HTML/JSP/CSS vs JSON

HTML/JSP/CSS(view files) ==> Web app c to b to display our data on browser by applying some styles or in a way end user can understand easily

JSON==> RESTFul services==> B to B ==> describe the data on key-value pair which will be easy to consumed by other application

Converting Java obj to Json and Json to Java is a common task for java dev and it can be regarded as boiler plate code hence to make this even more easier and convenient we can use Spring REST proj of Spring MVC module where this would be done easily.