1.0 Introduction

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This literature review will focus at what are the different web development platforms and which Artificial Intelligent algorithms can be implemented to perform automated template selection function.

2.0 Web Development

Xxxxx

Web 1.0
xxxxx

Web 2.0
Xxxxxx

2.1 Brief History of Web Development

3.0 Existing Web Development Platforms
3.1 Wix
3.2 Squarespace
3.3 Wordpress
3.4 Comparison between Wix, Squarespace and Wordpress
3.5 Conclusion

4.0 Web Development Architecture
xxxxxxxxxxxxxxxxxxxxx
4.1 Model View Controller (MVC)
4.2 Two-tier Architecture
4.3 Three-tier Architecture
4.4 Conclusion

5.0 Artificial Intelligent Algorithms
5.1 Machine Learning
5.2 Fuzzy Logic
5.3 Decision Tree
5.4 Comparison between Machine Learning and Fuzzy Logic
Advantages

Disadvantages
5.5 Conclusion

Example on what you need to focus at in writing literature review.

1. Explain the motivation for doing your research

E-commerce website has been popular since 1998. Today approximately 90% of the user from age 8 to 50 years old with buying power uses e-commerce website to shop for different items from furniture, to fashion and even food (author, year). Among the many e-commerce website, one of the famous website is Amazon. Besides that, another huge e-commerce website is Taobao which earns approximately xxxxUSD a year (author, year). The popularity of using e-commerce website to replace a physical store give rise to numerous development platform such as Wix, Zenman, xxx and xxx (author, year).

2. Convince the reader that we should not be completely satisfied with the existing literature. Your research will find some interesting gap or address some important limitations/deficiency.
   - Critique the prior literature
   - What makes you think you need to do more development in the area

Among the many web development platform, Wix is one of the promising platform to develop professional looking website (author, year). In general, this platform allows user to select their favourite theme from the list of available themes. The advantage of this feature is user may not need to consider about the webpage design, colour contrast or issues which might arise in terms of designing a webpage with aesthetic value. However, it is limited in terms of the available choices for different types of e-commerce business. In addition, this would increase cognitive overload for users as they may need to decide which themes are suitable for their product and company. According to author (year), cognitive overload happens when user is given more than 5 choices for selection. This phenomena would decrease the efficiency in producing website with good user experience.

In this project, a new web development platform is proposed which provide an immediate solution to solve this issue. Firstly, this platform reduces decision making by user whereby an Artificial Intelligence algorithm is included to help user in selecting the design and overall appearance based on their product.

3. Explain why your research took the precise direction it pursued
   - Explain how the historical context for your research guided what you did. To understand where your development fits in the bigger picture

Website development started as early as 1990s when World Wide Web (WWW) was introduced by xxx (author, year). In the olden days, website acts like a brochure which

displays information to the public. With the advancement of technology, Web 2.0 was introduced where websites' content are generated by collective intelligent where user is able to post, share and comment in a website. In order to cater for these functionalities, the development of website evolve from simple XML and HTML to using JavaScript and PHP.

With the advancement of hardware, website can be browsed in different digital tools such as smartphones and tablets. Research by author (year) shown that 85% of the individuals use their smartphone to browse internet everyday. This group of users increase tremendously thus responsive website were introduced in which developers use Bootstrap to create responsive website.

Evolution of web positively encourage various web development platforms such as Mean, Express, Angular js, Node js (MEAN), LAMP, and xxx. These full stack web development platforms play an important role in developing the proposed platform for building the e-commerce website.