

## **Problem definition and design thinking:**

In this part we need to understand the problem statement and create a document on what we have understood and how we will proceed ahead with solving the problem.

### **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 the necessary features, and ensuring a seamless user experience.

### **Design Thinking:**

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

Design the platform layout with sections for product category, individual product pages, shopping cart, checkout, and payment.

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

Create a database to store product information such as images, descriptions, prices, and categories.

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

Implement user registration and authentication features to enable artisans and customers to access the platform.

#### **4. Shopping cart AND Checkout:**

Design and develop the shopping cart functionality and a smooth checkout process.

#### **5. Payment Integration:**

Integrate secure payment gateways to facilitate transactions.

## **6. User Experience:**

Focus on providing an intuitive and visually appealing user experience for both artisans and customers.

### **Work Flow:**

- First we plan the overall design of the application like position of the search bar, products, profile etc.
- First step is to design a login page for the application with privacy. It consists of email id and password.
- Next we design the elements that should be maintained in the user's profile like phone number, address that include pin code, city and state. It also consist of ordered products and cart.
- Next the home page of the application is designed. It is scrollable. The opening page consist of search bar and below it all the offers and live sale details will be displayed.
- When scrolling it down all other products options will be in display with trending products that is sold fast
- The product buying page consist of all payment methods that include EMI and cash on delivery with available card offers.
- It also consist of the date on which the product will be delivered with tracking.
- Starting by understanding our target market and customer needs. Analyse market trends, user behaviour, and preferences to identify areas for improvement.
- Gather feedback from existing users. Conduct surveys, interviews, and user testing to identify pain points and areas for improvement.
- Stay informed about emerging technologies and assess their relevance to your ecommerce application. Consider how technologies like AI, AR, block chain, or voice recognition can enhance your app.
- Involve a cross-functional team in the innovation process. Developers, designers, marketers, and customer support staff can all provide valuable insights.
- Adopt agile development methodologies to facilitate iterative development and the ability to adapt to changing requirements as you innovate.

- Build a minimal version of your innovative feature or concept to quickly test it with users. This allows for faster feedback and adjustments.
- Once the innovation is successful, scale it up and deploy it across your e-commerce application.
- Continuously gather user feedback on the innovative features. Use this feedback to refine and improve the features over time.
- Ensure that our team is well-informed about the new features and that documentation is available for both internal and external stakeholders.
- Continuously monitor the performance and impact of the innovative features. Use analytics to measure our success and make data-driven decisions.
- Innovation is an ongoing process. Continuously iterate and improve our e-commerce application, always looking for opportunities to enhance the user experience and stay competitive.
- Be prepared for the possibility of failure. Not all innovations will succeed, so it's essential to manage and mitigate risks effectively.
- Being prepared for the possibility of failure. Not all innovations will succeed, so it's essential to manage and mitigate risks effectively.

