

Building a small-scale online clothing sales website integrated with an AI chatbot for customer support.

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Abstract: In the context of the rapidly growing online business landscape, this topic focuses on building a small-scale online clothing sales website with the ability to integrate an AI chatbot system. The objective of the work is to improve customer experience by providing quick and accurate consultation support from the chatbot. The research method combines theoretical knowledge of website design with experimental deployment of a chatbot system based on artificial intelligence technology. The expected outcome is an effective business solution that contributes to promoting the development of e-commerce at a local scale.

Keywords: online sales website, AI chatbot, customer support, website design, artificial intelligence