

Building a laptop sales web system integrated with a smart chatbot to support consulting and customer care.

Trinh Tien Manh

Abstract: In the context of the increasing number of users accessing the Internet for shopping, building a laptop sales web system integrated with an intelligent chatbot has become a modern trend in the e-commerce field. This project aims to develop and deploy a web system capable of effectively advising and caring for customers through chatbot technology. The research method combines theory and experimentation, focusing on optimizing user experience and increasing their satisfaction when shopping online. The expected results of this project are not only a practical technical application solution but also a significant contribution to the digital retail industry.

Keywords: Laptop sales web system, smart chatbot, customer consultation and care, e-commerce, user experience