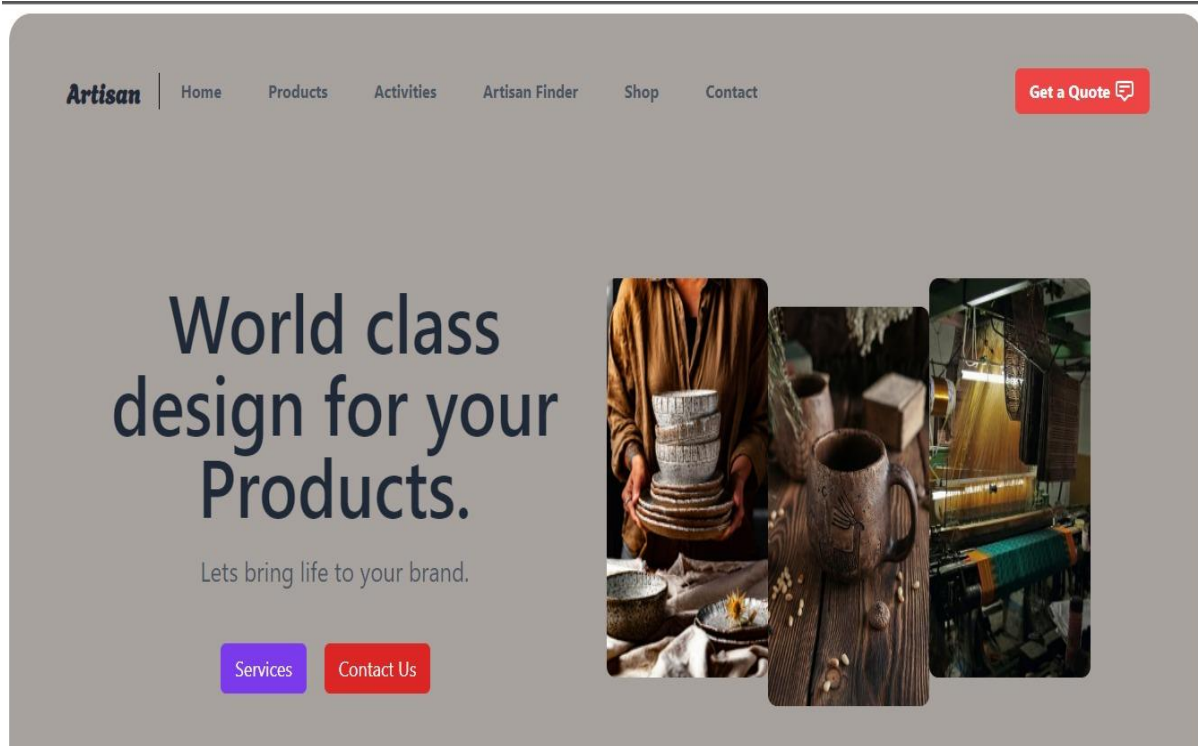
2. NAVIGATION:

A user-friendly navigation menu is critical. Use a clear and intuitive menu structure to categorize products and services. Dropdown menus can help organize subcategories. Including filters and sorting options can help users find what they're looking for more efficiently.

