

Building an e-commerce website for Supermarket 168 on Mobile

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Abstract: In the context of the strong development of e-commerce and the trend of mobile shopping, this topic focuses on building an e-commerce website for 168 Supermarket to meet the demand for online shopping through mobile devices. The main objective is to design and implement a user-friendly interface system on the mobile platform, while optimizing the shopping experience. The research method applies a combination of web design theory and mobile application development experimentation. The expected results will provide a useful solution for 168 Supermarket, contributing to improved business performance and meeting the needs of modern customers.

Keywords: E-commerce website, Mobile commerce, Mobile web design, Application development excellence, Enhancing user experience