***CLOUD APPLICATION***

**BUILDING E-COMMERCE APPLICATION ON**

**IBM CLOUD FOUNDRY**

**PHASE 2**

1. **Product Reviews**:
   * **User-Generated Content**: Allow users to write and submit reviews for products they have purchased. Make it easy for users to rate products and write detailed reviews.
   * **Rating System**: Implement a rating system (usually out of 5 stars) that accompanies each review. This allows users to quickly gauge the overall satisfaction of others.
   * **Sorting and Filtering**: Provide options to sort and filter reviews by factors like date, rating, and relevance. This helps users find the most relevant and recent reviews.
   * **Moderation**: Implement a moderation system to filter out spam or inappropriate content in reviews. This ensures that the reviews are trustworthy and helpful.
2. **Wishlists**:
   * **User Accounts**: Require users to create accounts or log in to use the wishlist feature. This helps you track user preferences and provide a more personalized experience.
   * **Save for Later**: Allow users to easily add products to their wishlist from product pages. Include options to remove items or move them to the shopping cart.
   * **Email Notifications**: Send email notifications to users when items on their wishlist go on sale or when their saved items are running low in stock.
   * **Sharing**: Enable users to share their wishlists with friends and family. This can be especially useful for special occasions like birthdays and holidays.
3. **Personalized Recommendations**:
   * **User Data Collection**: Collect data on user behavior, such as search history, purchase history, and browsing patterns. Analyze this data to understand user preferences.
   * **Machine Learning Algorithms**: Implement recommendation algorithms (e.g., collaborative filtering, content-based filtering) to suggest products tailored to each user's preferences.
   * **Homepage Personalization**: Display personalized product recommendations prominently on the homepage or in dedicated sections. Show recently viewed items, related products, and trending items.
   * **Email and Push Notifications**: Send personalized product recommendations through email and push notifications based on user preferences and behavior.
   * **A/B Testing**: Continuously test and refine your recommendation algorithms to improve their accuracy and effectiveness.
4. **Feedback and Improvement**:
   * **Feedback Forms**: Allow users to provide feedback on the relevance and quality of recommendations. Use this feedback to make continuous improvements.
   * **Analytics**: Use analytics tools to track user engagement with these features. Monitor metrics such as click-through rates, conversion rates, and user satisfaction scores to measure their impact.
5. **Mobile Responsiveness**:
   * Ensure that these features are responsive and user-friendly on both desktop and mobile devices to cater to a diverse user base.
6. **Privacy and Data Security**:
   * Clearly communicate your data privacy policies to users and ensure that their personal information is handled securely and ethically.

***TEAM MEMBERS***

* **SRIRAM MANIKANDAN C**
* **SRIRAM S**
* **SHAAM SUNDAR B**
* **DANIYAL RAX T**
* **JAYA PRAVEEN R**