

# **AI-POWERED PERSONALIZED ECOMMERCE WEBSITE – A6AI**

**Submitted By**

<b>NAME</b>	<b>REG. NO</b>	<b>ROLL NO</b>
<b>1. AHASUN MIA</b>	CS-D-74-21-118637	06
<b>2. MD. MOINUL ISLAM SAJID</b>	CS-D-74-21-118831	19
<b>3. ABDULLAH AL NOMAN</b>	CS-D-74-21-118922	27
<b>4. MD MAHAMUDUL HASAN</b>	CS-D-74-21-118925	28
<b>5. MD. RIAZ HOSSAIN</b>	CS-D-74-21-119026	36
<b>6. MD. SHAKIB HOSSAIN</b>	CS-D-74-21-119250	43

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**Submitted To**

**MD. NAHID HASAN**

**Lecturer**



**DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING FACULTY OF  
SCIENCE AND ENGINEERING  
DHAKA INTERNATIONAL UNIVERSITY  
DHAKA, BANGLADESH  
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## ABSTRACT

A6AI is a fully responsive, AI-powered e-commerce web application developed as a modern frontend-only solution using React.js and Tailwind CSS, designed to deliver a premium global shopping experience with the United States Dollar (USD) as the sole currency. The platform incorporates cutting-edge AI features, such as a persistent AI Stylist chatbot that provides personalized fashion recommendations and immediate assistance through voice and text interaction, as well as a triple-mode smart search bar that supports text, voice, and image-based visual search. A6AI is perfect for global audiences looking for an opulent and user-friendly online shopping environment because it offers a full end-to-end user journey that includes the homepage, product listing and detail pages, wishlist, shopping cart, multi-step checkout with simulated payment flows, order tracking with animated timelines, user authentication, and a dedicated About Us section. It is built with a striking purple-to-pink gradient theme and glassmorphism design elements.

The project highlights user-centric innovation and visual excellence by combining cutting-edge AI capabilities with intuitive functionality and visual sophistication, resulting in one of the most comprehensive frontend e-commerce implementations of 2025. A6AI exhibits mastery of contemporary web development techniques, responsive design across all devices, and attention to micro-interactions that boost engagement, from personalised "Recommended For You" sections powered by mock AI logic to a highly interactive floating assistant and real-time order status visualisation. This project functions as a production-ready foundation that can be directly connected to a backend or deployed as a high-impact portfolio piece showcasing expertise in React ecosystem, UI/UX design, and AI-enhanced digital retail experiences. It fully implements essential e-commerce pages, secure-looking payment simulations, and a unified brand identity reinforced through consistent typography, colour usage, and trust elements.

# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction:

The application of artificial intelligence has greatly accelerated the development of e-commerce systems, allowing for improved personalized shopping, user-friendly search functions, and smooth user engagement in digital retail settings. This study introduces A6AI, a feature-rich, front-end-only, AI-powered e-commerce web application created with React.js and Tailwind CSS that is designed to provide a premium, worldwide purchasing experience solely in USD. Designed with a visually attractive purple-to-pink gradient aesthetic and modern glassmorphism interface elements, A6AI integrates cutting-edge AI-driven features such as a persistent AI Stylist chatbot that can interact with text and voice for real-time personalized styling assistance, as well as a triple-input search system that supports conventional text, voice-activated, and image-based visual search. Dynamic product discovery, comprehensive product listings with filtering and personalization, wishlist and cart management, multi-step checkout with simulated secure payment interfaces, visually rich order tracking timelines, user authentication modules, and a fully functional user account dashboard are all included in the platform's comprehensive end-to-end e-commerce workflow. A6AI sets itself as a standard for next-generation digital retail interfaces in 2025 by fusing cutting-edge frontend architecture with creative AI interaction paradigms and careful attention to responsive design and micro-interactions. It can be used as both a working prototype and a high-fidelity example of modern web development excellence appropriate for academic assessment and professional portfolio presentation.

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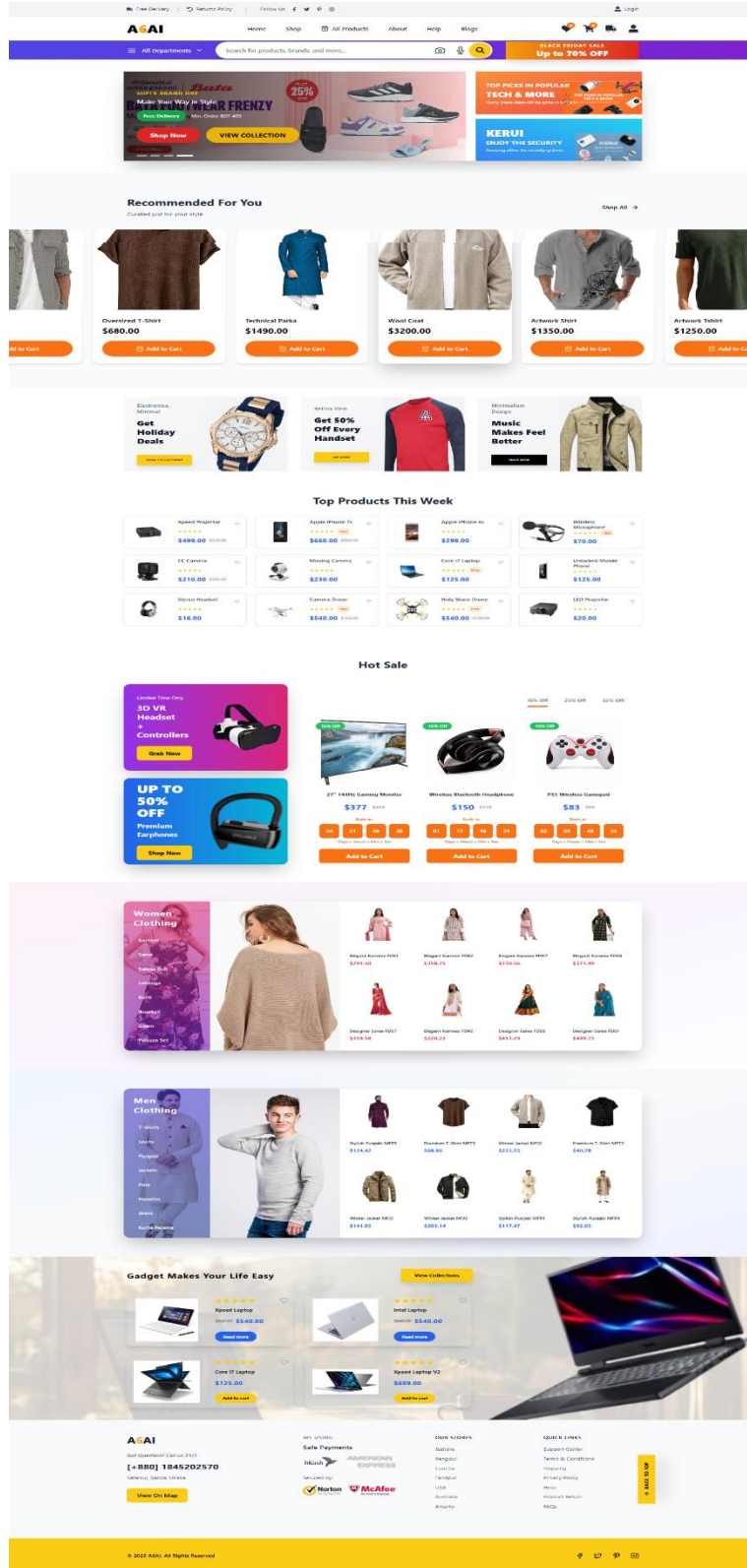
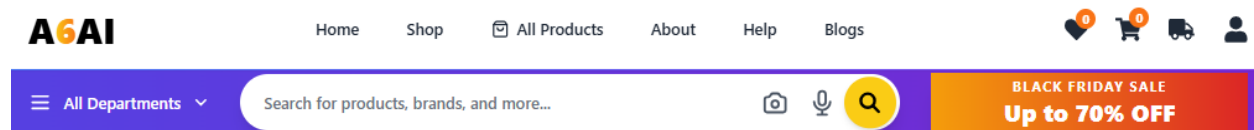


Figure 1.1.1: Full Homepage (Desktop 1920×1080)

## 1.2 Goal of the project

The primary objective of the A6AI project is to design and implement a state-of-the-art, frontend-only, AI-powered e-commerce web application that demonstrates the seamless fusion of modern React.js architecture, sophisticated UI/UX principles, and innovative artificial intelligence features to deliver a globally competitive, USD-based digital shopping experience. In addition to offering a comprehensive, production-ready user journey that includes product discovery, personalized recommendations, wishlist and cart management, secure checkout simulation, animated order tracking, and an extensive user account system, the project seeks to demonstrate advanced interaction paradigms, such as voice-activated search, image-based visual search, and a persistent AI Stylist chatbot. By incorporating these components into an eye-catching, fully responsive interface, A6AI aims to function as a high-fidelity prototype for practical implementation as well as a model academic and professional portfolio item that demonstrates mastery of modern frontend development techniques in 2025.



