Construction of an Online Shopping Website for Makima Fashion Store with a Korean Style

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***Abstract*—This thesis focuses on the development of an online shopping website for Makima, a fashion store with a Korean style. The project aims to enable customers to purchase products directly from the internet, providing a convenient and efficient shopping experience. The website includes features such as product search, easy navigation, and secure transactions, catering to both online and in-store customers. The development process involved the use of HTML and PHP to create a user-friendly interface and dynamic content. Despite time constraints, the project successfully integrated various features, including product listings, search functionality, and secure payment options. However, the website may lack some advanced features due to the limited time available.**

***Index Terms*—online shopping, fashion store, Korean style, website development, PHP**

I. Introduction

In today's business environment, companies strive to sell a wide range of products, establish relationships with multiple partners, and attract many customers. E-commerce, which involves selling and exchanging information through the internet, has become a convenient and developing form of business. This thesis explores the construction of an online shopping website for Makima, a fashion store with a Korean style, to enhance its online presence and customer engagement. The project aims to provide a convenient and efficient shopping experience for both online and in-store customers. The website will include features such as product search, easy navigation, and secure transactions, catering to the needs of Makima's target market [1]. Related earlier ICTU undergraduate theses provide context for this English summary [9], [10].

II. Methods

The thesis covers the theoretical foundations of the internet, web development, and programming languages such as HTML and PHP. It describes the creation of a user-friendly interface, product search functionality, and secure transaction processes. The methods include designing the website structure, implementing PHP for dynamic content, and ensuring a seamless user experience. The development process involved creating a database to store product information, implementing search functionality, and integrating secure payment options. The website was tested and optimized to ensure a smooth user experience [1].

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III. Results

The developed website successfully integrates various features, including product listings, search functionality, and secure payment options. The website design is user-friendly, allowing both online and in-store customers to browse and purchase products conveniently. The website includes a search bar that allows customers to find products by name or category. The secure payment system uses a third-party provider to ensure the safety of customer transactions. However, due to time constraints, the project may lack some advanced features such as real-time inventory updates or personalized recommendations [1].

IV. Discussion

The website's design and functionality are well-suited for a fashion store, providing a modern and user-friendly interface. The integration of PHP ensures dynamic content and personalized shopping experiences. The search functionality and secure payment system enhance the customer experience and build trust. However, the project's limitations include potential delays due to time constraints and the need for further testing and optimization. Future improvements could focus on adding more advanced features and optimizing the user experience [1]. Earlier ICTU undergraduate work by Trần Thanh Tú addressed online clothing sales [8].

V. Conclusion

The construction of the online shopping website for Makima has been successfully completed, offering a convenient shopping experience for customers. The website's design and functionality are in line with the store's Korean style, enhancing its online presence. Future improvements could focus on adding more advanced features and optimizing the user experience. The project demonstrates the potential of e-commerce for fashion stores and the importance of user-friendly interfaces and secure transactions in the online shopping experience [1].

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