

## Project Design Phase-I Solution Architecture

Date	03 November 2023
Team ID	NM2023TMID04589
Project Name	Creating A Website Using Canva

### The Search Index

A Search Index is a database of all searchable content structured in a way that allows fast and efficient search algorithms to be executed.

Content and Products from your Core CMS and Commerce systems will be synced to the Search Index. The Search index contains the content returned to your customer in search results.

To avoid issues on your web or mobile app, the Search Index needs to be kept up to date with the latest data in your CMS and Commerce systems at all times

### Personalisation

Search results should be customised based on a customer's preferences and behaviours. When a customer performs a keyword search, the system calculates how relevant each potential result is to the search keyword and preferences of the customer.

Content that is relevant to the customer based on preferences and behaviours is ranked higher in the search results. Your Search and Merchandising Product will require access to your CDP data to personalise the results.

### CDP Tracking

The following customer actions should be tracked in your CDP and details recorded around that action.

Action	Tracking Details To Include
Keyword Search	Search Term the customer uses
Listing Page Filter	Filtering Options are being clicked
Search Results Click Throughs	The Product clicked and order of that product in the search results
Listing Page Click Throughs	

## **Other MarTech Products**

A Real Work DXP solution will include a range of additional product integrations including Single Sign-On, Payment Providers, Analytics, Search Engine Optimisation (SEO), Customer Relationship Management (CRM), Customer Support, Enterprise Resource Planning (ERP) to name but a few.

A great DXP solution means integrating a range of tools that cohesively streamline your business operations, maximise your digital marketing and provide customers with a next-generation digital experience.

It improves efficiency, drives growth and stays ahead of the competition.

## **Scalability**

As an e-commerce business grows, its digital marketing and e-commerce operations must be able to scale up to meet increased demand and traffic. A MarTech DXP solution architecture must be designed to support this growth and ensure that the platform can continue to provide a fast, reliable, and seamless customer experience.

### **Choosing a DXP Vendor**

Although every final DXP Solution Architecture will contain a unique combination of products and integrations that work best for a business, there are benefits from using related Products from a single DXP vendor.

DXP products from the same vendor will be designed to plug into each other, reducing the complexity and cost of integrations. You will have a single consistent interface to manage Digital Marketing activities.

Commercially, a single vendor is more cost effective as there is advantageous discounted pricing as you purchase additional products. Training and support are also more easily accessible.

## Solution Architecture:

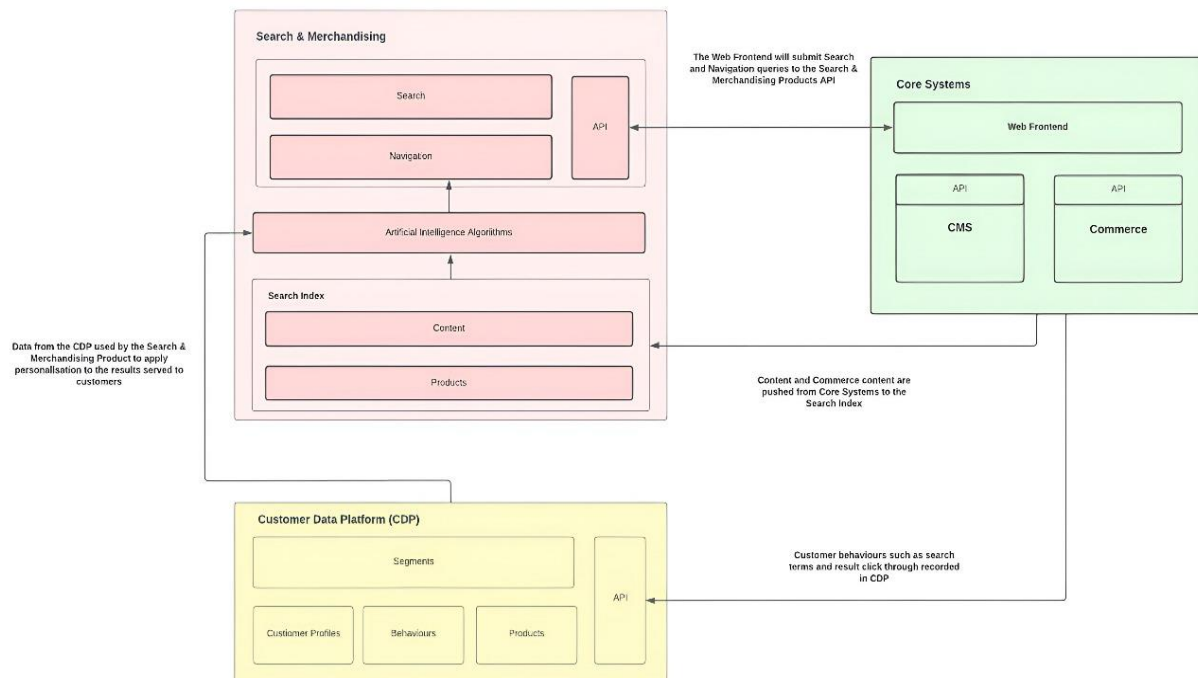


Fig: Solution Architecture

**Reference:** <https://www.linkedin.com/pulse/marketing-managers-guide-solution-architecture-modern-johnny-mullaney>