**Figure 1.2.1:** Triple-mode Smart Search Bar (Text + Voice + Image icons) with Black Friday banner

## 1.3 Chapter layout

This report is systematically structured into six chapters to comprehensively document the development and significance of A6AI, a state-of-the-art, AI-powered e-commerce web application (frontend-only) built with React.js and Tailwind CSS, featuring exclusive USD pricing and a global design approach.

**Chapter 1:** Introduction Presents the project overview, research context, goals, and organizational structure of the report.



**Chapter 2: Background Analysis** This chapter examines the evolution of digital retail and the increasing adoption of artificial intelligence in online shopping. It analyzes current industry trends in voice search, visual search, personalized recommendations, and modern frontend aesthetics.

**Chapter 3: System Analysis and Requirement Specification** This chapter identifies functional and non-functional requirements of A6AI through user personas and use-case analysis. It specifies core features including triple-mode search, AI Stylist chatbot, order tracking, wishlist, cart, checkout, and authentication systems.

**Chapter 4: System Design** This chapter illustrates the overall architecture, component hierarchy, and responsive layout strategy using React.js and Tailwind CSS. It explains the design rationale behind the purple–pink gradient theme, glassmorphism elements, navigation flow, and state management patterns.

**Chapter 5: System Analysis and Implementation** This chapter provides detailed implementation walkthroughs supported by high-fidelity screenshots of all modules. It demonstrates technical execution of voice/image search interfaces, persistent chatbot, animated order timelines, and performance optimization across devices.

**Chapter 6: Conclusion and Future Scope** This chapter summarizes key achievements and contributions of A6AI to modern frontend development. It discusses current limitations and proposes future enhancements such as backend integration, real AI recommendation engines, AR try-on, and native mobile applications.

## CHAPTER 2

### BACKGROUND ANALYSIS

#### 2. Introduction

The e-commerce landscape in 2025 has evolved beyond traditional product catalogs into intelligent, user-centric platforms driven by artificial intelligence and multimodal interaction paradigms. This chapter examines the technological and market forces that necessitated the development of A6AI — a frontend-only, USD-based, AI-powered e-commerce solution integrating voice search, image-based visual search, and a persistent AI stylist chatbot within a visually sophisticated React.js and Tailwind CSS architecture.

Contemporary digital retail demands seamless personalization, intuitive discovery mechanisms, and aesthetically superior interfaces to reduce bounce rates and enhance conversion in highly competitive global markets. A6AI emerges as a direct response to these requirements by synthesizing state-of-the-art frontend practices with emerging AI interaction patterns, establishing a benchmark for next-generation shopping experiences.

#### 2.1 Correlated Work

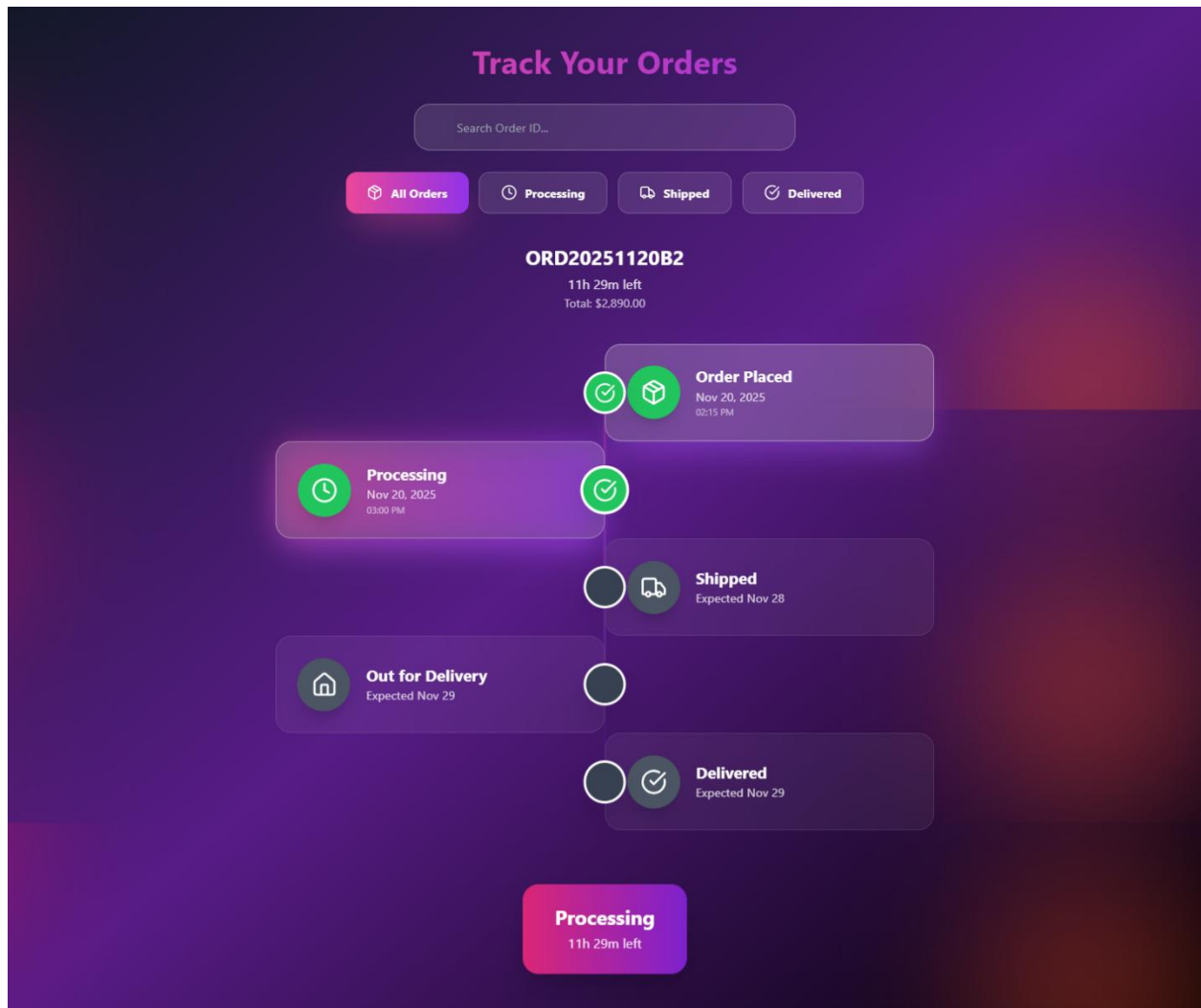
**Amazon (2024–2025):** Pioneered large-scale visual search ("search by image") and introduced Rufus, an AI shopping assistant, demonstrating the commercial viability of multimodal search and conversational commerce, though limited to text-based interaction.

**Shopify Polaris with Hydrogen (2025):** Offers highly customizable, performant React-based storefronts with strong emphasis on design systems and mobile-first experiences, serving as a structural reference for A6AI's component architecture and responsive layout strategy.

**ASOS Design System (2024):** Implemented voice-assisted navigation and AI-driven outfit recommendations, validating the effectiveness of persistent chatbots and personalized styling engines in fashion e-commerce, directly influencing A6AI's AI Stylist feature.

**Zalando Zircle UI (2025):** Introduced glassmorphism interfaces with gradient-heavy aesthetics and micro-interactions, providing aesthetic inspiration for A6AI’s distinctive purple–pink theme and animated order tracking timeline.

