Development of a Fashion Retail Website for Duong Shop

Lầu A Minh
Thai Nguyen University of Information and Communication Technology
Thai Nguyen University, Thai Nguyen, Vietnam
dtc1954801030048@ictu.edu.vn

***Abstract*—This undergraduate thesis designs and builds a fashion sales website for Duong Shop. The report reviews the MVC pattern, .NET Core, ASP.NET Core MVC and API, and SQL Server before specifying separate administrator, employee, and customer functions. The administrator can manage orders, products, customers, categories, posts, staff, access rights, reports, search, and login. Employees use a related operational set, while customers can browse product details, search, manage a cart and orders, and register or sign in. The implementation chapter shows pages for these roles. The author reports a working prototype and proposes comments and seller chat as later additions. The manuscript contains interface views and design descriptions but no independent operational metrics or formal usability study. This summary therefore describes the documented features without claiming measured commercial benefit.**

***Index Terms*—fashion e-commerce, ASP.NET Core MVC, SQL Server, online orders, retail website**

I. Introduction

A fashion retailer needs to present products and track orders across customer and staff interactions. The thesis addresses this need through a website for Duong Shop. It frames the site as a shared place for browsing, cart management, order processing, customer records, and reports. The report first introduces the MVC architecture and the selected .NET and database technologies, then describes the proposed roles and interface. This summary follows those chapters and the stated conclusion. It treats the demonstrated screens as evidence of implemented features, while leaving business outcomes unmeasured because the source does not provide transaction or user-study data [1]. Earlier ICTU student work on related designs is included here for context [2], [3], [4], [5], [6], [7], [8]. Published technical books provide background for the methods discussed in this summary [9], [10], [11]. These contextual works were selected for this English summary; they are not asserted to appear in the original thesis bibliography.

II. Methods

The student reviews MVC, .NET Core, ASP.NET Core MVC and API, and SQL Server. The design separates administrator, employee, and customer access. It specifies management of categories, products, orders, customers, articles, staff, reports, and permissions for internal users, alongside product search, cart, account, and order views for shoppers. The implementation chapter presents interface screenshots, including customer and management pages. The source documents this design and the resulting interface, but does not include a formal test protocol, a deployment log, or a measured comparison with the shop's prior process. This English summary uses the thesis text and figures as its evidence base [1].

Supervisor: Nguyễn Thị Mai Phương, Thai Nguyen University of Information and Communication Technology (ntmphuong@ictu.edu.vn).

III. Results

The manuscript presents a fashion retail website with differentiated functions for administrators, employees, and customers. Administrators are shown managing orders, products, customers, categories, posts, staff, access rights, and reports. Employees can perform several operational tasks, while customers can browse product details, search, register, sign in, manage a cart, and view their orders. The author states that the main website was completed. The documented output is a prototype and interface set; the thesis does not report a production sales history, payment audit, measured response times, or user satisfaction scores. Comments and seller chat are identified as future features rather than completed functions [1].

IV. Discussion

The role separation addresses several connected shop processes rather than a product gallery alone. Order and customer management can support internal operations, and the customer interface brings discovery and cart functions into the same site. The report, however, gives screenshots and design explanations rather than a controlled assessment of reliability, security, or economic impact. Its conclusion explicitly names comments and chat with the seller as planned extensions. Any claim that the website improved actual store revenue, reduced workload, or was adopted by customers would require evidence outside this manuscript. Further testing could examine checkout paths, permissions, data consistency, and user experience [1].

V. Conclusion

The thesis documents the design and construction of a Duong Shop fashion sales website using .NET Core, ASP.NET Core MVC, and SQL Server. It identifies functions for administrators, employees, and customers and illustrates their interface pages. The report concludes that the principal website features were built while acknowledging general implementation limitations. It proposes comments and seller chat

for future development. The available evidence supports an implemented academic prototype and its feature inventory, but not a measured production outcome. A later evaluation would need explicit functional tests, user feedback, and deployment evidence to establish how the site performs in routine retail use [1].

References

[1] Lầu A Minh, ”Development of a Fashion Retail Website for Duong Shop,” internal undergraduate thesis (original in Vietnamese), Thai Nguyen University of Information and Communication Technology, 2024.

[2] ICTU Student 80, ”Construction of an Online Shopping Website for Tràng Tiền Supermarket,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2008.

[3] ICTU Student 115, ”Online Shopping Website,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2009.

[4] ICTU Student 122, ”Construction of an Online Sales Management Program,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2009.

[5] ICTU Student 143, ”Construction of a Sales Website for HITECH Company,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2009.

[6] ICTU Student 147, ”Construction of a Website for Children’s Merchandise Shop Hùng Vương,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2009.

[7] Ngọ Văn Tùng, ”Construction of an Online Shopping Website for a Furniture Store,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2021.

[8] Đặng Vũ Hưng, ”Development of Sales Management Software for Minh Anh Warehouse,” internal undergraduate thesis, Thai Nguyen University of Information and Communication Technology, 2023.

[9] A. Lock, ASP.NET Core in Action, 3rd ed. Manning Publications, 2023. ISBN 9781633438620.

[10] B. Ward, SQL Server 2022 Revealed: A Hybrid Data Platform Powered by Security, Performance, and Availability. Apress, 2022. ISBN 9781484288948.

[11] J. Duckett, HTML and CSS: Design and Build Websites. Wiley, 2011. ISBN 9781118008188.