

ARHA-CONNECTING ARTISANS (AN E-COMMERCE PLATFORM)

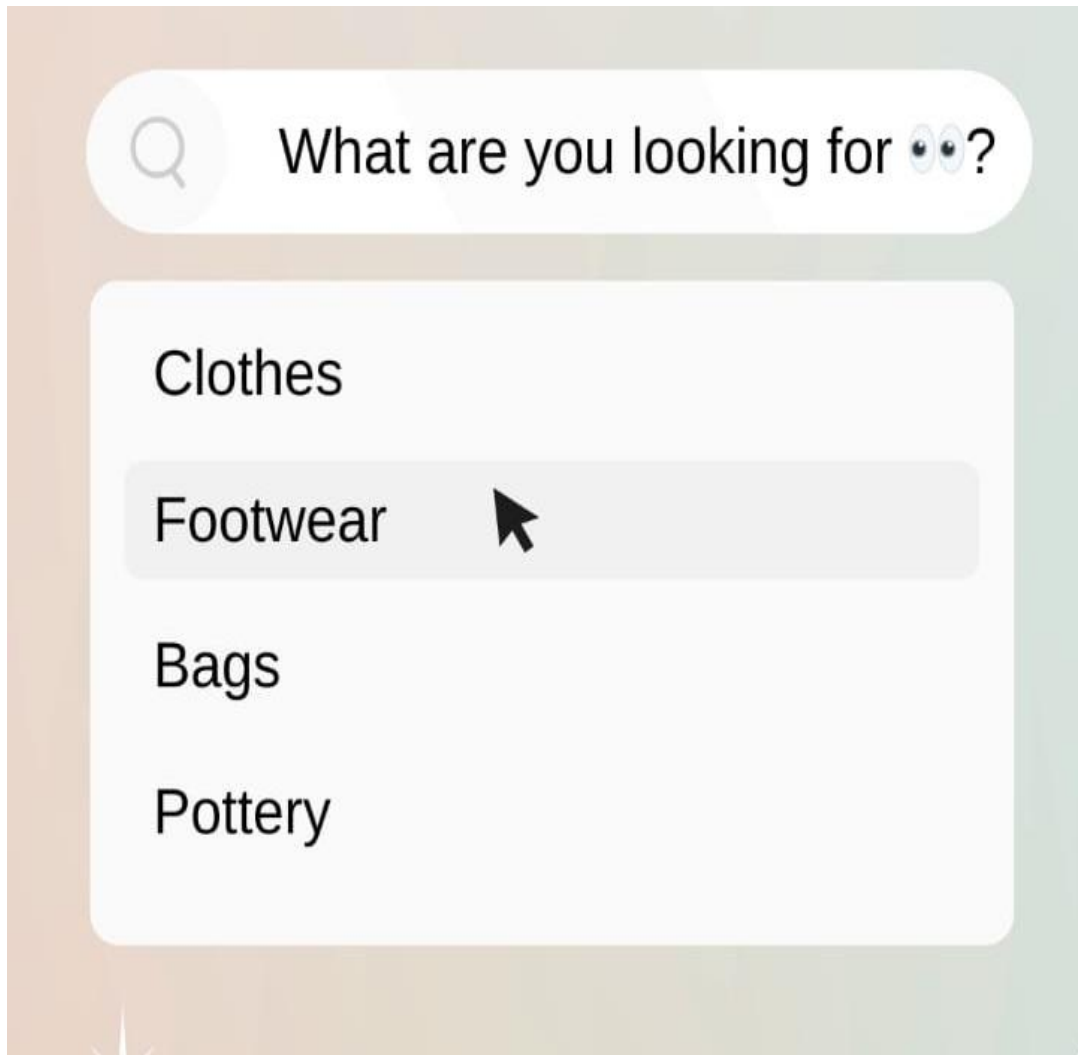
Phase 2: INOVATION

In this phase we are going to incorporate the special features in our E-Commerce Platform.

SEARCH BAR:

A search bar is a bar that allows users to search for content rather than browse the website using the given navigation options. The user clicks the search bar, types in a product or category and clicks “search,” which is the magnifying glass icon. An efficient search would help the sales, a search bar could be a good choice. A search bar helps the consumer to easily access the product they are searching for. Consumers often have a specific purchase in mind. The product search bar enables the customer to view the desired product at the instant without delay.