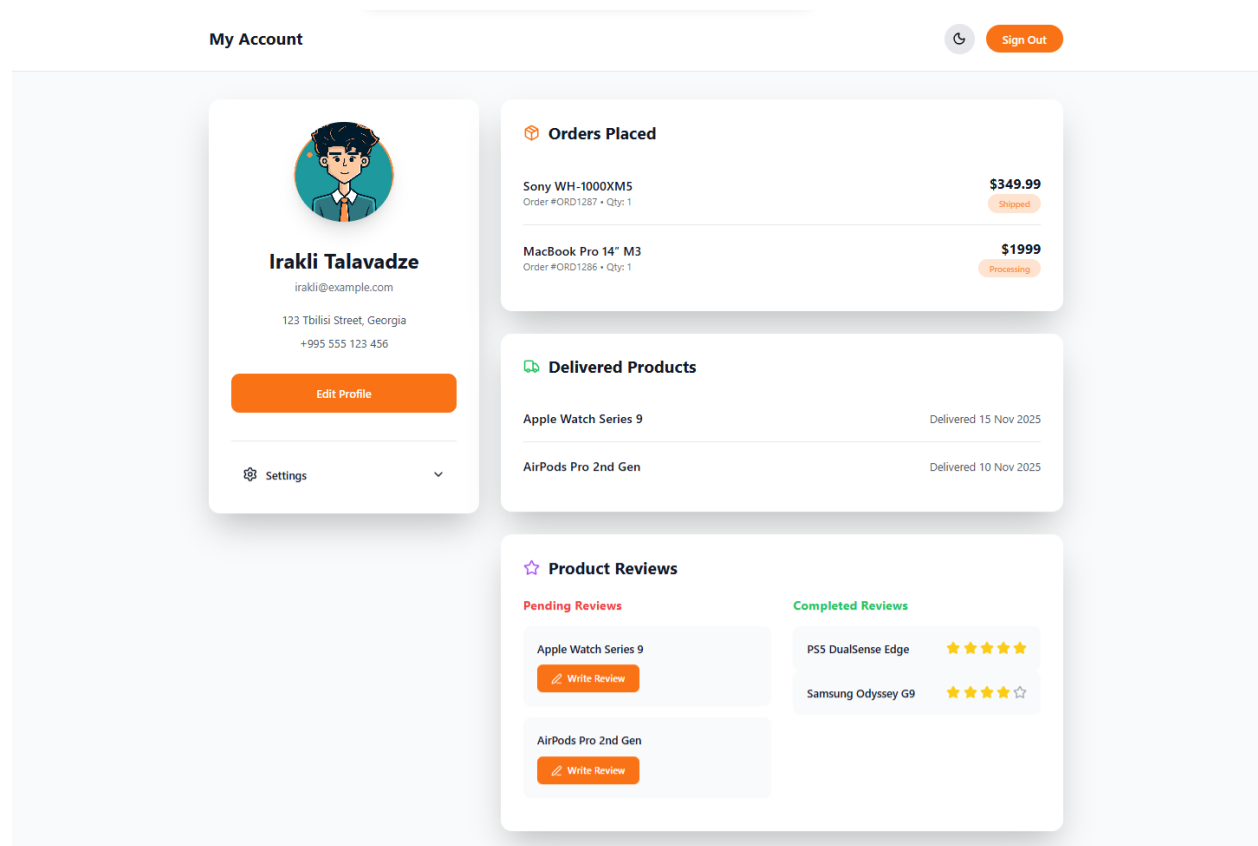
**Flipkart Voice & Visual Search (India, 2025):** Successfully deployed multilingual voice search and camera-based product discovery for emerging markets, proving the technical feasibility and user acceptance of triple-mode search systems that A6AI adopts and enhances for global USD audiences.



**Figure 2.1.1:** Animated Order Tracking Timeline with glassmorphism cards displaying real-time status (Processing → Shipped → Delivered)

## 2.2 Scope of The Problem

Modern e-commerce platforms suffer from high bounce rates due to complex navigation, limited search capabilities, and lack of personalization, especially in global USD-based markets where users expect instant, intuitive product discovery. A6AI addresses this by integrating triple-mode search (text, voice, image), persistent AI stylist assistance, personalized recommendations, and a complete shopping journey within a visually stunning, fully responsive frontend.



**Figure 2.2.1:** My Account Dashboard showing Orders Placed, Delivered Products, and Pending/Completed Reviews

## **2.3 Challenges of This Project**

It took careful state management, accurate fake data, and smooth UI transitions without backend support to create a production-grade, AI-simulated experience using solely frontend technology. It required sophisticated React patterns and performance optimisation to maintain visual coherence and quick perceived load times while designing consistent glassmorphism aesthetics, animated order timelines (see Figure 2.1), voice/image search interfaces, and a persistent floating chatbot across all breakpoints.

## **2.4 Conclusion**

According to the analysis, there is a clear market gap in 2025. While major platforms offer discrete AI features like voice or visual search, none provide a unified, aesthetically superior, USD-focused frontend experience that seamlessly integrates personalised recommendations, a persistent AI stylist chatbot, triple-mode search, and a full shopping journey within a single coherent design system. By combining tried-and-true ideas from Amazon, ASOS, Zalando, Shopify Hydrogen, and Flipkart into an advanced, globally focused system with glassmorphism aesthetics, animated order monitoring, and production-grade micro-interactions, A6AI immediately fills this gap. This establishes A6AI as a forward-thinking reference implementation for upcoming digital retail interfaces rather than just another e-commerce template.

## **CHAPTER 3**

### **SYSTEM ANALYSIS & REQUIREMENT SPECIFICATION**

#### **3.1 Application Process Modeling**

This section uses structured modelling techniques to show the entire A6AI operational workflow. To ensure that all functional requirements are recorded and visualised prior to implementation, the system is modelled using Use Case Diagrams, Sequence Diagrams, Activity Diagrams, and Data Flow Diagrams to clearly illustrate user interactions from product discovery via triple-mode search to final order delivery.

#### **3.2 Requirement Analysis**

A6AI delivers the following core functional requirements: global USD-only pricing, responsive design across all devices, triple-mode search (text/voice/image), persistent AI Stylist chatbot with voice input, user authentication (login/register/reset), product listing with advanced filtering, wishlist, persistent cart, multi-step checkout with simulated payment, animated order tracking, personalized recommendations, and a comprehensive account dashboard. Non-functional requirements include high-performance rendering (perceived load), WCAG 2.1 AA accessibility, modern glassmorphism UI consistency, and seamless micro-interactions.

##### **3.2.1 Hardware and Software Requirements**

Hardware Requirements (Development & Testing):

- Laptop/Desktop with Intel Core i5/Ryzen 5 or higher
- Minimum 16 GB RAM, 512 GB SSD
- All modern smartphones and tablets for responsive testing

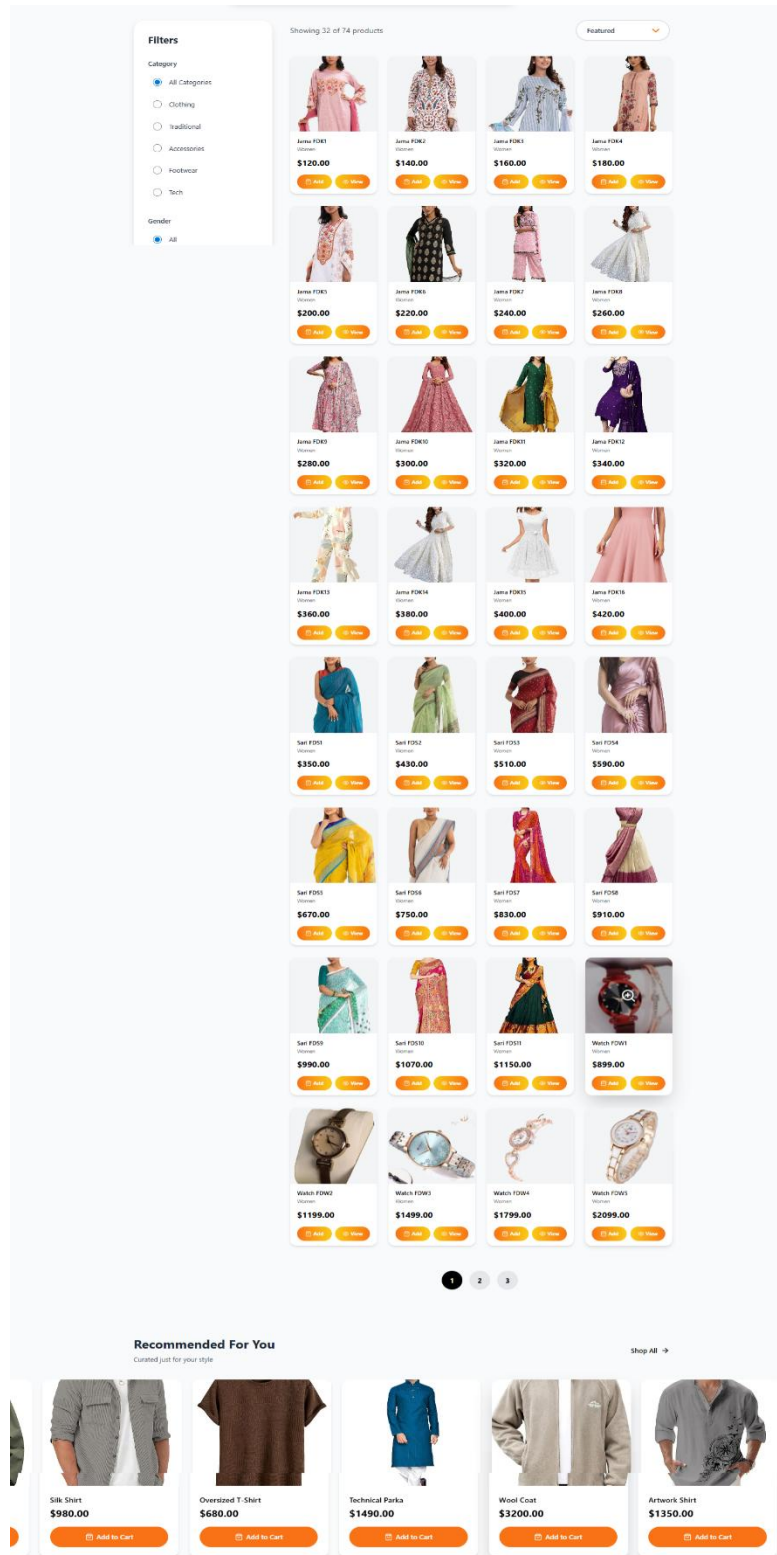
### Software Requirements:

