Goal: using "web usage + physical world" in order to improve the web site experience.

Approach:

(1) capture, model, and analyze the behavioral patterns and profiles of users interacting with web sites and IoT devices

(2) map behavioral patterns to code refactoring or configurations/settings in the web site

Overall framework:

Macintosh HD:Users:romina:git:iot-web-usage-and-ecommerce:docs:overall_framework.pdf

Thesis structure:

1. Introduction

2. Background

2.1 IoT and web

2.2 Web data mining

2.3 Model-driven techniques

3. Overview of the approach

3.1 Monitoring and acquire data

3.2 Representing and modeling

3.3 Mapping to code

4. Implementation

4.1 Monitoring and acquire data

4.2 Representing and modeling

4.3 Mapping to code

5. Case study

- web site magento + iot devices + modifiche che si volgiono fare per migliorare marketing/fidelizzazione etc

- applicazione dell’approccio sul caso di studio

6. Related work

7. Conclusions