**1. Platform Design:**

- Design the platform layout with a user-friendly and responsive interface. Ensure that it includes sections for product categories, individual product pages, a shopping cart, a seamless checkout process, and secure payment processing.

**2. \*Product Showcase:\***

- Create a robust database schema to store product information, including images, descriptions, prices, and categories. Implement efficient querying and indexing for quick product retrieval.

**3. \*User Authentication:\***

- Implement user registration and authentication features. Provide a user-friendly registration process for both artisans and customers. Ensure strong password encryption and account security.

**4. \*Shopping Cart and Checkout:\***

- Design and develop a feature-rich shopping cart that allows users to easily add, edit, and remove items. Implement features like quantity adjustments and product recommendations.

- Create a seamless checkout process with multiple payment options. Offer guest checkout for customers who don't want to create an account.

**5. \*Payment Integration:\***

- Integrate secure payment gateways (e.g., IBM Payment Gateway, Stripe, or PayPal) to facilitate safe and convenient transactions. Ensure compliance with Payment Card Industry Data Security Standard (PCI DSS) requirements.

**6. \*User Experience:\***

- Prioritize an intuitive and visually appealing user experience for both artisans and customers.

- For artisans:

- Provide an easy-to-use dashboard for managing products, orders, and inventory.

- Include tools for artisans to add and update product listings easily.

- For customers:

- Implement robust search and filtering options to help customers find products quickly.

- Offer personalized recommendations based on user preferences and browsing history.

- Optimize page load times for a smooth browsing experience.

- Ensure a mobile-friendly design for customers who shop on smartphones and tablets