**Problem statement:** Consider incorporating features like product reviews, wish lists, and personalized recommendations to enhance user engagement and satisfaction.

**Project title:** E-Commerce Application on IBM Cloud Foundry

Product Reviews:

When it comes to collecting top-tier online reviews for eCommerce application, the key points that will be implemented are

1. [Star ratings](https://www.goinflow.com/blog/good-product-review-examples/#star-ratings)
2. [Detailed descriptions](https://www.goinflow.com/blog/good-product-review-examples/#detailed-descriptions)
3. [Photos/videos](https://www.goinflow.com/blog/good-product-review-examples/#photos-videos)
4. [Size/fit feedback options](https://www.goinflow.com/blog/good-product-review-examples/#size-fit-feedback)

Wishlist:

Wishlist with all the required elements will be created. The Wishlist must be able to hold the elements of the user’s choice and must be ready to show whenever needed. The wish list data should be kept secure at all times as it is the ones that are necessary to provide for the recommendations in the next sessions.

Personalized Recommendations:

From the previous data collected it is needed to provide further more recommendations when user is interacting with the application. The keywords of the application are stored and used later on for further more interactions and the related information is taken. The keywords are filtered based on the items stored in wish list.

**Innovation on Service reservation application**

A service reservation application is designed to allow users to book appointments or reservations for various services. Here are some features and trends you might find in such applications:

1. User-Friendly Interface: A clean and intuitive interface for users to easily browse available services, select options, and make reservations.
2. Multiple Service Categories: Support for various service types, such as restaurants, salons, healthcare, car repair, and more.
3. Real-Time Availability: Users can see real-time availability for appointments or tables, ensuring they can book at their preferred time.
4. Reservation Management: Users can view, modify, or cancel their reservations through the app.
5. Integration with Calendars: The option to sync reservations with users' calendars for reminders and easy reference.
6. Reviews and Ratings: Users can read and leave reviews and ratings for services, helping others make informed decisions.
7. Payment Integration: Secure payment processing for services that require prepayment or deposits.
8. Push Notifications: Alerts and reminders sent to users regarding their upcoming reservations.
9. Waitlist Feature: Users can join a waitlist for fully booked services and receive notifications if a spot becomes available.
10. Geolocation: Integration with GPS to help users find nearby businesses and services.
11. Loyalty Programs: Integration of loyalty rewards, discounts, or cashback programs to incentivize repeat bookings.
12. Analytics and Insights: Business owners can access data and insights on reservations, customer preferences, and peak booking times.
13. In-App Chat or Customer Support: Users can get assistance or ask questions directly through the app.
14. Multi-Platform Support: Availability on both iOS and Android platforms.
15. QR Code Scanning: For contactless check-ins at physical locations.
16. Localization: Support for multiple languages and currency options for global users.

The specific features and trends in a service reservation app may vary depending on the industry it serves and regional preferences. Developing a successful service reservation app requires a deep understanding of the target market and user needs.

**Novelty of service reservation application**

As of my last knowledge update in September 2021, service reservation applications were already evolving with several novel features and trends. However, please keep in mind that the app landscape is continually changing, so there may be more recent innovations. Here are some potential novelties in service reservation applications:

AI-Powered Recommendations: Integrating AI and machine learning algorithms to suggest personalized service recommendations based on user preferences, past bookings, and reviews.

Voice Assistants: Enabling users to make reservations through voice commands using AIpowered voice assistants like Siri, Google Assistant, or proprietary options.

Augmented Reality (AR) Previews: Allowing users to virtually preview venues, tables, or service locations through AR to make more informed reservation choices.

Dynamic Pricing: Implementing dynamic pricin0g models that adjust reservation costs based on demand, time slots, or other factors to optimize revenue for businesses.

Blockchain for Trust: Utilizing blockchain technology for transparent and secure booking verification, particularly in industries where trust is critical, like travel or accommodation.

Predictive Analytics: Using data analytics to predict service availability, helping users secure reservations during peak demand times.

Social Integration: Allowing users to see which friends or contacts have reservations at the same venue and facilitating group bookings.

Contactless Check-In: Streamlining the check-in process with contactless technologies like NFC, QR codes, or Bluetooth beacons.

Environmental Impact Metrics: Providing information on the environmental footprint of businesses, such as carbon emissions, to support eco-conscious booking choices.

Concierge Services: Offering premium users access to virtual concierge services for personalized assistance and recommendations.

Subscription Models: Introducing subscription-based plans that offer benefits such as priority booking, discounts, or exclusive access to events.

Integration with Smart Devices: Allowing users to make reservations via voice commands on smart speakers or directly through smart TVs.

Virtual Reality (VR) Tours: Providing immersive VR experiences to explore venues or accommodations before making a reservation.

Enhanced Health and Safety Features: Integrating features related to health and safety, such as COVID-19 safety measures, vaccine passport verification, and contact tracing.

Localized Experiences: Tailoring the app experience to specific regions and cultures, including language options, local payment methods, and cuisine preferences.

Gamification: Incorporating gamification elements like loyalty points, badges, or challenges to encourage more frequent reservations.

Step1: The resource data required for the database which holds the data about the various service providers will be collected in a raw format.

Step2: The data must be arranged and filtered so that storing and surfing through them will be easier and effective.

Step3: The data is loaded to the application and further analysis on it will happen in time.

Step4: The option for the data modification can be given and addition of new datas can also be provided.

Step5: The multiple options to call, message and book the appointments for the services have to be admitted so that better flow of actions tends to happen in the application.

Step6: Wishlist for the services and the service providers will be added which will help to increase the effectiveness of the product.

Step7: It can be laid into IBM Cloud Foundry which will help to widen the purposes.

Step8: Much more features can be added as it is an E-commerce application where customer benefits and accessibilities are concentrated more.