Project Title: E-Commerce Application On IBM Cloud Foundry

Phase 1 : Problem Definition and Design Thinking

Abstract:

\*\*An E-Commerce application deployed on IBM cloud foundry is a robust and scalable digital platform designed to facilitate online buying and selling.

Objectives:

\*\*The primary objectives of e-commerce businesses is to increase the conversion rates.

Problem Definition :

->The Project is to build an artisanal e-commerce platform using IBM Cloud Foundry.

->The goal is to connect skilled artisans with a global audience,showcasing their handmade products and providing features like secure shopping carts, payment gateways, and an intuitive checkout process.

->This involves designing the e-commerce platform,implementing necessary features,and ensuring a seamless user experience.

Design thinking:

Platform Design:

\*Design the platform layout with sections for product categories, individual product pages, shopping cart, checkout, and payment.

Product Showcase:

\*Create a database to store product information such as images, descriptions, prices, and categories.

User Authentication:

\*Implement user registration and authentication features to enable artisans and customers to access the platform.

Shopping Cart and Checkout:

\*Design and develop the shopping cart functionality and a smooth checkout process.

Payment Integration:

\*Integrate secure payment gateways to facilitate transactions.

User Experience:

\*Focus on providing an intuitive and visually appealing user experience for both artisans and customers.

Summary :

\*\*This design thinking approach ensures a through understanding of the problem ,thoughtful ideation,rigorous testing and continuous

\*\*Improvement to create a successful and userfriendly e-commerce application using IBM cloud foundry.