

Building a sales website for Thao Trang computer store - Thai Nguyen City

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Abstract: In the current era of rapid information technology development, building a professional e-commerce website is an urgent requirement for online businesses. This project aims to design and implement a web-based sales system for Thao Trang computer store in Thai Nguyen. Through theoretical research on e-commerce website management, the author team will apply UI/UX principles to optimize user experience. At the same time, by developing a web application, this project hopes to provide a solution that helps Thao Trang computer store enhance customer reach and optimize the online purchasing process. Thereby, it not only contributes to improving the store's business efficiency but also creates an application deployment model for other small businesses in the information technology industry.

Keywords: E-commerce website, UI/UX, Computer store, Thai Nguyen