**E-Commerce website with IBM cloud foundry**

**Phase-II**

**Introduction:**

Our e-commerce website project on IBM Cloud Foundry is designed to provide a seamless and secure online shopping experience for customers while offering a user-friendly interface for administrators to manage products, orders, and customer data. Leveraging the capabilities of IBM Cloud Foundry, we ensure that the website is highly available, scalable, and reliable.

**Step 1: Choosing a Content Management System (CMS)**

The foundation of every website is a content management system (CMS). There are a number of different content management systems to choose from open-source platforms such as WordPress to beginner-friendly all-in-one website builders such as Shopify or Squarespace. Which is right for customers online store will depend on their budget, experience, and unique e-commerce needs.

**Step 2: AI platforms and tools:**

**•Web Development Tools**

IDEs like Visual Studio Code can streamline web development.

**•Database Management**

MySQL for data storage.

**•Frontend Frameworks**

React, Angular and JavaScript for interactive user interfaces.

**•Payment Gateways**

Integrate Stripe, PayPal, or others for secure online payments.

**•Security Tools**

Implementing firewall services, and security plugins.

**•Monitoring and Alerts**

Use IBM Cloud Monitoring for performance tracking.

**•Customer Support Tools**

Implement live chat, email for customer assistance.

**Step 3: Create an Account (Or Get Web Hosting)**

If customer need a domain, register one. Provide personal and payment details during the registration process. Review their order and complete the registration. Set up their account and access the hosting control panel. Customer can then upload your website, configure domain settings if required, and install website software. Regularly maintain and manage their hosting account for optimal performance.

**Step 4: Select an E-commerce Theme or Template**

Selecting the right e-commerce theme or template for our project is crucial. Begin by exploring options on platforms like Shopify or WordPress, considering factors like design aesthetics, responsiveness, and features like cart functionality and product showcases. Choose a theme that aligns with our brand and provides an intuitive shopping experience for customers.

**Step 5: Customize Your Site and Build Out Web Pages**

In e-commerce website development, customization is key. Tailor the design, layout, and colour scheme to align with our brand identity. Build essential pages like the homepage, product listings, checkout, and contact. Optimize for user experience, ensuring easy navigation, compelling visuals, and seamless functionality, enhancing our online store's appeal and usability.

**Step 6: Create Product Listings**

In our website each listing should include a product title, description, high-quality images, price, and product variants. Organize items into categories and apply effective filtering and search features to help customers easily find and explore the products of their choice.

**Step 7: Set Up a Payment Gateway, Inventory and Tax Tools**

In our project setting up a payment gateway is essential for secure transactions. Integrate trusted payment providers like PayPal, Stripe, or Square to facilitate online payments, offering customers multiple payment options. Implement robust inventory management tools to track stock levels, automate restocking, and manage product variants efficiently. Additionally, we configure tax tools to calculate and display accurate taxes based on customer location, ensuring compliance with local tax regulations. Seamless payment processing, real-time inventory updates, and accurate tax calculations contribute to a positive shopping experience and streamlined operations, helping our E-commerce website function smoothly and remain in compliance with financial and legal standards.

**•Integrate Shipping**

If our platform allows it, customers should integrate shipping with our e-commerce website for a seamless experience. customers can integrate shipping, determine our shipping policies such as free shipping, variable fee, flat rate, etc. And while customers are at it, also establish refund and return policies.

**Step 8: Test and Launch our E-Commerce Site**

To test and launch our E-commerce website, start with comprehensive functionality, performance, and security testing. Validate payment processing, user experience, and cross-browser compatibility. After thorough testing, execute a phased launch, beginning with a soft launch to address any issues. Finally, conducting a full-scale launch with a marketing strategy, followed by continuous monitoring and optimization.

**Step 9: Customer review**

* Ask for reviews directly.
* Build review requests into the post-purchase journey.
* Make it easy for customers to leave reviews.
* Respond to customer feedback.
* Share reviews on social media.