

Build a product promotion website for Ha Minh Company - Bac Ninh

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Abstract: In the context of increasingly widespread digitalization, building a professional website to promote products has become an indispensable requirement for businesses. This topic focuses on the process of designing and deploying an effective website for Ha Minh Company - Bac Ninh. The objective of the research is to create a professional, user-friendly online information system to boost the company's e-commerce. The approach includes collecting and analyzing the needs of potential customers, designing an effective user interface based on UX/UI principles, and deploying the website following a professional project management process. The expected outcome is a practical application solution that helps the company enhance brand awareness and drive sales.

Keywords: Product promotion website, UX/UI design, e-commerce