To make use of a search engine, the search engine must be given access to all the relevant data on its website. This data must be fed to the engine in a certain specified format. The search engine uses

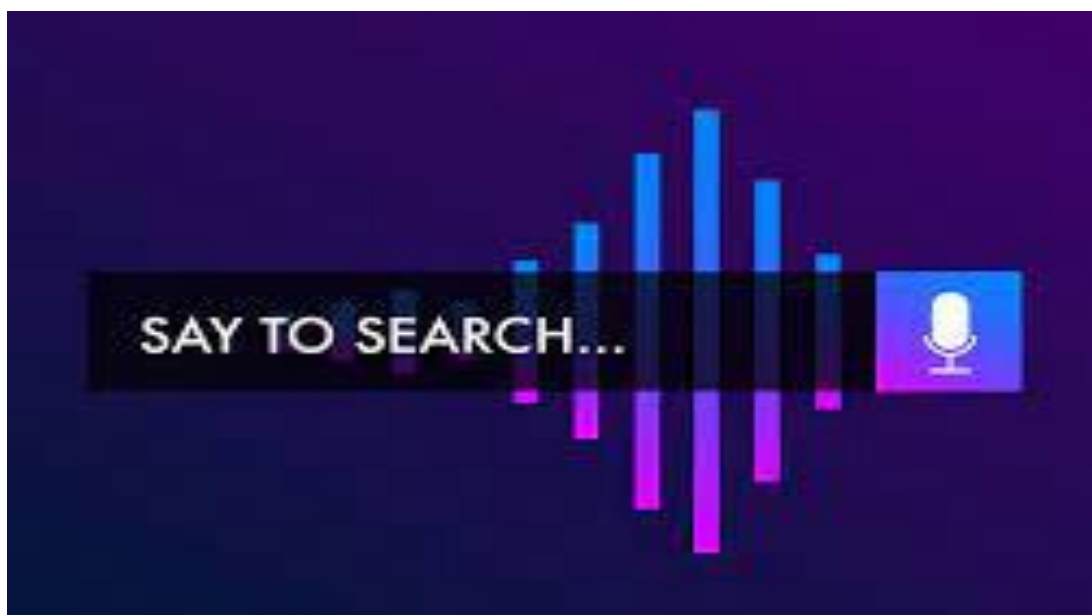


the data provided by the customer to provide the most relevant results. Whenever the seller adds new products on the site, the search engine takes them into consideration as well.

VOICE SEARCH:

Voice search is a technology that allows the user to use a voice command to perform a search on the application. The result of advances in speech recognition, this feature first appeared on smartphones, making it possible to replace the

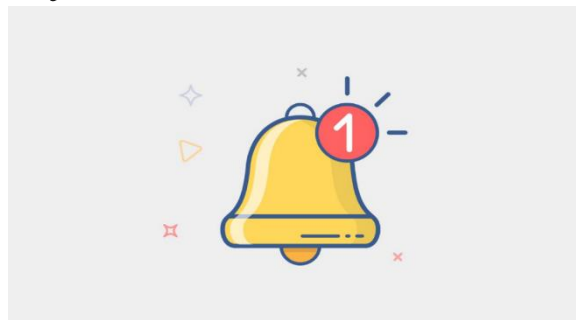
search bar. Using voice search in E commerce store allows customers to search for products within the store without having to use a keyboard. n this way, you can find exactly what you are looking for without getting too much information about other things. Voice search typically executes what is called Natural Language Processing (NLP). NLP technology makes it easier to identify the words and phrases people use when searching. The new trend is a full-service customer experience that starts with a simple voice search and ends with an effective purchase. IBM Watson Speech to Text technology enables fast and accurate speech transcription in multiple languages for a variety of use cases. To enjoy this feature users, must give access to microphone and then



start saying the product or categories by just touching and holding the microphone icon.

NOTIFICATION:

The customer can be notified when there is an offer with the product. If customer has ordered a product, the notification about the place of order is shown as a message that is by an SMS. When the product which the customer has order is reached nearby them a SMS, mail, or phone call

