

Building an online clothing sales website integrated with AI to support chatbot consultation and online virtual try-on.

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Abstract: In the context of the strong development of information technology, building an online clothing sales website integrated with AI to support chatbot consultation and virtual try-on has become extremely necessary. The goal of this project is to design and implement a system to enhance the shopping experience for users through the use of artificial intelligence in interaction and product consultation. The research methodology includes market demand analysis, user interface design, and chatbot algorithm development. The expected results of the project will contribute to the development of AI applications in the field of e-commerce and improve online sales performance.

Keywords: Artificial Intelligence (AI), Chatbot, Online clothing store website, Virtual try-on model, Applied research