**CLOUD APPLICATION DEVELOPMENT**

**Team Member**

**812821205048 : SARAN**

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**Phase -2 PPT Submission**

**PROJECT :**

**E-Commerce Application On IBM Cloud Foundry**

**PHASE-2:**

**Innovation ABSTRACT :**

**Innovation creation in e-commerce applications is a dynamic process aimed at enhancing the online**

**shopping experience for consumers and improving**

**business efficiency for retailers. This abstract outlines key aspects of innovation in this context such as**

**Blockchain Technology,Sustainability**

**Initiatives,Conversational Commerce etc,.**

**OBJECTIVES:**

**The objectives of innovation creation in e-commerce applications are multifaceted and driven by the need to adapt to evolving consumer demands, technological advancements, and competitive markets are the key objectives like Expand market reach,Streamline**

**Operations,Personalization ,Increase Conversion rates,Sustainability etc,.**

**Innovation Creation Of E-Commerce Application :**

**Creating an HTML program to design an innovative solution for a problem in an E-Commerce application involves more than just HTML, as HTML alone is used**

**for defining the structure of web pages. Innovation in E-**

**Commerce often requires a combination of HTML, CSS,**

**JavaScript, and possibly server-side scripting languages like PHP or Python. Here's a high-level overview of the process:**

1. **\*Identify the Problem\*: This could be related to user experience, checkout process, product recommendations, or any other aspect.**
2. **\*Plan Your Solution\*: Before diving into code, plan for innovative solution. Consider user needs, technical feasibility, and the impact of the solution on the overall application.**
3. **\*HTML Structure\*: Create the HTML structure for the web page(s) where the innovative solution will be implemented. This involves using HTML tags to define the layout and elements of the page.**

**h t m l**

* **< ! D O C T Y P E h t m l >**
* **< h t m l >**
* **< h e a d >**
* **< t i t l e > E - C o m m e r c e S o l u t i o n < / t i t l e >**
* **< / h e a d >**
* **< b o d y >**
* **< ! - - c o n t e n t g o e s h e r e - - >**
* **< / b o d y >**
* **< / h t m l >**

1. **\*CSS Styling\*: Apply CSS to style to web page and make it visually appealing. CSS will help achieve the design aspects of the solution.**

**html**

• **<link rel="stylesheet" type="text/css" href="styles.css">**

1. **\*JavaScript Interactivity\*: Implement JavaScript to add interactivity to the solution. This can include features like dynamic product filtering, real-time price updates, or interactive product recommendations.**

**html**

• **<script src="script.js"></script>**

1. **\*Server-Side Integration\*: If the innovative solution requires server-side functionality (e.g., fetching product data from a database),will need to implement server-side scripting using a language like PHP or Python.**
2. **\*Testing\*: Thoroughly test the solution to ensure it works as intended. Test for usability, performance, and cross-browser compatibility.**
3. **\*Feedback and Iteration\*: Gather feedback from users and stakeholders and be prepared to iterate on the solution to make improvements.**
4. **\*Deployment\*: Once the solution is ready, deploy it to the ECommerce application.**
5. **\*Monitoring and Maintenance\*: Continuously monitor the performance and user satisfaction with the innovation and provide maintenance and updates as needed.**

**Features Of E-Commerce Application:**

**Consider incorporating features like Product reviews,Wishlists and Personalized recommendations to enhance user engagement and satisfaction.To provide a basic HTML structure for each of these features as they would appear on a web page:**

# \*1. Product Reviews:\*

**HTML can be used to structure the layout of a product detail page with a section for displaying reviews. JavaScript and server-side scripting would handle the dynamic loading of reviews and user interaction.**

