

## **Project Title: E-commerce Application on IBM Cloud Foundry**

### **Design Thinking:**

### **Platform Design:**

- **Homepage Layout:** Create a visually appealing and responsive homepage layout with sections for featured products, artisan profiles, and a search bar for easy navigation.

### **Product Showcase:**

- Develop a database schema to store product information including images, descriptions, prices, and categories. Ensure efficient data retrieval and storage.
- **Navigation and Categories:** Implement a clear and user-friendly navigation menu with product categories to help customers easily find what they're looking for.
- **Artisan Profiles:** Allow artisans to create and customize their profiles, showcasing their skills, background, and a portfolio of their work.

### **User Authentication:**

**User Registration:** Design a user-friendly registration process with minimal required information. Ensure email verification for added security.

- **User Profiles:** Create user profiles for both artisans and customers, with options to add personal information, shipping addresses, and payment methods.

### **Shopping Cart and Checkout:**

- **Shopping Cart:** Develop a shopping cart feature that allows customers to add, remove, and update items easily. Provide a clear summary of their cart's contents.
- **Checkout Process:** Design a smooth and intuitive checkout process with multiple payment options. Include features like order summary, shipping options, and order confirmation.

### **Payment Integration:**

- **Secure Payment Gateways:** Integrate trusted payment gateways like PayPal, Stripe, or others to ensure secure and seamless transactions.

- **Payment Confirmation:** Implement instant payment confirmation notifications to both customers and artisans to enhance transparency.

## User Experience:

**Responsive Design:** Ensure the platform is responsive, adapting to various screen sizes and devices for a consistent user experience.

- **Search and Filters:** Provide advanced search and filtering options, enabling customers to narrow down product choices efficiently.
- **Reviews and Ratings:** Allow customers to leave reviews and ratings for products and artisans, fostering trust within the community.
- **Customer Support:** Include a support system, such as chat or email, for users to get assistance and resolve issues promptly.
- **Feedback Mechanism:** Implement a feedback system to gather input from both artisans and customers for continuous platform improvement.
- **Mobile App:** Consider developing a mobile app to expand the platform's reach and provide a more convenient shopping experience.
- **Analytics and Reporting:** Incorporate analytics tools to track user behavior, sales trends, and platform performance, enabling data-driven improvements.
- **Marketing and Promotion:** Create a mechanism for artisans to promote their products and for the platform to run promotional campaigns.
- **Security Measures:** Prioritize the security of user data and transactions by implementing SSL certificates, data encryption, and regular security audits.
- **Scalability:** Design the platform architecture to be scalable, allowing it to handle increased traffic and products as it grows.