## **CODE FOR CONTENT OF WEBPAGE**

<!DOCTYPE html>

<html lang="en">

<head>

```
<meta charset="UTF-8">

<meta name="viewport" content="width=device-width, initial-scale=1.0">

<meta http-equiv="X-UA-Compatible" content="ie=edge">

<title> CONTENT | E-COMMERCE WEBSITE BY EDYODA </title>

<link href="https://fonts.googleapis.com/css?family=Lato&display=swap" rel="stylesheet">

<!-- favicon -->


<link rel="icon" href="https://yt3.ggpht.com/a/AGF-l78km1YyNXmF0r3-
0CycCA0HLA_i6zYn_8NZEg=s900-c-k-c0xffffffff-no-rj-mo" type="image/gif" sizes="16x16">

<link rel="stylesheet" href="css/content.css">

</head>

<body>

  <div id="mainContainer">

    <h1> clothing for men and women </h1>

    <div id="containerClothing">

      <!-- JS rendered code -->

    </div>

    <h1> accessories for men and women </h1>

    <div id="containerAccessories">
<!-- JS rendered code -->

  </div>

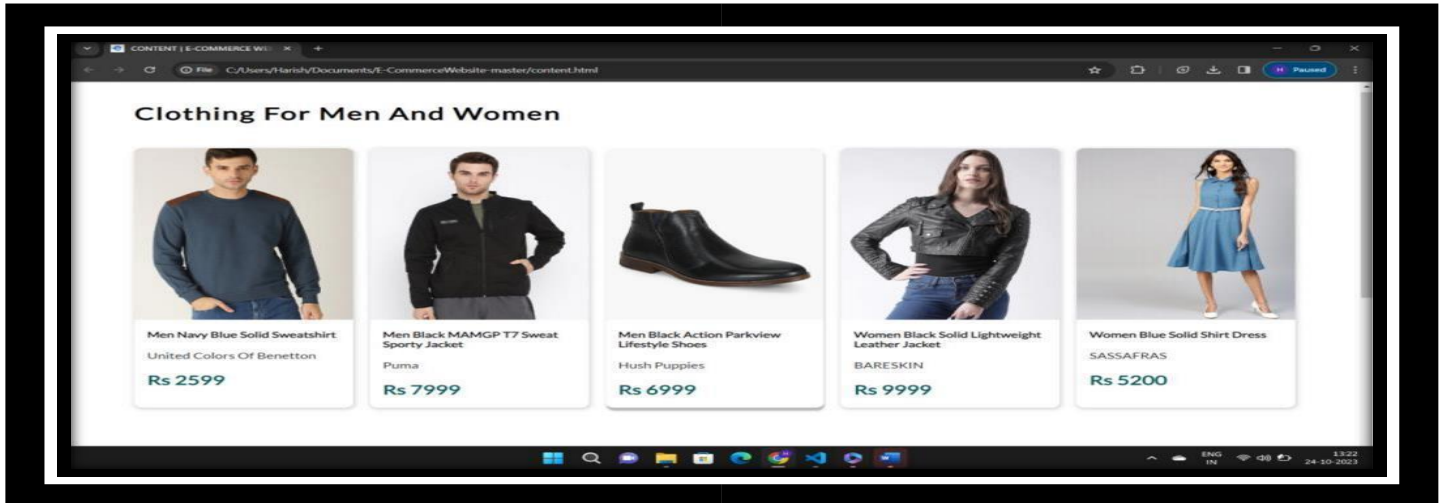
</div>

</body>
```

```
<script src="content.js"></script>
```

```
</html>
```

<



## CODE FOR HEADER

```
<!DOCTYPE html>

<html lang="en">

<head>

  <meta charset="UTF-8">

  <meta name="viewport" content="width=device-width, initial-scale=1.0">

  <meta http-equiv="X-UA-Compatible" content="ie=edge">

  <title> HEADER | E-COMMERCE WEBSITE </title>

  <!-- favicon -->

  <link rel="icon" href="https://yt3.ggpht.com/a/AGF-l78km1YyNXmF0r3-
0CycCA0HLA_i6zYn_8NZEg=s900-c-k-c0xffffff-no-rj-mo" type="image/gif" sizes="16x16">

  <!-- EXTERNAL LINKS -->

  <link rel="stylesheet" href="css/header.css">

  <script src="https://kit.fontawesome.com/4a3b1f73a2.js"></script>

  <link href="https://fonts.googleapis.com/css?family=Lato&display=swap" rel="stylesheet">

</head>

<body>

  <header>

    <section>

      <!-- MAIN CONTAINER -->

      <div id="container">

        <!-- SHOP NAME -->
```

```

        <div id="shopName"><a href="index.html"> <b>SHOPPING</b>DAMAKA</a></div>
<!-- COLLCTIONS ON WEBSITE -->

        <div id="collection">

            <div id="clothing"><a href="clothing.html"> CLOTHING </a></div>

            <div id="accessories"><a href="accessories.html"> ACCESSORIES </a></div>

        </div>
<!-- SEARCH SECTION -->

<div id="search">

    <i class="fas fa-search search"></i>

    <input type="text" id="input" name="searchBox" placeholder="Search for Clothing and
Accessories">

</div>

<!-- USER SECTION (CART AND USER ICON) -->

<div id="user">

    <a href="cart.html"> <i class="fas fa-shopping-cart addedToCart"><div id="badge"> 0
</div></i></a>

    <a href="#"> <i class="fas fa-user-circle userIcon"></i> </a>

</div>

</div>

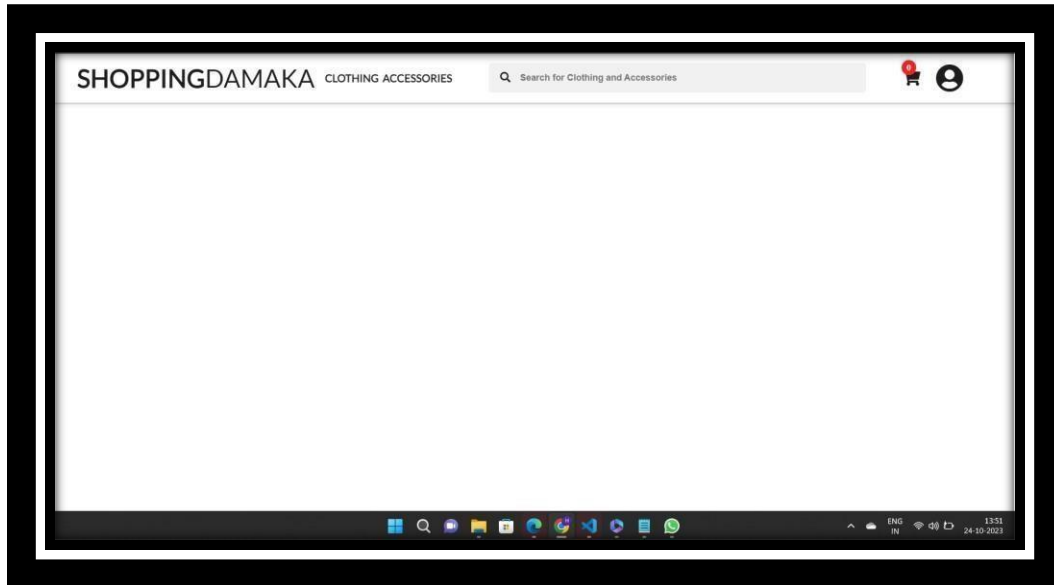
</section>

</header>