3. PRODUCT LISTINGS:

Grid or list view of products with high-quality images, product names, prices, and ratings. Sorting and filtering options (by price, popularity, new arrivals, etc.) for ease of product discovery. Quick View: A way to preview product details without leaving the main page. Detailed product images with zoom-in functionality. Product description, specifications, and features. Pricing, availability, and any discounts. Size, colour, and quantity selection. Add to Cart button. Reviews and ratings. Related products or cross-sell suggestions.
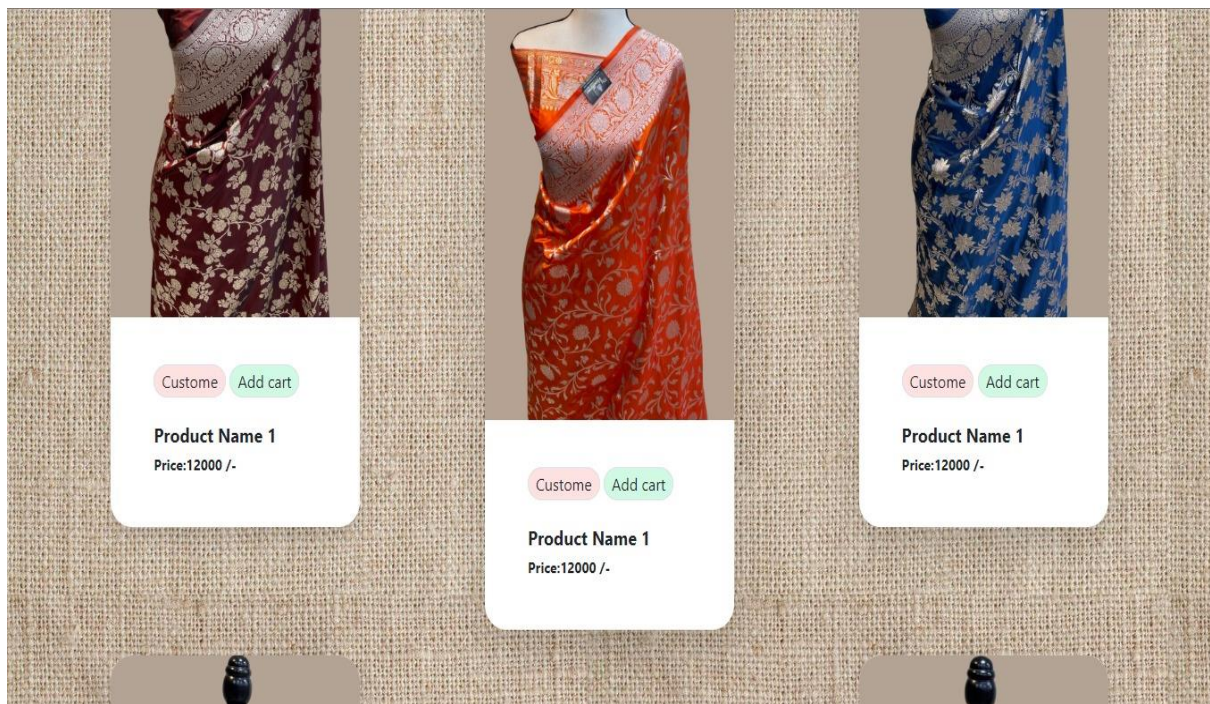
4. SHOPPING CART:

Display the items in the cart, including images, names, quantities, and prices. Subtotal, taxes, shipping costs, and a total cost. A "Proceed to Checkout" button. The ability to edit or remove items from the cart.

5. CHECKOUT PROCESS:

Step-by-step form for entering shipping and payment information. Shipping options and costs. Order summary. Promotion code input. Guest checkout and account creation options. Secure and trusted payment methods.

6. USER ACCOUNT AREA:

User profile and order history. Address book for shipping and billing details. Wishlist functionality. Password and account management.
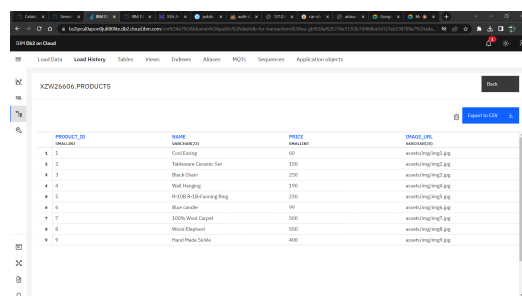
7. FOOTER:

Contact information and customer support details. Links to policies (privacy, returns, terms and conditions). Social media links. Newsletter sign-up.

8. RESPONSIVE DESIGN:

The layout is mobile-friendly to accommodate users on various devices such as Desktop, Laptop, Mobile phone etc., Also the layout doesn't have any problem even though it is used in various devices.

9.DATABASE:

The database has been created with some data.

CONCLUSION:

A well-designed e-commerce platform layout takes into account the needs and preferences of the target audience, with a focus on ease of use, aesthetics, and functionality. It guide users smoothly through the shopping process while providing a secure and trustworthy environment for making purchases