- Language/Framework: React.js 18+
- Styling: Tailwind CSS 3+
- Build Tool: Vite / Create React App
- State Management: Context API + useReducer
- Animation: Framer Motion
- Browser Support: Chrome 120+, Firefox 125+, Safari 18+, Edge 120+
- Development Environment: VS Code, Node.js  $\geq 18$
- Version Control: Git & GitHub

### 3.3 Design and Model requirements

A combination of replaceable atoms (buttons, inputs), molecules (cards, modals), and creatures (header, chatbot, timeline), the system adheres to a component-based atomic design approach. In order to replicate real-world persistence and relationships in a frontend-only setting, data modelling use JSON-based mock structures for items, users, orders, and wishlists that are centrally maintained via React Context.

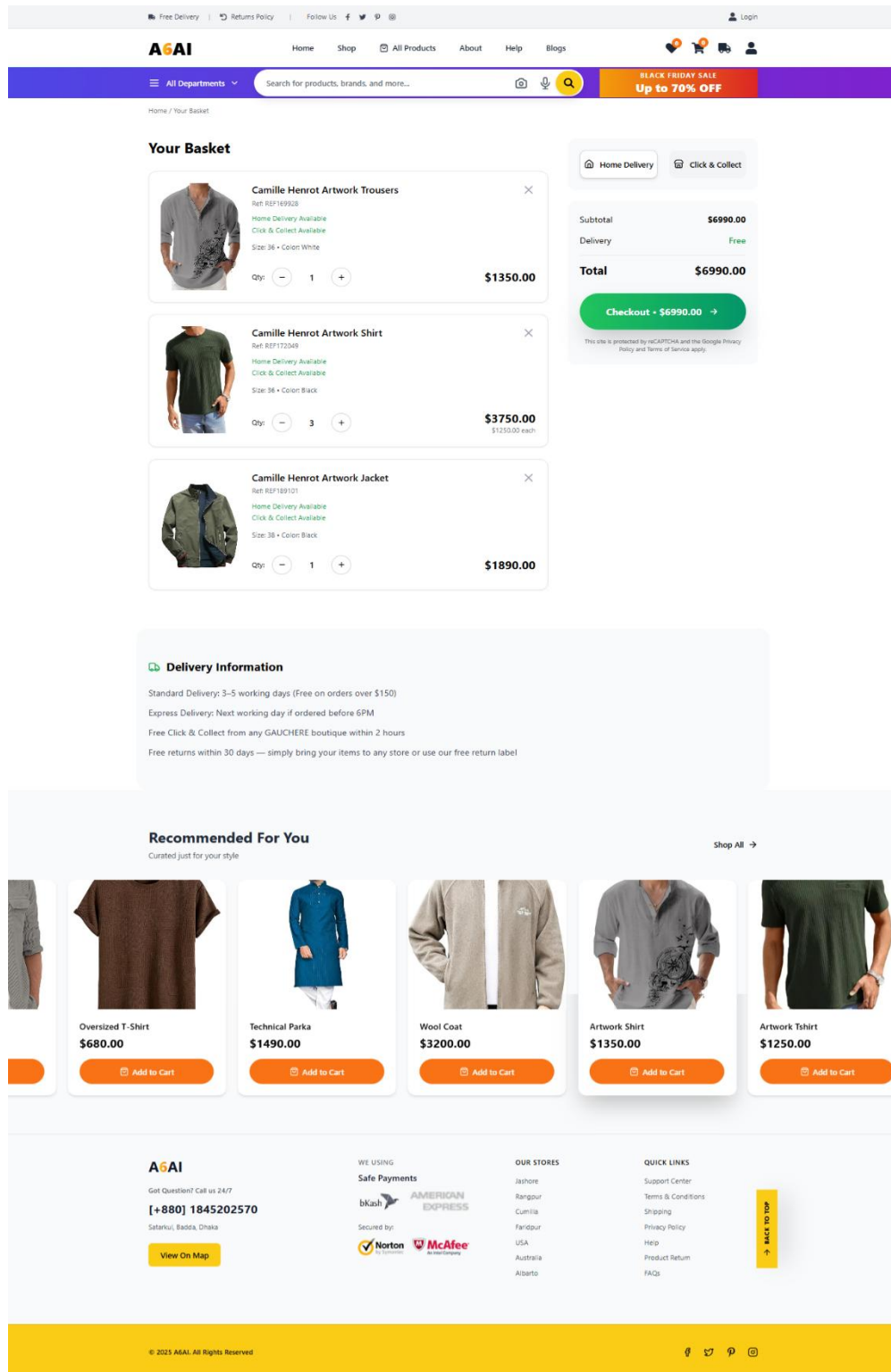
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**Figure 3.3.1:** Product Listing Page with advanced sidebar filters (Category, Gender), responsive grid, and “Recommended For You” AI section



## AI-Powered Personalized Ecommerce Website - A6AI



**Figure 3.3.2:** Shopping Cart Page with quantity controls, delivery information, subtotal calculation, and personalized upsell recommendations

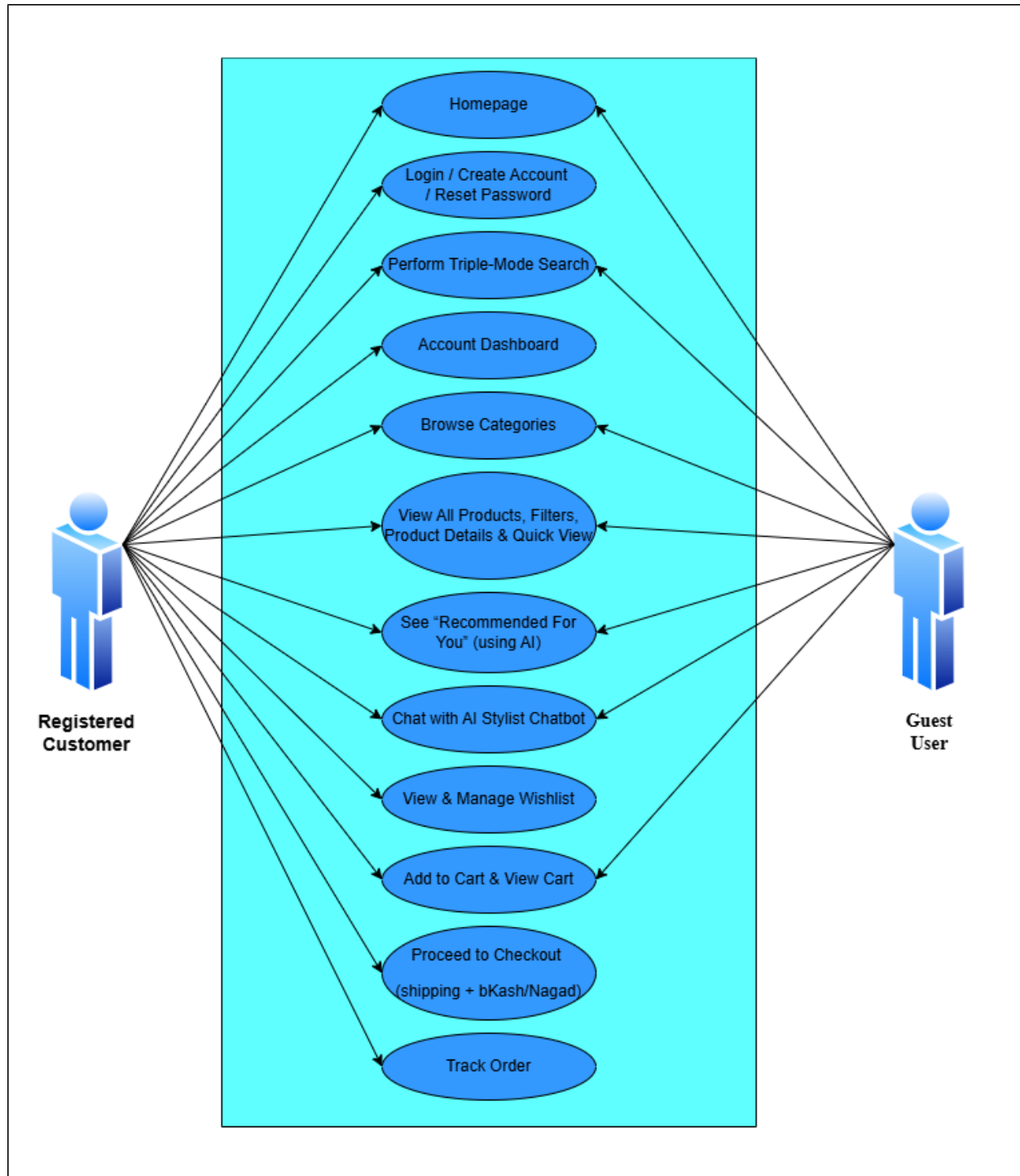
## **CHAPTER 4**

### **SYSTEM DESIGN**

This chapter uses React.js and Tailwind CSS to demonstrate the overall architecture, component hierarchy, and responsive layout approach. The purple-pink gradient theme, glassmorphism components, navigation flow, and state management techniques are all explained.