```

</body>

</html>



## CODE FOR SLIDE

```
<!DOCTYPE html>
```

```
<html lang="en">
```

```
<head>
```

```
<meta charset="UTF-8">
```

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

```
<meta http-equiv="X-UA-Compatible" content="ie=edge">
```

```
<title> SLIDER | E-COMMERCE WEBSITE </title>
```

```
<!-- favicon -->
```

```
<link rel="icon" href="https://yt3.ggpht.com/a/AGF-l78km1YyNXmF0r3-
```

```
0CycCA0HLA_i6zYn_8NZEg=s900-c-k-c0xffffffff-no-rj-mo" type="image/gif" sizes="16x16"> <!--  
EXTERNAL LINKS -->
```



```
<script src="http://code.jquery.com/jquery-3.4.1.min.js" integrity="sha256-
CSXorXvZcTkaix6Yvo6HppcZGetbYMGWSFIBw8HfCJo=" crossorigin="anonymous"></script> <link
rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/slick-carousel/1.9.0/slick.min.css">
```

```
<link rel="stylesheet"
href="https://cdnjs.cloudflare.com/ajax/libs/slickcarousel/1.9.0/slicktheme.min.css">
```

```
<style>
```

```
body
```

```
{
```

```
margin: 0;
```

```
}
```

```
#containerSlider
```

```
{ margin: auto;
width: 90%; text-align:
center; padding-top:
100px; box-sizing: border-
box;
```

```
}
```

```
#containerSlider img
```

```
{
```

```
width: 100%;
height: 140%; text-align:
center; aligncontent:
center;
```

```
}
```

```
@media(max-width: 732px)
```

```
{  
  
  #containerSlider img  
  {  
  
    height: 12em;  
  
  }  
  
}  
  
@media(max-width: 500px)  
  
{  
  
  #containerSlider img  
  
  {  
  
    height: 10em;  
  
  }  
  
}  
  
</style>
```

```
</head>
```

```
<body>
```

```
  <section>
```

```
    <div id="containerSlider">
```

```
      <div id="slidingImage">  </div>
```

```
      <div id="slidingImage">  </div>
```

```
      <div id="slidingImage">  </div>
```

```
    <div id="slidingImage">  </div>
```

```
    </div>
</section>
```

```
</body>
```

```
<!-- <script src="https://cdnjs.cloudflare.com/ajax/libs/slick-carousel/1.9.0/slick.min.js"></script> -->
```

```
<script src="https://cdnjs.cloudflare.com/ajax/libs/slick-carousel/1.9.0/slick.min.js"></script>
```

```
<script>
```

```
    $(document).ready(function()
```

```
    {
```

```
        $('#containerSlider').slick({      dots:
true,      infinite: true,
slidesToShow: 1,      slidesToScroll:
```

```
1,      autoplay: true,
```

