

Project Title: E-commerce App

Problem Statement: Build an artisanal e-commerce platform using IBM Cloud Foundry. Connect skilled artisans with a global audience. Showcase handmade products, from exquisite jewellery to artistic home decor. Implement secure shopping carts, smooth payment gateways, and an intuitive checkout process. Nurture creativity and support small businesses through an artisan's dream marketplace!

Phase 2: Innovation

To Consider incorporating features like product reviews, wishlists, and personalized recommendations to enhance user engagement and satisfaction.

Problem Approach

Absolutely, incorporating features like product reviews, wishlists, and personalized recommendations can significantly enhance the user experience and increase engagement on your artisanal e-commerce platform. Here's how we can implement these features:

Product Reviews:

User Interface:

- Design a clean and intuitive interface for users to leave reviews.

Rating System:

- Implement a star-rating system for users to rate products.

Comment Section:

- Allow users to provide written feedback about their experience with the product.

Moderation and Reporting:

- Implement a system for flagging inappropriate or spam reviews.

Display Reviews:

- Display both positive and negative reviews to provide a balanced perspective.

Wishlists:

User Accounts:

- Require users to create an account to save items to their wishlist.

Save and Remove Items:

- Enable users to easily add and remove products from their wishlist.

Share and Collaborate:

- Allow users to share their wishlist with others, or create collaborative wishlists for events like weddings or birthdays.

Availability Notifications:

- Send notifications to users when items in their wishlist are low in stock or go on sale.

Personalized Recommendations:

User Profiling:

- Gather data on user behavior, such as browsing history, purchase history, and interactions with products.

Recommendation Algorithms:

- Implement algorithms like collaborative filtering, content-based filtering, or hybrid approaches to suggest products tailored to each user.

Dynamic Content:

- Update recommendations in real-time based on user interactions and preferences.

Feedback Loop:

- Provide options for users to provide feedback on recommended products (thumbs up/down, "not interested" buttons).