* **< ! D O C T Y P E h t m l >**
* **< h t m l >**
* **< h e a d >**
* **< t i t l e > P r o d u c t P a g e < / t i t l e >**
* **< / h e a d >**
* **< b o d y >**
* **< h e a d e r >**
* **< ! - - N a v i g a t i o n m e n u a n d h e a d e r c o n t e n t - - >**
* **< / h e a d e r >**
* **< m a i n >**
* **< h 1 > P r o d u c t N a m e < / h 1 >**
* **< p > P r o d u c t d e s c r i p t i o n a n d d e t a i l s g o h e r e . < / p >**

•

**<**

**/ h t m l**

**>**

•

* **< ! - - D i s p l a y p r o d u c t r e v i e w s - - >**
* **< s e c t i o n i d = " p r o d u c t - r e v i e w s " >**
* **< h 2 > P r o d u c t R e v i e w s < / h 2 >**
* **< ! - - J a v a S c r i p t a n d s e r v e r - s i d e c o d e w i l l p o p u l a t e r e v i e w s h e r e - - >**
* **< / s e c t i o n >**
* **< / m a i n >**
* **< f o o t e r >**
* **< ! - - F o o t e r c o n t e n t a n d l i n k s - - >**
* **< / f o o t e r >**
* **< / b o d y >**

# \*2. Wishlists:\*

**HTML can structure the layout of a user account or product page where users can view and manage their wishlists. Again, JavaScript and server-side scripting are needed to make wishlists interactive.**

* **< ! D O C T Y P E h t m l >**
* **< h t m l >**
* **< h e a d >**
* **< t i t l e > U s e r A c c o u n t < / t i t l e >**
* **< / h e a d >**
* **< b o d y >**
* **< h e a d e r >**
* **< ! - - N a v i g a t i o n m e n u a n d h e a d e r c o n t e n t - - >**
* **< / h e a d e r >**
* **< m a i n >**
* **< h 1 > W e l c o m e , U s e r ! < / h 1 >**

•

* **< ! - - D i s p l a y u s e r ' s w i s h l i s t - - >**
* **< s e c t i o n i d = " w i s h l i s t " >**
* **< h 2 > Y o u r W i s h l i s t < / h 2 >**
* **< ! - - J a v a S c r i p t a n d s e r v e r - s i d e c o d e w i l l p o p u l a t e t h e w i s h l i s t h e r e - - >**
* **< / s e c t i o n >**
* **< / m a i n >**
* **< f o o t e r >**
* **< ! - - F o o t e r c o n t e n t a n d l i n k s - - >**
* **< / f o o t e r >**
* **< / b o d y >**
* **< / h t m l >**

# \*3. Personalized Recommendations:\*

**HTML can structure the layout of a homepage or recommendations section**

**where personalized product suggestions are displayed. Personalization algorithms,**

**typically implemented using JavaScript and server-side programming, will generate and populate these recommendations.**

* **<!DOCTYPE html>**
* **<html>**
* **<head>**
* **<title>Homepage</title>**
* **</head>**
* **<body>**
* **<header>**
* **<!-- Navigation menu and header content -->**
* **</header>**
* **<main>**
* **<h1>Welcome to Our Store!</h1>**

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* **<!-- Display personalized recommendations -->**
* **<section id="personalized-recommendations">**
* **<h2>Personalized Recommendations for You</h2>**
* **<!-- JavaScript and server-side code will populate recommendations here -->**
* **</section>**
* **</main>**
* **<footer>**
* **<!-- Footer content and links -->**
* **</footer>**
* **</body>**
* **</html>**

**SUMMARY:**

**Innovation creation in e-commerce applications is an ongoing process driven by technological advancements, changing consumer**

**preferences, and a competitive landscape. Businesses that embrace**

**these innovations can stay ahead of the curve, providing enhanced user experiences, operational efficiency, and sustainable**

**practices.The objectives of innovation creation in e-commerce**

**applications encompass a wide range of goals, including improving**

**user experience, driving sales, staying competitive, expanding reach,**

**and fostering sustainability. These objectives align with the dynamic nature of the e-commerce industry and the evolving needs and expectations of consumers.**