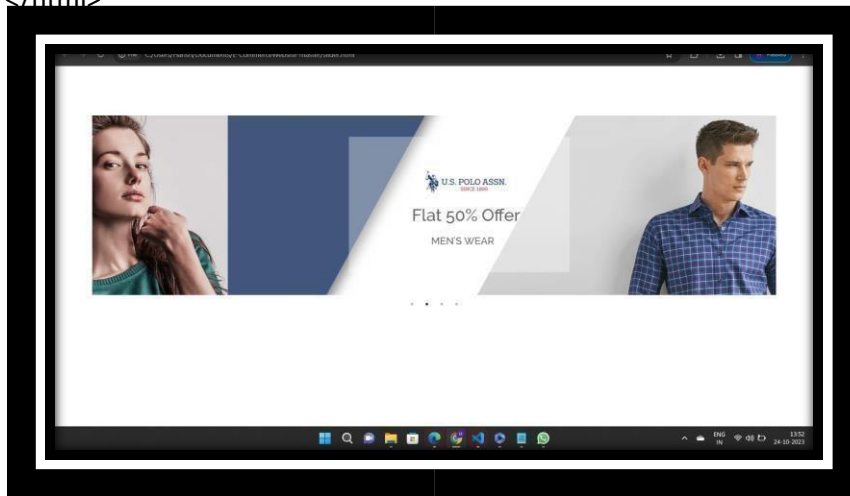
```
autoplaySpeed: 2000,
```

```
    });
```

```
});
```

```
</script>
```

</html>



## **CODE TO ADD ITEMS TO CART**

```
<!DOCTYPE html>
<html lang="en">
```

```
<head>
```

```
  <meta charset="UTF-8">
```

```
  <meta name="viewport" content="width=device-width, initial-scale=1.0">  <meta http-equiv="XUA-
Compatible" content="ie=edge">
```

```
  <title> Cart | E-COMMERCE WEBSITE BY EDYODA </title>
```

```
  <link rel="stylesheet" href="css/cart.css">
```

```
  <!-- favicon -->
```

```
  <link rel="icon" href="https://yt3.ggpht.com/a/AGF-l78km1YyNXmF0r3-
0CycCA0HLA_i6zYn_8NZEg=s900-c-k-c0xffffff-no-rj-mo" type="image/gif" sizes="16x16">  <!--
```

```
header links -->
```

```
  <script src="https://kit.fontawesome.com/4a3b1f73a2.js"></script>
```

```
  <link href="https://fonts.googleapis.com/css?family=Lato&display=swap" rel="stylesheet">
```

```
</head>
```

```
<body>

    <!-- HEADER -->

    <div id="1"></div>

    <script>
load("header.html");    function
load(url)

    {

        req = new XMLHttpRequest();    req.open("GET", url,
false);    req.send(null);

document.getElementById(1).innerHTML = req.responseText;

    }
</script>

    <!-- CART CONTAINER -->

<div id="cartMainContainer">
    <h1> Checkout </h1>

    <h3 id="totalItem"> Total Items: 0 </h3>

    <div id="cartContainer">

        <!-- JS rendered code -->

    </div>

</div>

</body>

    <!-- FOOTER -->

    <div id="4"></div>
```

```

<script>    load("footer.html");
function load(url)

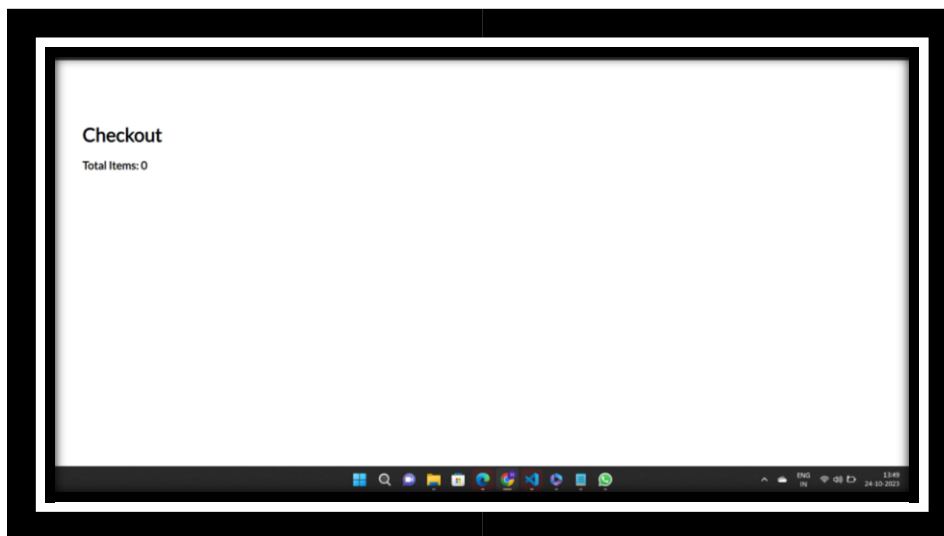
    {

        req = new XMLHttpRequest();          req.open("GET", url, false);
req.send(null);          document.getElementById(4).innerHTML =
req.responseText;    }

</script>

<script src="/cart.js"></script>
</html>

