நான் முதல்வன்
உலகை வெல்லும் இளைய தமிழகம்

IBM

COLLEGE CODE: 9623

COLLEGE NAME: AMRITA COLLEGE OF ENGINEERING AND TECHNOLOGY

DEPARTMENT: COMPUTER SCIENCE AND ENGINEERING

STUDENT NM-ID: DCF4FDCE8362E5386C147E8DD45A8E24

ROLL NO: 962323104006

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COMPLETED THE PROJECT NAMED AS PHASE 3

TECHNOLOGY PROJECT NAME: E-COMMERCE PRODUCT PAGE

SUBMITTED BY,

NAME :P.S.ABIRAM

MOBILE.NO:8189846996

1. Enhancements (Front-End & UX/UI)

A. User Interface Improvements

High-quality product images with zoom-in, 360° view, and alternate views.

Product video demo (if applicable).

Clean, responsive layout (mobile-first design).

Consistent and attractive typography and color scheme.

B. Product Information Optimization

Clear and concise product titles.

SEO-optimized descriptions with bullet points for features.

Availability status (In Stock, Limited Stock, Out of Stock).

Size charts, specifications, and care instructions.

C. Customer Engagement

Product reviews and ratings with filters (e.g., “Most Helpful”).

Q&A section for customers to ask questions and see answers.

Wishlist or Save for Later functionality.

D. Conversion Optimization

Prominent Call-to-Action (CTA): "Add to Cart", "Buy Now".

Trust signals: Secure payment icons, return policy, free shipping.

Urgency tactics: Low stock indicators, countdown timers, limited-time offers.

E. Dynamic & Interactive Features:

Live inventory updates.

Real-time shipping/delivery estimation.

Cross-sell/Up-sell suggestions: “You may also like”, “Frequently bought together”.

F. Accessibility & Performance:

ARIA roles for screen readers.

High contrast mode and keyboard navigation.

Lazy loading for images.

Minimized CSS/JS for faster loading.

2. Back-End Enhancements

A. Scalability & Performance

API optimization (e.g., GraphQL for product data).

CDN usage for images and static assets.

Caching (Redis, Varnish).

Asynchronous loading (for reviews, related products, etc.)

B. Security

HTTPS everywhere.

CSRF/XSS protection.

Input validation and sanitization.

C. Database Optimization

Indexed product fields (e.g., SKU, category).

Use of caching layers (e.g., Redis) for frequently accessed data.

Product schema updates: structured data for SEO (JSON-LD, Schema.org).

3. Deployment Strategy:

A. Technology Stack

Front-end: React/Vue/Next.js/Nuxt.js

Back-end: Node.js / Django / Laravel / Ruby on Rails

Database: PostgreSQL / MongoDB / MySQL

Hosting: Vercel, Netlify (for frontend); AWS, Azure, Heroku, DigitalOcean (for backend)

B. CI/CD Pipeline

GitHub Actions / GitLab CI / Jenkins for testing and deployment.

Auto build & deploy on push to main/master branch.

Run unit, integration, and end-to-end tests before deployment.

C. Monitoring & Analytics

Use tools like Google Analytics, Hotjar, or Mixpanel.

Error monitoring: Sentry, LogRocket.

Performance monitoring: New Relic, Datadog, Lighthouse.

D. SEO & Indexing

Meta tags, Open Graph tags.

Sitemap.xml and robots.txt.

Canonical URLs and structured data.

4. Sample Tech Stack (for Modern Jamstack E-commerce):

Layer	Technology
Front-End	Next.js (React)
Back-End	Node.js + Express or Headless CMS (e.g. Strapi)
Database	PostgreSQL / MongoDB
Authentication	Firebase Auth / Auth0
Hosting (FE)	Vercel / Netlify
Hosting (BE)	Heroku / AWS EC2
Image CDN	Cloudinary / Imgix
Payments	Stripe / PayPal

5. Deployment Checklist:

Mobile responsiveness tested

SSL certificate active

Product data seeded

Payment gateway tested

Error logging in place

Analytics configured

SEO & structured data validated

Performance tested (Lighthouse score)

Uptime monitoring configured