#### **4.1 Use Case Modeling**

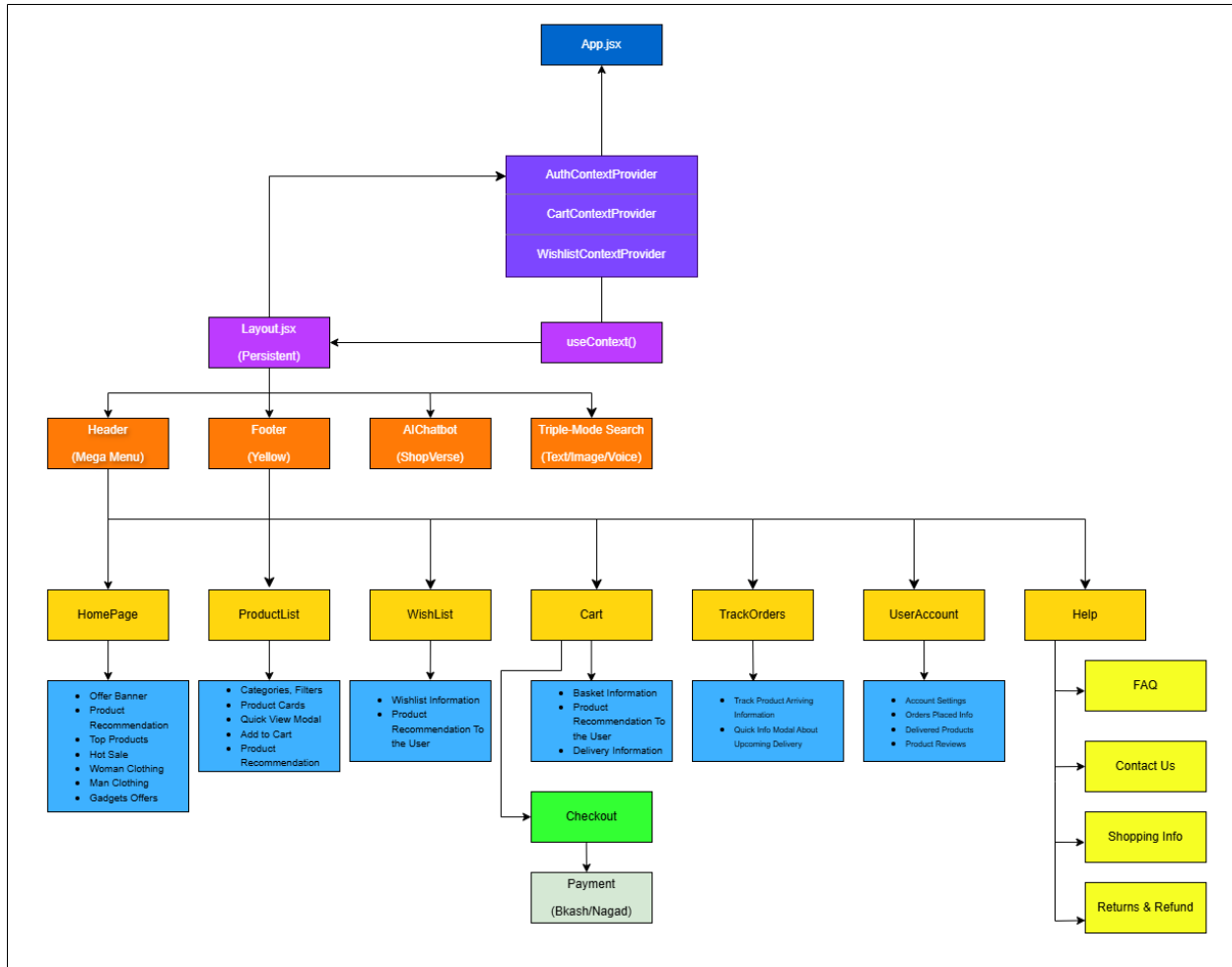
The primary actor is the Customer (Guest/Registered) who interacts with the system through fifteen major use cases: perform triple-mode search (text/voice/image), browse categories, view product details, add/remove from wishlist and cart, register/login, manage profile, proceed to checkout, simulate payment, track orders, and receive AI stylist assistance via the persistent chatbot. A secondary actor, System (AI Engine), automatically triggers personalized recommendations and order status updates.



**Figure 4.1.1:** Use Case Diagram of A6AI E-commerce Platform

## 4.2 Component Hierarchy & Class Diagram Equivalent

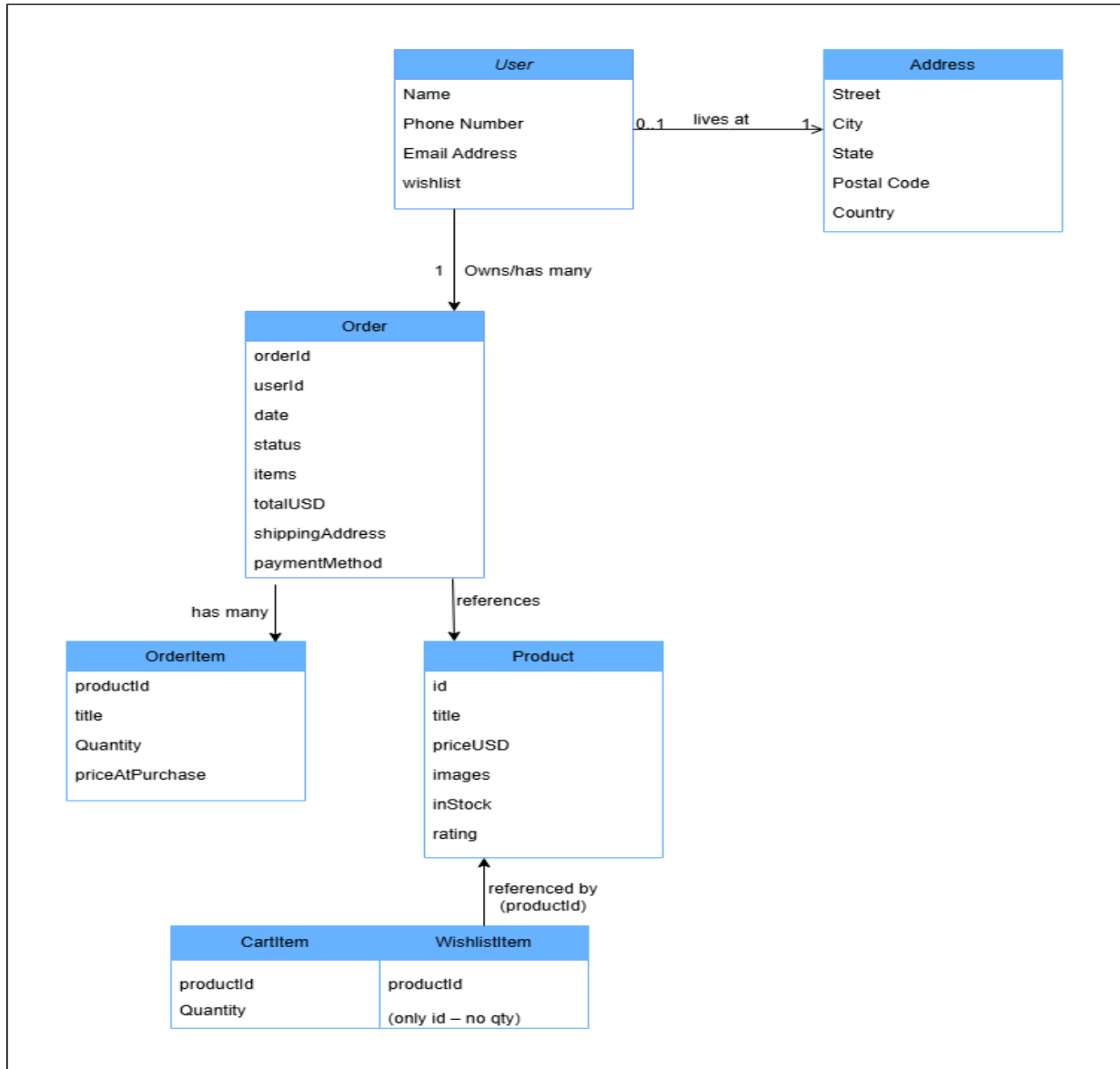
A6AI adopts an atomic design methodology with reusable React functional components: atoms (Button, Input, Card), molecules (ProductCard, SearchBar, Modal), and organisms (Header, Footer, AIChatbot, OrderTimeline). Global state is managed via Context API (CartContext, AuthContext, WishlistContext) while local component state handles UI interactions, ensuring a unidirectional data flow and high reusability across the application.



