

Build a cosmetics sales website for the brand Innisfree.

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Abstract: The project aims to build an e-commerce website specializing in cosmetics for the Innisfree brand, with the goal of meeting customers' online shopping needs. Through research and design, the project combines theoretical methods in web technology with practical experimentation in user interface (UI) and user experience (UX). The project seeks to provide an effective business solution for Innisfree while enhancing the brand's digital market reach. Expected results will include a professional, user-friendly website with features such as product management, online payment, and customer data analysis.

Keywords: E-commerce website, Innisfree cosmetics, UX/UI design, digital business, market analysis