

PHASE 1

Title: Building an E-commerce Platform

Introduction

Introduction to the project's objectives.

The importance of artisanal products and the need for a dedicated platform.

Brief overview of the document's structure.

Platform Design

Explanation of platform layout design.

Detailed sections for product categories, individual product pages, shopping cart, checkout, and payment.

Considerations for responsive design and mobile optimization.

Examples of user-friendly e-commerce platform layouts.

Product Showcase

Creating a database to store product information.

Storing and managing product data: images, descriptions, prices, and categories.

The role of product search and filtering.

Importance of maintaining a robust and scalable database.

Case studies on successful product showcase strategies.

User Authentication

Implementing user registration and authentication.

Secure storage of user data.

Enabling artisans and customers to access the platform.

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The role of password security and multi-factor authentication.

Compliance with data protection regulations.

Shopping Cart and Checkout

Design and development of the shopping cart functionality.

Streamlining the checkout process for a smooth user experience.

Handling inventory and stock management.

Considerations for abandoned cart recovery.

Best practices in shopping cart and checkout design.

Payment Integration

Integrating secure payment gateways.

Ensuring PCI DSS compliance for cardholder data protection.

Facilitating various payment methods (credit cards, digital wallets, etc.).

Handling refunds and disputes.

User-friendly payment processes that enhance trust.

User Experience (UX)

Emphasizing the importance of UX in e-commerce.

Strategies for creating an intuitive and visually appealing interface.

User testing and feedback loops for continuous improvement.

Balancing aesthetics with functionality.

Case studies showcasing outstanding e-commerce UX.

Security and Privacy

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Highlighting the significance of security in e-commerce.

Securing user data and transactions.

Protecting against common security threats (e.g., DDoS attacks, SQL injection).

Ensuring user privacy and GDPR compliance.

Security measures for artisans and customers.