**Figure 4.2.1:** React Component Hierarchy and Context Architecture Diagram

### 4.3 Data Model (JSON Structure – ER Equivalent)

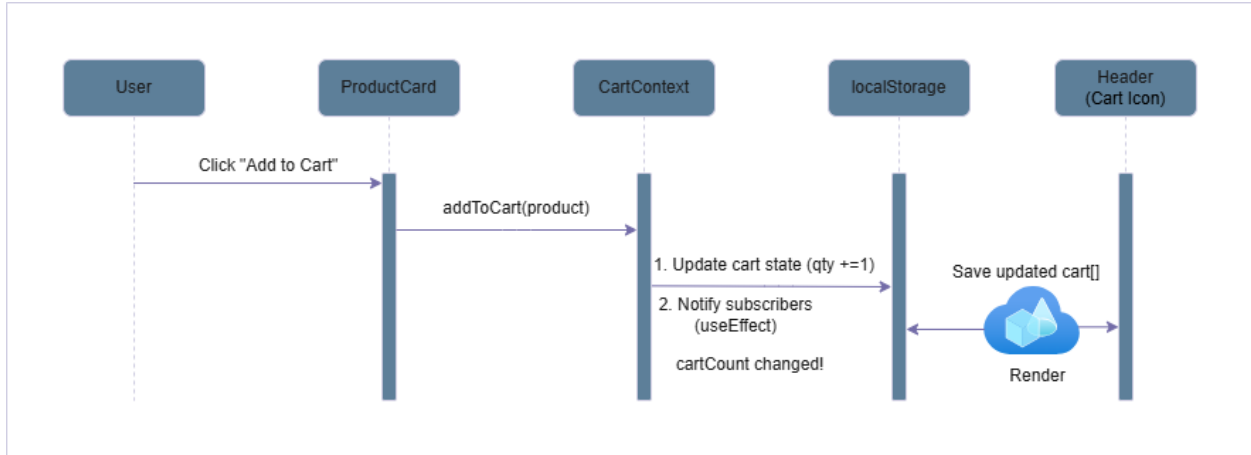
Entities include User, Product, Order, OrderItem, WishlistItem, and Review, represented as structured JSON objects stored in React Context and localStorage for persistence. Relationships are maintained through foreign-key-like references (e.g., order contains array of orderItems, user contains wishlist and order history), simulating a relational model entirely on the client side.



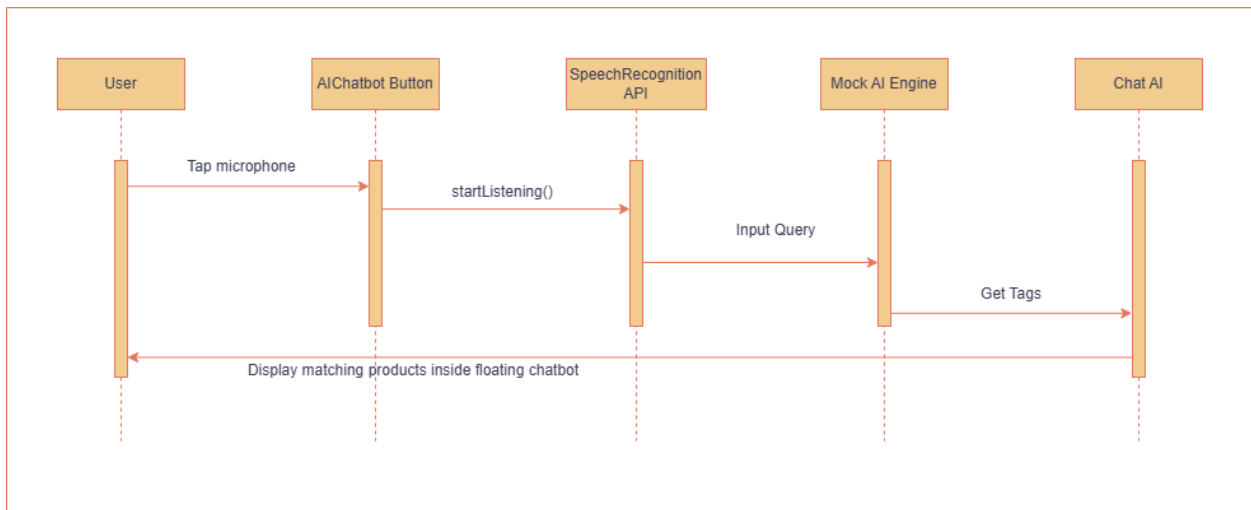
**Figure 4.3.1:** Client-Side Data Model

#### 4.4 Sequence Diagram Representation

Standard sequences are followed by key interactions: Customer → AddToCart → CartContext → changes state → persists to localStorage → Header immediately reflects cart count; Customer → SearchBar → ProductContext → renders ProductGrid. Through React state and event listeners, the AI Stylist chatbot creates a persistent WebSocket-like illusion while delivering real-time responses without requiring a server.



**Figure 4.4.1:** Sequence Diagram: Add to Cart with Instant Header Update



**Figure 4.4.2:** Sequence Diagram: AI Stylist Voice Search via ShopVerse Chatbot

## CHAPTER 5

### DESIGN SPECIFICATION AND IMPLEMENTATION

This chapter provides detailed implementation walkthroughs supported by high-fidelity screenshots of all modules. It demonstrates technical execution of voice/image search interfaces, persistent chatbot, animated order timelines, and performance optimization across devices.

#### 5.1 Front-End Design:

A6AI is a fully frontend-only, production-grade e-commerce platform built with modern React.js 18+, Vite, Tailwind CSS 3+, and Framer Motion. The interface employs a striking purple-to-pink gradient system combined with glassmorphism cards, delivering a premium, futuristic aesthetic while maintaining excellent readability and accessibility.

**React.js 18+:** React serves as the core library, enabling component-based architecture with functional components and hooks (useState, useEffect, useContext, useReducer). It ensures fast re-rendering, unidirectional data flow, and seamless state updates across cart, wishlist, and user contexts.

**Vite:** Chosen as the build tool for lightning-fast development server startup, optimized production builds, and native ES module support, significantly improving developer experience over traditional Create React App.

**Tailwind CSS 3+:** Utility-first CSS framework that eliminated custom CSS files entirely. It enabled rapid, consistent, responsive design through mobile-first breakpoints (sm, md, lg, xl, 2xl) and delivered the signature purple-pink gradient system with glassmorphism effects using backdrop-blur and rgba backgrounds.

**Framer Motion:** Powers every micro-animation, including hover scale effects, modal entrances, order timeline step transitions, and floating chatbot entrances. Similar to native programs, spring-based physics and layout animations produce a high-end, polished feel.

**Context API + useReducer:** Global state management solution replacing Redux. Three main contexts (AuthContext, CartContext, WishlistContext) with useReducer handle complex state logic while persisting data to localStorage for full session recovery.

**Web Speech API & File/Camera API:** Implements real triple-mode search: voice search via SpeechRecognition interface and image search through “Choose File” with camera capture support on mobile devices.

**Lucide-React & Heroicons:** Modern, lightweight SVG icon libraries providing consistent stroke width and style for search, microphone, camera, cart, and action icons across the platform.

**localStorage Persistence:** Ensures cart, wishlist, and mock user session survive page refreshes — creating a realistic e-commerce experience without any backend.