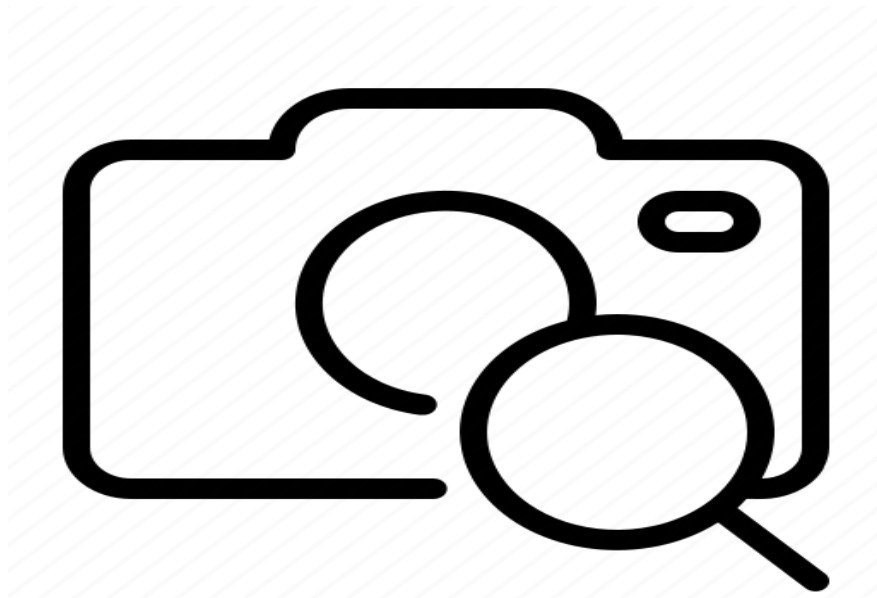


has made as a notification. The notification may also come through WhatsApp too. The notification includes recommendations of the product by the app. The remainder, feedback and review can also be notified

VISUAL SEARCH:

Visual search shortens the consumer's path to purchase. Customers using visual search know exactly what they want. In fact, they are literally showing a picture of the item they want to purchase. One benefit of visual search over text-based search is that it is much easier and quicker for customers to take an idea and turn it into an available product. They do not have to think about the right keyword phrase for products.

To enable this, feature the customer must give access to camera and gallery. Then by touching the camera icon present near the search bar the customer can search for products using images or photos.



REVIEW:

Reviews are much more than just comments and can result in relevant content and information, both for sellers and customers. Since the biggest disadvantage of e-commerce is not offering the possibility for consumers to be face to face with the product, reviews can break this barrier.

Reviews give us an insight into the actual keywords the customers use. Improves product development. The experiences and opinions of the customers are feedback and help the sellers improve the products.

The customers can share their reviews, feedbacks in the respective product pages.

**Customer
Review**

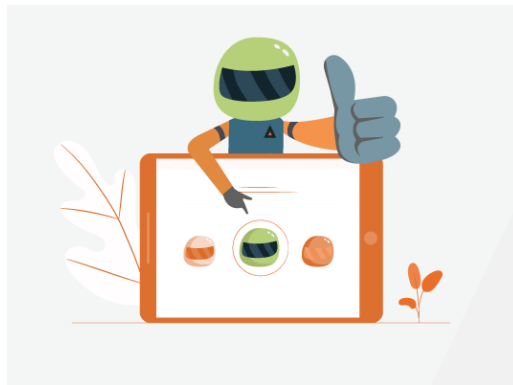


These handmade shoes are made of genuine leather. With their luxury design and beautiful color, these shoes are created for a modern woman with no compromise in quality.


-Drew Feige-

CUSTOMIZE YOUR PRODUCTS:

This feature in the E-Commerce app developed by us enables the user to request for a customized product from the seller. The customer is allowed to ask the seller to make a product (includes clothes, shawls, footwear, pottery, wood works and other handicrafts) and deliver it within



the time. This feature attracts the customer, increase the sales, build customer loyalty, and make the customers happier. This also encourage the customers to pay more because they are receiving the customized product at their doorstep.

CONTACT US:

A Contact Us page is essential to building a brand's website as it allows visitors to contact you easily without leaving their browser. They also give you the opportunity to capture leads and improve customer service. Generally, visitors can also leave feedback or ask questions in this page. A Contact

Us page provides guidance for existing customers and offers an overview of your brand for new visitors. A strong Contact Us page should contain several elements, such as a phone number and links to social media channels such as a mail id, a 24 hrs customer service number (toll free). The contact us icon will be placed at the top or bottom of the home page or in the about us page. This icon is also available in the side floating bar to provide an easier access for the customer to contact us. The contact us page also has address, hours of operation and the response time.

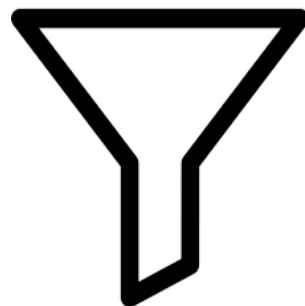


RECOMMENDATIONS:

This shows the personal customised recommendations for the customers using details of their products wish list, viewed products etc ...