```



## CODE FOR CONTENT DETAILS

```

<!DOCTYPE html>

<html lang="en">

<head>

    <meta charset="UTF-8">

```

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">

<meta http-equiv="X-UA-Compatible" content="ie=edge">

<title> CONTENT DETAILS | E-COMMERCE WEBSITE BY EDYODA </title>

<!-- favicon -->

<link rel="icon" href="https://yt3.ggpht.com/a/AGF-l78km1YyNXmF0r3-
0CycCA0HLA_i6zYn_8NZEg=s900-c-k-c0xffffffff-no-rj-mo" type="image/gif" sizes="16x16">

<!-- <link rel="stylesheet" href="/box1.css"> -->

<link rel="stylesheet" href="css/contetDetails.css">

<link href="https://fonts.googleapis.com/css?family=Lato&display=swap" rel="stylesheet"> <!--
header links -->

<script src="https://kit.fontawesome.com/4a3b1f73a2.js"></script>
  <link href="https://fonts.googleapis.com/css?family=Lato&display=swap" rel="stylesheet">

</head>

<body>

<!-- HEADER -->

<div id="1"></div> <script>
load("header.html");
function load(url)

{

    req = new XMLHttpRequest();    req.open("GET", url, false);

req.send(null);    document.getElementById(1).innerHTML = req.responseText;

}

</script>

<div id="containerProduct">
```

```
<!-- JS rendered code -->

</div>

<script src="/contentDetails.js"></script>

<!-- FOOTER -->

<div id="4"></div> <script>
load("footer.html");
function load(url)
{
    req = new XMLHttpRequest();    req.open("GET",
url, false);    req.send(null);

document.getElementById(4).innerHTML = req.responseText;

}

</script>

</body>

</html>
```

## **CODE FOR SUCCESSFUL ORDER**

```
<!DOCTYPE html>

<html lang="en">

<head>

    <meta charset="UTF-8">

    <meta name="viewport" content="width=device-width, initial-scale=1.0">

    <meta http-equiv="X-UA-Compatible" content="ie=edge">

    <title> ORDER PLACED | E-COMMERCE WEBSITE BY EDYODA </title>

    <!-- favicon -->
```



```

<link rel="icon" href="https://yt3.ggpht.com/a/AGF-l78km1YyNXmF0r3-
0CycCA0HLA_i6zYn_8NZEg=s900-c-k-c0x000000-no-rj-mo" type="image/gif" sizes="16x16">

<!-- fontawesome -->

<script src="https://kit.fontawesome.com/4a3b1f73a2.js"></script>

<link href="https://fonts.googleapis.com/css?family=Lato&display=swap" rel="stylesheet">

<link rel="stylesheet" href="css/orderPlaced.css">

</head>
<body>

<!-- HEADER -->
<div id="1"></div>

<script>
load("header.html");    function
load(url)

    {
        req = new XMLHttpRequest();    req.open("GET", url,
false);    req.send(null);

document.getElementById(1).innerHTML = req.responseText;

    }

</script>

<!-- ORDER PLACED -->

<div id="orderContainer">

    <div id="check"><i class="fas fa-check-circle"></i></div>

    <div id="aboutCheck">

```

<h1> Order Placed Successfully! </h1>

<p> We've sent you an email with the Order details. </p>

</div>

</div>

<!-- FOOTER -->

<div id="4"></div>

<script>       load("footer.html");  
function load(url)

    {  
        req = new XMLHttpRequest();       req.open("GET", url, false);  
  
req.send(null);

document.getElementById(4).innerHTML = req.responseText;

    }

</script>

</body>

<script src="/orderPlaced.js"></script>

</html>



## Order Placed Successfully!

We've sent you an email with the Order details.



13:52  
24-10-2023