Django e-commerce site project development has faced various challenges in implementation.

In terms of user authentication, the challenge involves implementing user registration, login and logout functionality while ensuring the security and integrity of user data. The solution was to leverage Django's built-in authentication modules and extend the user model to include additional profile information. Appropriate validation and encryption techniques were implemented to ensure secure user authentication and protect user data.

Integrating a payment gateway was another significant challenge faced during development which failed to integrate this project. Although the project did not include implementing a specific payment gateway, the challenge was to research and select an appropriate payment gateway, such as Stripe or PayPal, and then follow their documentation and guidelines to integrate it into the project. APIs of selected payment gateways were used to manage payment authorization and capture. Although this specific implementation was not included in the project, considerable efforts were made to resolve it by following the standard integration process provided by the selected payment gateway for secure and reliable payment transactions.

Furthermore, implementing a RESTful API using the Django REST framework presents its own challenges. The solution involved building an "API" app within Django that uses the Django REST framework to provide endpoints for product retrieval and order placement. Authentication and Permission classes were implemented to ensure proper access to API endpoints.