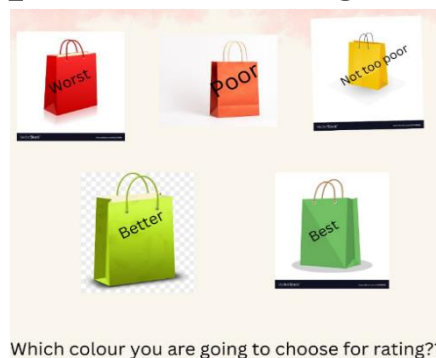
FILTER:

This feature enables the user to filter the desired product and to search for items more efficiently.



RATING:

This app has the rating with the five-purchase



bag symbol. Each bag is indicated with each colour. The customer can rate the product after his/her product delivered. The first bag colour is red, which

the product is with worst quality. The second bag colour is orange which indicate poor quality of the product. The third bag colour is yellow which indicate with not too bad quality. The fourth bag colour is light green which indicate the better quality. The fifth bag colour is green which indicate with best quality. The customer can choose any one bag colour to place a rating of the product

PRODUCT WISHLIST

Wish lists are collection of desired products saved by customers to their user account, signifying interest without immediate intent to purchase. Oftentimes, shoppers are not ready to order, but want to remember the product or store for the future.

An e-commerce wish list option lets shoppers save a collection of items in a user account that they can come back to later and purchase. Visitors can add it for a while, and return



My Wishlist

to their wish list when they feel comfortable pulling the trigger. Also, they use product wish list as an item is out of stock in their preferred colour or size, and they want to keep track of when it comes back in stock. Wish list provide a new way for customers to share their desired products with others.

Customers can add items from here to share with their family, friends etc.... Enables users to easily share their wish list to as many channels as possible (social media, email, etc.)

DISCOUNT COUPONS:

Discount coupons are alphanumeric codes that offer online shoppers the opportunity to receive a discount on the price of a product or service.

Discount coupons can offer a fixed discount on the price of a product, a percentage discount on the total purchase, or even free shipping. Online shoppers can redeem discount coupons at the time of purchase, usually by entering the coupon code in the appropriate field in the shopping cart or during checkout process. Discount coupons are an effective way to save money on online purchases and can be an additional incentive to make a

purchase. Different types of discount coupons that can be used in e-commerce.

- ✓ Percentage discount coupons
- ✓ Fixed discount coupons
- ✓ Free shipping discount coupons
- ✓ Discount coupons for new customers
- ✓ Seasonal discount coupons
- ✓ Gift coupons
- ✓ Gift with purchase

In e-commerce, a discount coupon is a bill that can be physical or digital, which contains a secret code or password that gives the consumer the right to obtain a discount on the purchase of a product, a discount on shipping or other type.

e-commerce business should also consider the terms and conditions associated with their coupons

STEPS IN OUR DESIGNING JOURNEY:

Step 1: Design Thinking

In this step we researched over the current situation faced by the artisans in using the E-commerce application and we designed a layout for seller and user-friendly ecommerce application. The E-commerce application has shopping carts, smooth payment gateways and checkout process etc...

This provides an intuitive and visually appealing user experience for both artisans and customers.

Step 2: Goal setting

The primary goal of this E-commerce app is to connect local artisans and their handmade products with global audience.

Step 3: Choosing the right platform

The platform we use to develop this app is IBM Cloud Foundry.

Step 4: Innovative Features

This E-Commerce app has certain features like

- ✓ Shopping cart
- ✓ Product Wishlist
- ✓ Product Customization
- ✓ Order Tracking
- ✓ Personalised Recommendation
- ✓ Discount coupons
- ✓ Offer section
- ✓ Visual searching
- ✓ Filter options
- ✓ Return policies
- ✓ Security

Step 5: Design UI/UX:

The UI/UX design features incorporated in this app ensures that the product makes sense to the user by creating a path that logically flows from one step to next step. This ensures that each page visually communicates that path.

Step 6: Development of the app

As said earlier the app is developed in the IBM Cloud Foundry. Data base and other necessary things. The backend structure of this platform considers security, consistency and scalability of the IBM Cloud based E-Commerce platform.

Step 7: Test and Launch the app

This is the crucial next stage that must come after the cloud-based e-commerce platform development. Testing typically takes place across platforms, automatic or both two methods can be used to test platform.

The app is launched finally.

Step 8: Maintenance and Updates

Maintenance includes bug fixing, performance optimization, analytics, and reporting etc....

The update includes new product launch, security updates, data updates, user interface update and compliance updates