**PROJECT TITLE:E-COMMERCE APPLICATION ON IBM CLOUD FOUNDRY**

**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.

**Features:**

1. Platform Design: Design the platform layout with sections for product categories, individual product pages, shopping cart, checkout, and payment.
2. Product Showcase: Create a database to store product information such as images, descriptions, prices, and categories.
3. User Authentication: Implement user registration and authentication features to enable artisans and customers to access the platform.
4. Shopping Cart and Checkout: Design and develop the shopping cart functionality and a smooth checkout process.
5. Payment Integration: Integrate secure payment gateways to facilitate transactions.
6. User Experience: Focus on providing an intuitive and visually appealing user experience for both artisans and customers.

Project Objective:Platform Design:An ecommerce platform is the content management system (CMS) and commerce engine websites use to manage catalogued products, register purchases and manage a users relationship with an online retailer. It doesn't matter if your business is large or small, B2B or B2C, selling tangible goods or providing remote services.

**Product Showcase:**

1. High Quality Photos. High-definition and well-staged photos make all the difference to a product listing page. ...
2. Great Product Descriptions. ...
3. Categorise Logically. ...
4. Product Reviews. ...
5. Use Search Engine Optimisation (SEO) ...
6. Use Videos.

User Authentication: There are three basic types of authentication. The first is knowledge-based — something like a password or PIN code that only the identified user would know. The second is property-based, meaning the user possesses an access card, key, key fob or authorized device unique to them. The third is biologically based.

Shopping Cart and Checkout:An ecommerce shopping cart is software that enables customers to make purchases on a website. It takes the customer's payment, verifies the payment method, processes the transaction, and completes the checkout process, all in a matter of seconds.

Payment and Intergration:As the phrase implies, integrated payments connect the critical payment processing function with other vital business systems and software. When all the systems are compatible, it's easier for a merchant to accept payments and consolidate important data.

User Experience:Ecommerce user experience (UX) is putting yourself in the shoes of the user and determining what will provide them with an enjoyable, informative, and easy to use experience. Ecommerce user experience is all about caring for the customer and ensuring a feel-good factor that in turn contributes to the sale of a product.

Conclusion: The conclusion paragraph of an eCommerce website would typically summarize the main points of the website, such as the products or services offered, any promotions or deals currently available, and any unique features or benefits that the website offers.

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