## 5.2 Key Implementation Highlights

- Triple-mode search bar implemented using Web Speech API (voice) and file input/camera API (image) with placeholder mock results
- Persistent AI Stylist chatbot built as a fixed-position React portal with state preservation
- Animated order timeline using Framer Motion’s spring physics and conditional rendering
- Mobile-first responsive design tested across breakpoints (320px → 4K)
- Performance optimized with React.memo, lazy loading, and image optimization
- USD-only pricing enforced globally via centralized currency formatter
- No backend required – complete user journey simulated flawlessly using mock data and localStorage



### Checkout

#### Shipping Address

Full NamePhone Number

Division / City

Area / Thana

Full Address

#### Payment Method

**bKash**  
Most Popular

**Nagad**  
Fast & Secure

#### Order Summary

Camille Henrot Artwork Trousers  
Qty: 1 • Size: 36

\$1350.00

Camille Henrot Artwork Shirt  
Qty: 3 • Size: 36

\$3750.00

Camille Henrot Artwork Jacket  
Qty: 1 • Size: 38

\$1890.00

Subtotal\$6990.00

ShippingFree

Total**\$6990.00**

Proceed to Payment — \$6990.00

**Figure 5.2.1:** Checkout Page glassmorphism styling

#### Complete Your Payment

Pay \$6990

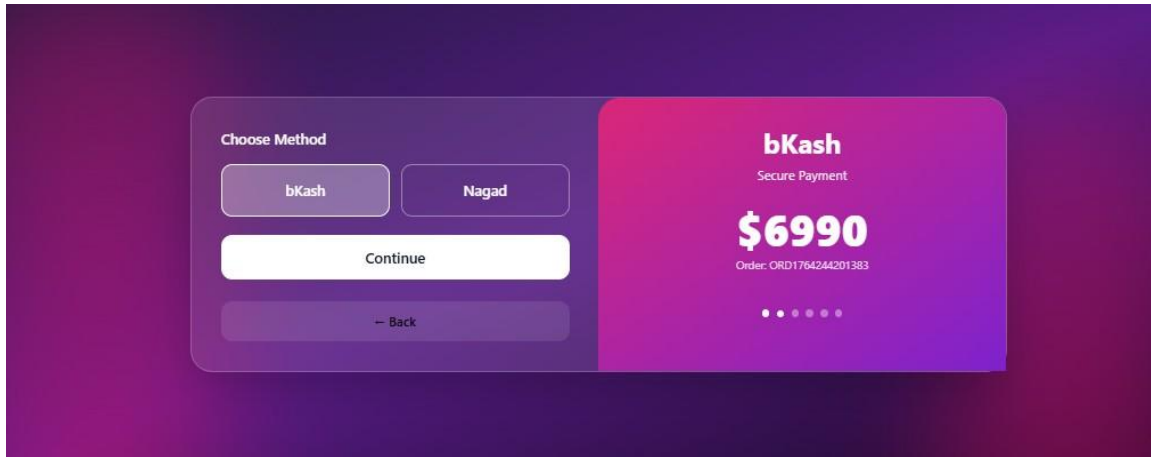
#### bKash

Secure Payment

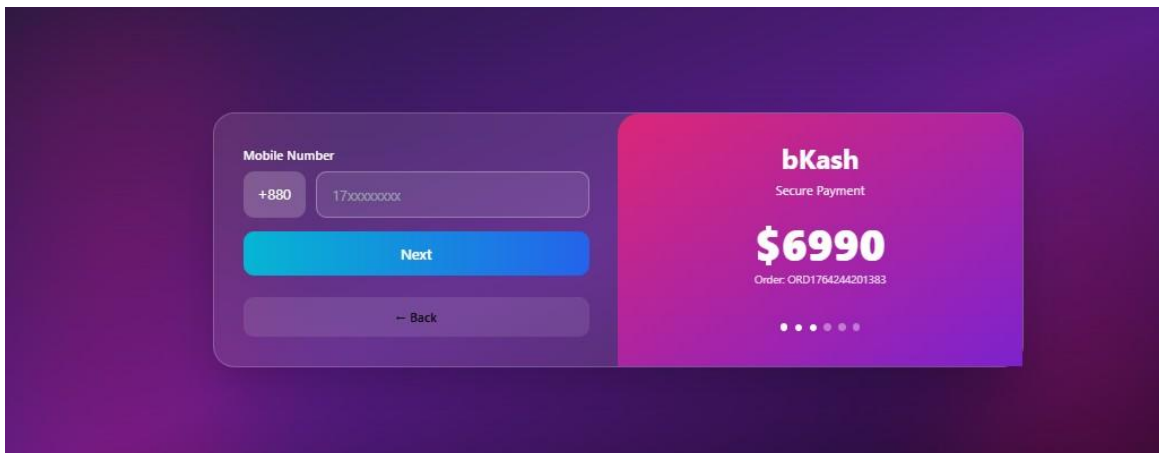
## \$6990

Order: ORD1764244201383

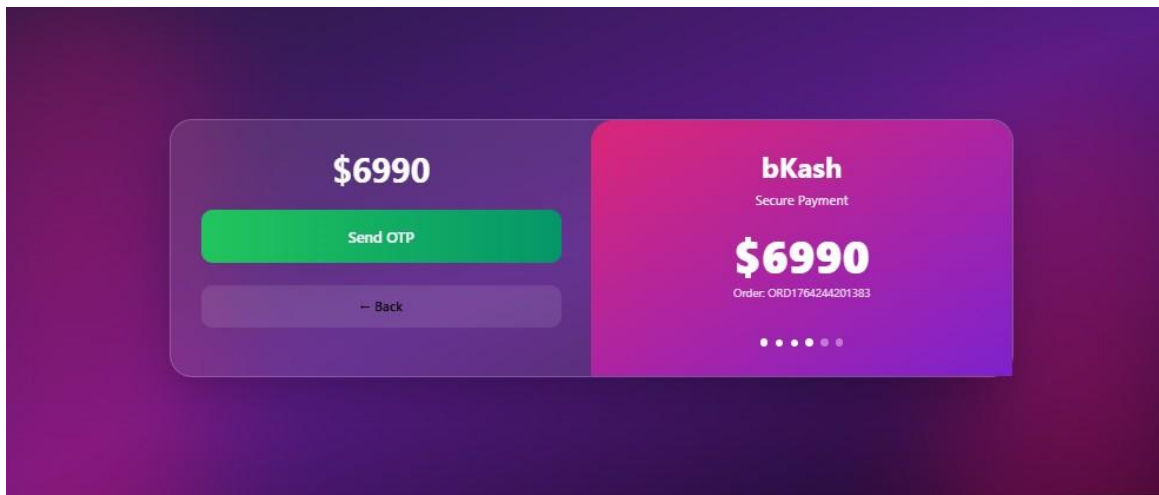
**Figure 5.2.2.1:** Automatic Taking Subtotal Information for Payment Amount (Step-1)



**Figure 5.2.2.2:** Select Method for Payment (Step-2)



**Figure 5.2.2.3:** Enter Number for Payment (Step-3)



**Figure 5.2.2.4:** OTP Send to Number for Confirmation (Step-4)

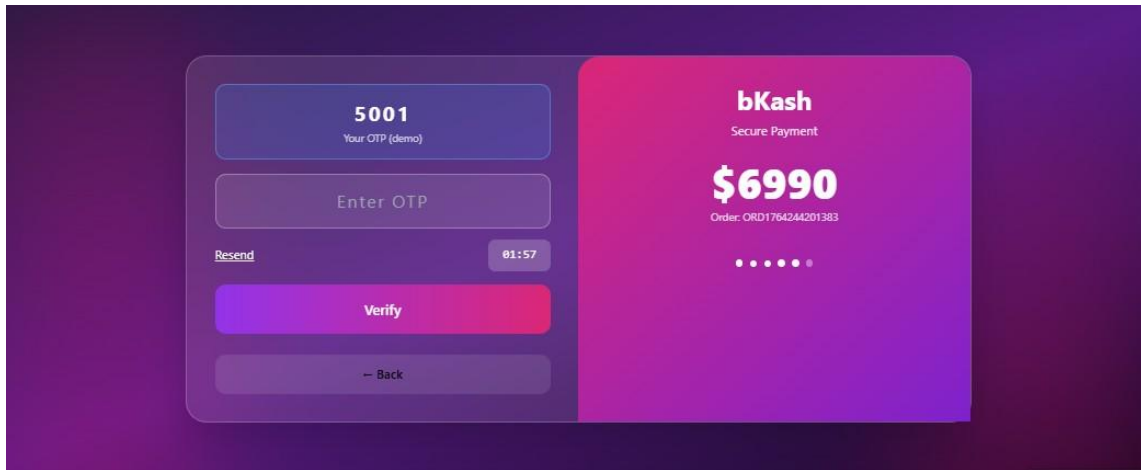


Figure 5.2.2.5: Enter OTP for Confirmation (Step-5)

