

Problem statement for E-commerce Application on IBM Cloud Foundry

Project Title: E-commerce App

Cloud Application Development Phase 1: Problem Definition and Design Thinking

Problem Statement:

Build an artisanal e-commerce platform using IBM Cloud Foundry. Connect skilled artisans with a global audience. Showcase handmade products, from exquisite jewelry to artistic home decor. Implement secure shopping carts, smooth payment gateways, and an intuitive checkout process. Nurture creativity and support small businesses through an artisan's dream marketplace!

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 necessary features, and ensuring a seamless user experience.

Design Thinking:

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

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

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

Shopping Cart and Checkout: Design and develop the shopping cart functionality and a smooth checkout process.

Payment Integration: Integrate secure payment gateways to facilitate transactions.

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

Key findings:

- **There is a need to include a clear CTA button at the checkout page that allows the users to checkout as a guest.**

- **Participants really appreciated the customisation process on the website.**
- **Participants would really appreciate if there was a dedicated section for “offers/sale” on the website .**
- **Participants really appreciated the detailed information about the clothing item that they like.**

Problems of E-Commerce Website Design:

- **Making the Consumer Trust Your Website.**
- **Ensuring a Hassle-Free Payment System.**
- **Keeping Track Of Your Stock.**
- **Ensuring Smooth Shipping Experience.**
- **A Simple UI/UX Design Layout.**
- **Making Sure that the Products look visually appealing.**