

E-COMMERCE APP

Phase 1: Problem Definition and Design Thinking

Problem statement:

The primary goal of this project is to develop an artisanal e-commerce platform utilizing IBM Cloud Foundry. The platform aims to bridge the gap between skilled artisans and a global audience, providing a platform for artisans to showcase their handmade products.

Key challenges and goals within this problem definition include.

Design Thinking

1. Platform Design

- **Layout:** Create a user-friendly and visually appealing platform layout. The design should include sections for product categories, individual product pages, shopping cart, checkout, and payment.
- **Responsive Design:** Ensure that the platform is responsive, providing an optimal viewing experience across different devices and screen sizes.

2. Product Showcase

- **Database:** Develop a robust database system to store product information, including images, descriptions, prices, and categories.
- **Search and Filters:** Implement search and filtering options to help users easily find products of interest.
- **Product Recommendations:** Incorporate a recommendation system to suggest relevant products to customers based on their browsing and purchase history.

3. User Authentication

- **User Registration:** Create a user registration system, allowing artisans and customers to sign up for accounts on the platform.
- **Authentication:** Implement secure authentication mechanisms to protect user data and ensure secure access to the platform.
- **User Profiles:** Allow users to manage their profiles, including adding profile pictures and updating contact information.

4. Shopping Cart and Checkout

- **Shopping Cart Functionality:** Design and develop a shopping cart feature that allows users to add and remove items, view cart contents, and update quantities.
- **Checkout Process:** Create a smooth and user-friendly checkout process, including options for different payment methods, shipping information, and order review.

5. Payment Integration

- **Secure Payment Gateways:** Integrate trusted and secure payment gateways to facilitate transactions. Ensure that user payment information is protected.
- **Payment Confirmation:** Provide users with confirmation of successful payments and order summaries.

6. User Experience

- **User Interface:** Focus on creating an intuitive and visually appealing user interface that enhances the overall user experience.
- **Performance Optimization:** Optimize platform performance to ensure fast loading times and smooth interactions.
- **Feedback Mechanism:** Incorporate user feedback mechanisms to gather input and continuously improve the platform.
- **Testing:** Rigorously test the platform to identify and resolve any bugs or issues that may affect the user experience.

Conclusion:

the project aims to develop an artisanal e-commerce platform on IBM Cloud Foundry. The design thinking approach outlined in Phase 1 focuses on platform design, product showcase, user authentication, shopping cart and checkout functionality, payment integration, and overall user experience. By addressing these key areas, the project aims to create a robust and user-friendly platform that connects skilled artisans with a global audience, offering a secure and intuitive shopping experience. This approach sets the foundation for a successful implementation in subsequent project phases.