

# **E-COMMERCE APPLICATION ON IBM CLOUD FOUNDRY**

## **PROBLEM STATEMENT:**

- ❖ A E-commerce app allows users to shop online, browse product catalog create wish lists, add items to a cart, and complete purchases.
- ❖ It also provides payment processing, shipping, and order management capabilities.

## **PROBLEM SOLVING:**

### **1.Platform Design:**

The content management system (CMS) and commerce engine websites use to manage catalogued products, register purchases and manage a users relationship with an online retailer.

### **2.Product Showcase:**

- ❖ The product showcase is one way you can display your most popular products for extra promotion.
- ❖ If you think of your Alibaba.com storefront like an offline store, the product showcase is like your shop window. You should display your best-selling items to attract a buyers' attention.

### **3.User Authentication:**

Authentication is the practice of verifying that someone is who they claim to be. When a customer is logging on to your ecommerce site, where they have their credit card information stored, you want to make absolute certain that they are indeed that customer.

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

The typical checkout process for a customer is: shopping cart > billing info > shipping info > shipping method > preview order > payment > confirmation. Digital products and goods won't require shipping information or shipping method, as you'll download what you've purchased.

## **5.Payment Integration:**

Integrated payments occur when a business's point-of-sale system is connected to a payment processor, allowing for seamless transactions. Customers can pay using different kinds of payment methods, such as credit or debit cards, without the need for manual processing or separate terminals.

## **6.User Experience:**

Ecommerce user experience is all about caring for the customer and ensuring a feel-good factor that in turn contributes to the sale of a product. It is this care that converts a casual shopper into a loyal customer. Nowadays, customers rarely purchase your product because they think it is “better”.