INNOVATION IDEA

Phase 2

Building an Artisanal E-Commerce Platform

Introduction:

The main goal is to develop an E-commerce platform poised to revolutionize the artisanal market. Built on the robust foundation of Flask, IBM DB2, HTML, CSS, and Javascript, it seamlessly allows skilled artisans to connect with a global audience, offering a curated selection of handmade products, from exquisite jewelry to artistic home decor.We have to add our innovative features to make this application better.

Innovative Features:

1. Order Tracking:

Order Tracking is another important feature that must be in every E-commerce platform. Integrating third-party APIs from shipment agents, providing real time location information of the product, which will be convenient for users to track their orders.

2. Secure Shopping Cart:

The shopping cart is engineered for utmost security. It allows users to effortlessly add products, ensuring that transactions are conducted with the highest level of encryption. Multiple payment options, including PayPal, Stripe, and IBM Payments, guarantee a seamless shopping experience.

3. Wish Lists:

The wishlist feature allows users to curate a collection of desired products, organizing them for future acquisition. It's a virtual vision board, allowing users to manifest their aspirations. It helps users to save the products that they were looking for, so that it would be comfortable for users to see the exact product they see. This is like a bookmark.

4. Personalized Recommendations:

Utilizing machine learning algorithms, the platform offers personalized product recommendations based on user behavior, purchase history, and individual tastes. It's like having a personal shopper, but with algorithms as savvy as the artisans themselves. This helps users to get the recommended products with respect to their recent searches.

5. New Products Alert:

A dynamic alert empowers users to alert users about the new products related to their purchases. Whether it is for product releases or keeping track of special occasions, this tool ensures users stay organized.

6. Sort and Filter Options:

The platform offers an array of sorting and filtering options, allowing users to tailor their browsing experience. They can sort products by price, popularity, or release date, and apply filters based on categories, materials, and more.

7. Low Price Alerts:

For savvy shoppers, This application provides a low price alert system. Users can opt to receive notifications when the price of a product they're interested in drops within the past week, ensuring they never miss out on a great deal.

8. Product Reviews:

Trust is paramount in any marketplace. This application empowers customers to voice their opinions through product reviews and ratings. This transparency not only instills confidence in potential buyers but also provides invaluable feedback to artisans, nurturing a culture of improvement and excellence.

9. Product Showcase:

They can create captivating profiles and showcase their meticulously crafted products. Each product page is a canvas, adorned with vivid descriptions, high-definition images, and pricing details, inviting users into the artisan's world.

10. Intuitive Checkout Process:

The checkout process is designed with the user's comfort in mind. Clear steps and progress indicators guide users through their purchase journey. At this juncture, they can review their orders, apply any available promo codes, and select their preferred shipping options, culminating in a seamless and satisfying buying experience.

Conclusion:

This innovative e-commerce platform on IBM Cloud Foundry is poised to transform the way artisans connect with a global audience, fostering creativity, supporting small businesses, and providing a secure, user-friendly shopping experience.