

## **Project for Phase-2 E-COMMERCE Application**

### **Product Review:**

Rating: ★★★★★ (5/5 stars)

I recently started using E- Daily Things, and it has truly transformed my grocery shopping experience. Here's why I love it:

1. **User-Friendly Interface:** The app's intuitive design makes it a breeze to navigate. I can quickly find what I need, whether it's fresh produce, pantry staples, or household items.
2. **Extensive Product Range:** E- Daily Things offers an impressive selection of products. I can easily locate both popular brands and specialty items, ensuring I can complete my entire shopping list in one place.
3. **Time-Saving Features:** The app's search function and personalized recommendations are a time-saver. I appreciate how it suggests items based on my previous purchases, making reordering a snap.
4. **Flexible Delivery Options:** Whether I need groceries ASAP or want to schedule a delivery for a specific time, E- Daily Things offers flexible delivery options that cater to my needs.
5. **Freshness Guarantee:** I've always received fresh and high-quality products through this app. They have a robust freshness guarantee, and their customer support is excellent if I ever encounter an issue.
6. **Savings and Deals:** E- Daily Things frequently offers discounts, promotions, and loyalty rewards, helping me save money on my grocery bills.
7. **Timely Customer Support:** Any questions or concerns are promptly addressed by their customer support team. They are responsive and attentive to customer needs.



## Wishlist:

### Key functionalities for wishlist:-

1. **User Accounts:** Allow users to create accounts to save their wishlists across sessions.
2. **Add to Wishlist Button:** Include a button on each product page that allows users to add items to their wishlist.
3. **View Wishlist:** Provide an easily accessible option for users to view and manage their wishlist.
4. **Remove Items:** Allow users to remove items from their wishlist.
5. **Quantity Selection:** Let users specify quantities for wishlist items.
6. **Share Wishlist:** Enable users to share their wishlist with others through email or social media.
7. **Notifications:** Send notifications or emails when items in the wishlist go on sale or come back in stock.
8. **Privacy Settings:** Give users the option to set their wishlist as public or private.
9. **Recently Viewed Items:** Consider adding a section that displays recently viewed items to encourage users to add them to their wishlist.
10. **Mobile Responsiveness:** Make sure the wishlist is user-friendly on mobile devices.

11. **Security:** Protect user data and privacy by implementing secure authentication and authorization mechanisms.

12. **Feedback Mechanism:** Allow users to provide feedback on the wishlist feature for continuous improvements.



#### **Personalized recommendations:**

1. **User Profiling:** Create detailed user profiles by collecting data on their browsing history, purchase history, demographics, and preferences.

2. **Collaborative Filtering:** Use collaborative filtering algorithms to suggest products based on what similar users have purchased or viewed.

3. **Content-Based Filtering:** Recommend products by analyzing the attributes of items users have interacted with and suggesting similar items.

4. **Machine Learning:** Implement machine learning models to predict user preferences and behavior over time, refining recommendations as users engage with the platform.

5. **Real-Time Updates:** Keep recommendations updated in real-time to reflect changing user preferences and trends.

6. **Personalized Email Campaigns:** Send personalized email recommendations based on user behavior and preferences, including abandoned cart reminders.

7. **Cross-Selling and Up-Selling:** Suggest related or higher-priced items when users view or purchase products, increasing the average order value.

8. **Seasonal and Trend-Based Recommendations:** Highlight trending or seasonal products to encourage users to explore new items.

9. **User Feedback Integration:** Allow users to provide feedback on recommended products to refine future recommendations.

10. **Segmentation:** Group users into segments based on behavior or demographics and tailor recommendations accordingly.

11. **Personalized Homepage:** Customize the homepage for each user, showcasing products and categories they are likely to be interested in.

12. **Social Integration:** Allow users to connect their social media accounts to the app for more personalized recommendations based on their social network's preferences.

13. **Performance Optimization:** Optimize app performance to deliver recommendations quickly and seamlessly.



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***A list of tools and components are using:***

1. **Database Management:**

- Use a relational database like MySQL or PostgreSQL to store product data, user profiles, and reviews.
- For personalized recommendations, consider integrating a NoSQL database like MongoDB or a dedicated recommendation engine like Apache Mahout or TensorFlow Recommenders.

## **2. Backend Development:**

- Choose a backend programming language and framework such as Python with Django or Flask, Ruby on Rails, Node.js with Express, or Java with Spring Boot to build the server-side logic.
- Implement user authentication and authorization for wishlists and reviews.

## **3. Frontend Development:**

- Build a responsive and user-friendly frontend using HTML, CSS, and JavaScript frameworks like React, Angular, or Vue.js.
- Use a UI library or component framework like Material-UI, Bootstrap, or Ant Design to streamline the UI development.

## **4. User Authentication:**

- Implement user authentication and authorization using libraries like OAuth, JWT (JSON Web Tokens), or Firebase Authentication.

## **5. Product Reviews:**

- Create a review submission form and display reviews for each product.
- Consider using a rating and review plugin like Disqus or integrate a dedicated review management system like Yotpo or Trustpilot.

## **6. Wishlist Functionality:**

- Allow users to save products to their wishlist.
- Store wishlist data in your database and implement CRUD operations for managing wishlists.

## **7. Personalized Enhancements:**

- Implement recommendation algorithms based on user behavior, such as collaborative filtering, content-based filtering, or hybrid approaches.
- Utilize machine learning frameworks like TensorFlow or PyTorch for building recommendation models.
- Use tools like Apache Spark or specialized recommendation engines like Amazon Personalize for more advanced personalization.

## **8. Testing and Deployment:**

- Implement automated testing using tools like Jest, Mocha, or Selenium for frontend and backend testing.
- Deploy your application on a cloud platform like AWS, Google Cloud, or Azure for scalability and reliability.

### 9. **Monitoring and Scaling:**

- Use monitoring tools like New Relic, Datadog, or Prometheus to track the performance of your application.
- Scale your infrastructure as needed to handle increased traffic during peak periods.

### 10. **Security:**

- Implement security best practices to protect user data and prevent common vulnerabilities like SQL injection and cross-site scripting (XSS).
- Regularly update and patch your software components to address security vulnerabilities.

### 11. **Content Management:**

- Consider using a Content Management System (CMS) like WordPress or a headless CMS for managing product content and descriptions.

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