**CLOUD APPLICATION DEVELOPMENT**

**Team Member**

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**Phase -1 PPT Submission**

**PROJECT :**

# 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.Leveraging the power** of IBM’s Cloud Foundry Paas(Platform as a Service), this

**application provides a secure and flexible environment for businesses to establish and grow their online presence.**

**OBJECTIVES:**

**The primary objective of e-commerce businesses is to increase the conversion**

## rates. One way to do it is to ensure that the

**website has a simple, effective design, pages load quickly and it is easy to navigate, along with it a compelling content and effective marketing strategies in place.**

**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.**

**DESIGN THINKING:**

**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.**

**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.**