



## Shoppers' Avenue: Revolutionizing eCommerce

By Joshua D'Souza

LAP Lambert Academic Publishing Jan 2012, 2012. Taschenbuch. Condition: Neu. Neuware - Shoppers Avenue is a project which aims to create a digital ecosystem, enabling social interaction with an intuitive design and interface, promoting trade in an all-in-one commercial hub. This means that apart from the traditional eCommerce medium of transactions and product delivery, this system encourages customer-to-customer instant interaction and product discussions. Tools such as Adobe Integrated Run Time 2.0 SDK, Adobe Flash CS4, PhP and MySQL on a programming level and a physical touch enabled table was used to to enhance the experience. 56 pp. Englisch.



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