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Naan Mudhalvan

**CAD101 Cloud Application Development - Group 1**

**Project 2:**

**E-commerce Application on IBM Cloud Foundry**

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## Phase 2: Innovation

Consider incorporating features like product reviews, wishlists, and personalized recommendations to enhance user engagement and satisfaction.

Incorporating features like product reviews, wishlists, and personalized recommendations can significantly enhance user engagement and satisfaction in an e-commerce or online retail website or application. Here's how you can go about implementing these features:

### 1. Product Reviews:

- **User-Generated Content:** Allow users to leave reviews and ratings for products they have purchased. This user-generated content provides valuable information to potential buyers and builds trust in your brand.
  - **Rating System:** Implement a rating system (usually on a scale of 1 to 5 stars) for users to rate products. This helps in quickly gauging the overall quality of a product.
  - **Comment Section:** Provide a comment section where users can write detailed reviews. Encourage users to include photos or videos of the product in use, as visual content can be highly influential.
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★★★★☆ Verified Purchase

### Amazing computer glasses

Reviewed in India on 9 October 2021



Liked it very much, compact design.  
Check your size before buy 👍.

4 people found this helpful

Helpful

 Share

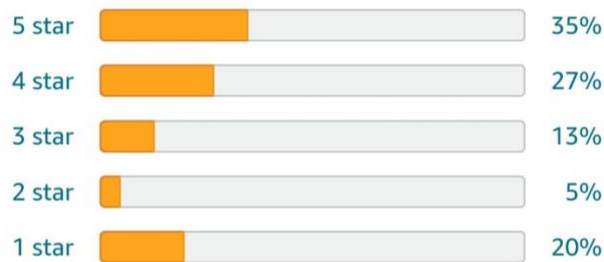
Report

### Customer reviews

★★★★☆ 3.5 out of 5

[Write a review](#)

65 global ratings



▼ [How are ratings calculated?](#)

Top reviews



[Filter »](#)

65 total ratings, 6 with reviews

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## 2. Wishlists:

- **User Accounts:** Require users to create accounts or sign in to use the wishlist feature. This encourages user registration and provides you with valuable user data.
- **Save for Later:** Allow users to easily add products to their wishlists with a "Save for Later" button on product pages.
- **Shareable:** Make wishlists shareable, so users can send their lists to friends and family, especially during holidays or special occasions.
- **Notifications:** Implement email or push notifications to alert users when there are price drops or restocks on items in their wishlist.

### Sign in to your account

View your wish list

Find & reorder past purchases

Track your purchases

Already a customer? Sign in

New to Amazon.in? Create an account

Skip sign in

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< NOTIFICATIONS

Orders

Activity



No new notifications

Stay in touch! You will find all the new updates here

View Products

### 3. Personalized Recommendations:

- **User Profiling:** Collect user data like browsing history, purchase history, and demographics to create user profiles.
  - **Recommendation Algorithms:** Implement recommendation algorithms that analyze user behavior and preferences to suggest products. Collaborative filtering, content-based filtering, and hybrid models are commonly used approaches.
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- **Real-time Updates:** Ensure that recommendations are updated in real-time to reflect changes in user preferences and available products.
  - **Recommendation Widgets:** Place recommendation widgets on the homepage, product pages, and shopping cart to continually engage users.

Upload a public profile picture  
(optional)



**Public Name** (required)

This is required but can be different to the name associated with your account (Ajay) [Learn more](#)

**Location** (optional)

Not now

Submit

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