COLLEGE CODE: 9623

COLLEGE NAME: AMRITA COLLEGE OF ENGINEERING AND
TECHNOLOGY

DEPARTMENT: COMPUTER SCIENCE AND ENGINEERING

STUDENT NM-ID:63FC8557249B9EA9D6B4FA28B8F96799
ROLL NO: 962323104001
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COMPLETED THE PROJECT NAMED AS PHASE 3

TECHNOLOGY PROJECT NAME: E-COMMERCE PRODUCT PAGE

SUBMITTED BY,

NAME :AADHITIYA SIVARAM D
MOBILE.NO:8754700824

# 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