

Building an e-commerce website for the children's fashion brand Junior.

Nguyen Thi Thom

Abstract: In the context of the development of e-commerce and the increasing demand for online shopping, this topic focuses on building a specialized web sales system for the children's fashion brand Junior. The main objective is to create a user-friendly interface that is easy to manage products and operate efficiently. The research methodology includes surveying the existing market, analyzing customer requirements, and designing the system based on optimal UX/UI principles. The expected results will provide a practical solution for Junior in expanding online business and improving user experience.

Keywords: E-commerce website, Children's fashion, E-commerce, User interface, Product management