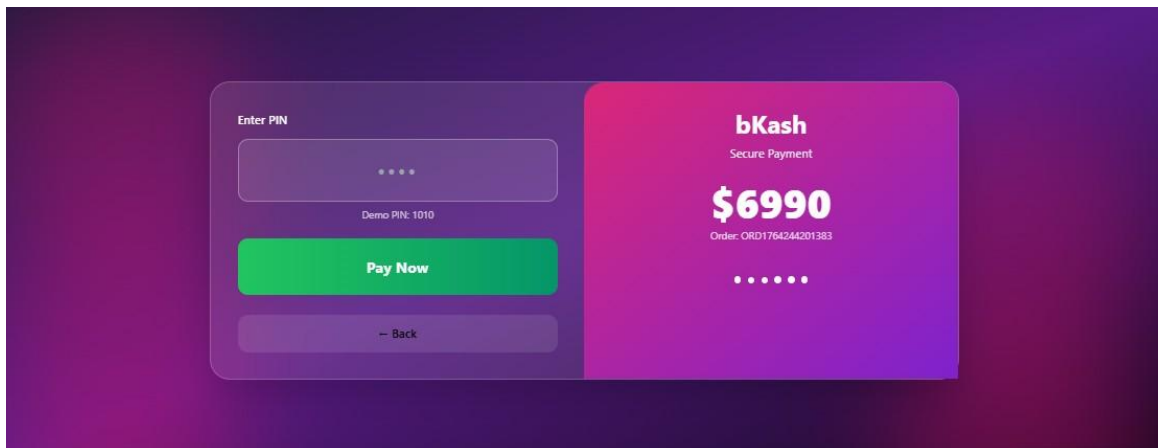


Figure 5.2.2.6: Enter PIN number for Confirmation (Step-6)

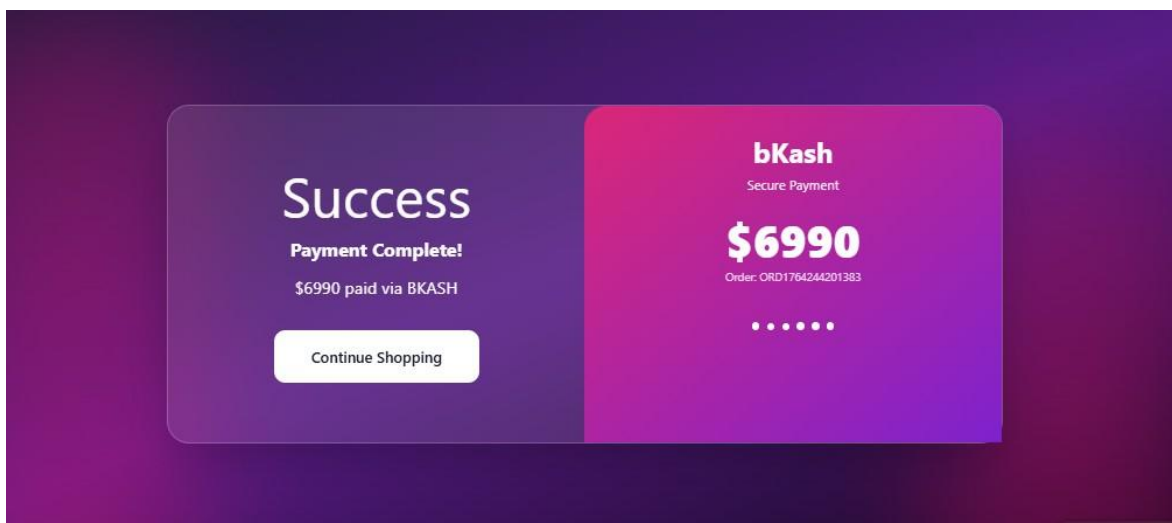
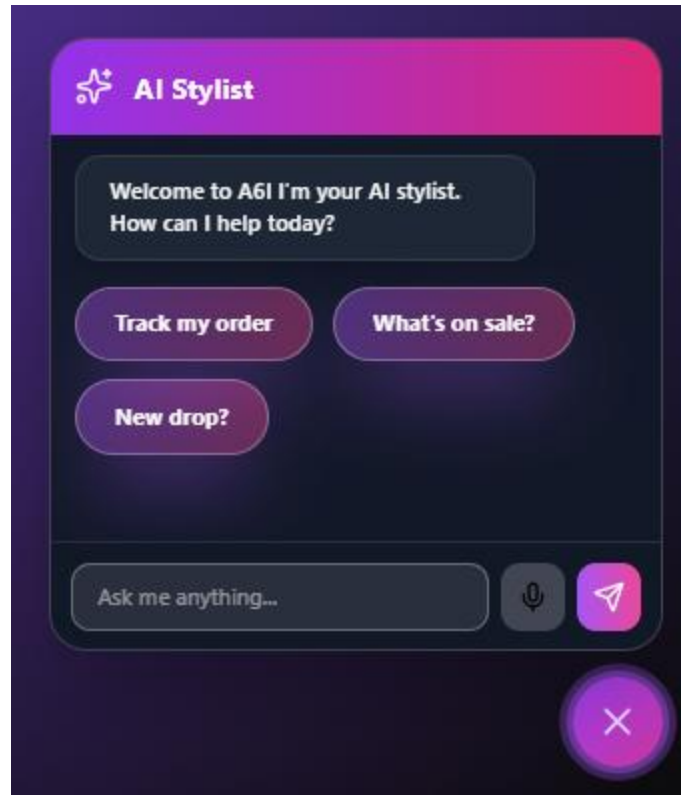
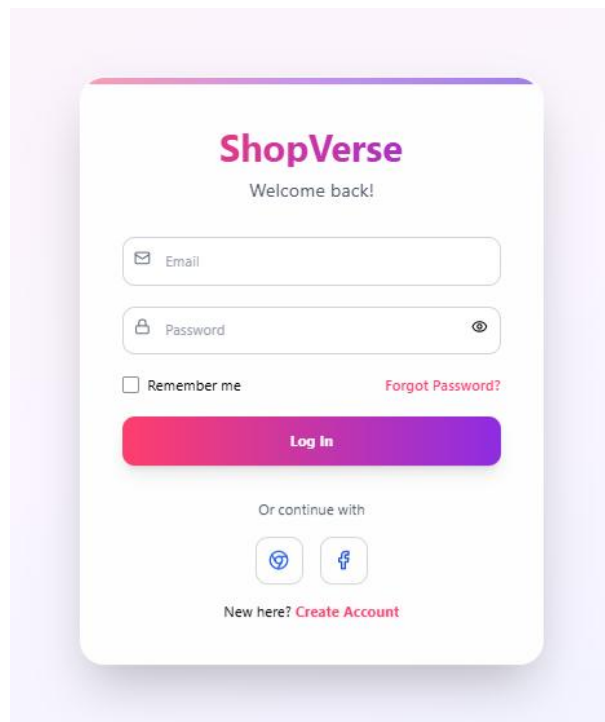


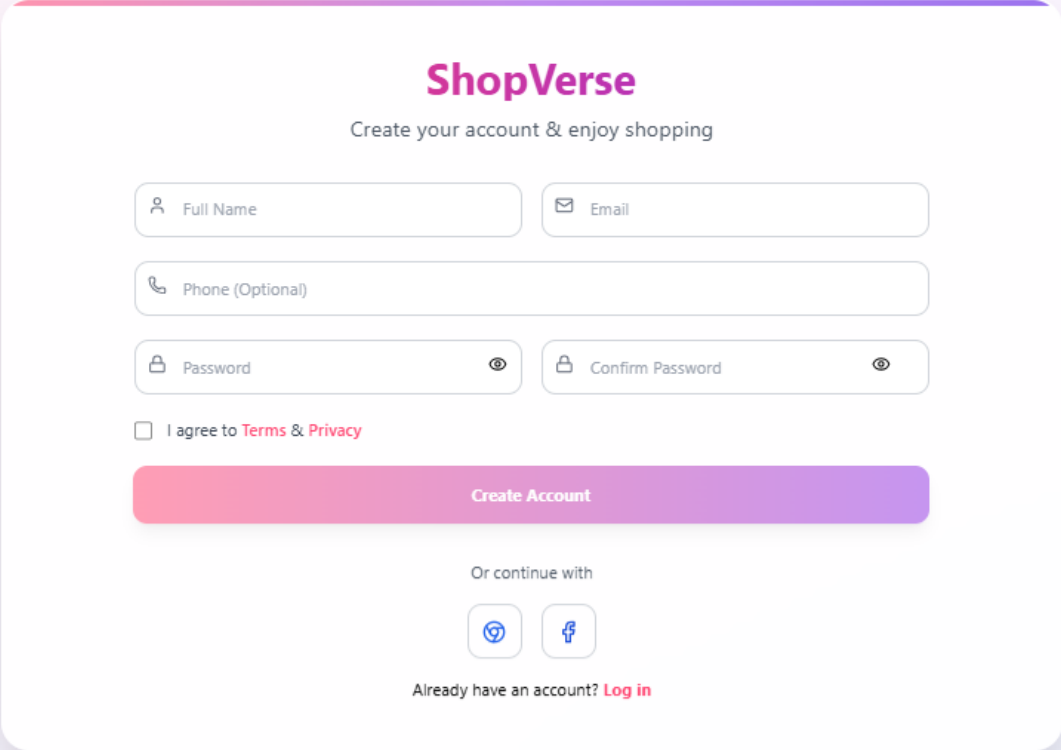
Figure 5.2.2.7: Payment Complete (Final Step)



**Figure 5.2.3:** Persistent AI Stylist Chatbot (ShopVerse) in open state with voice input active

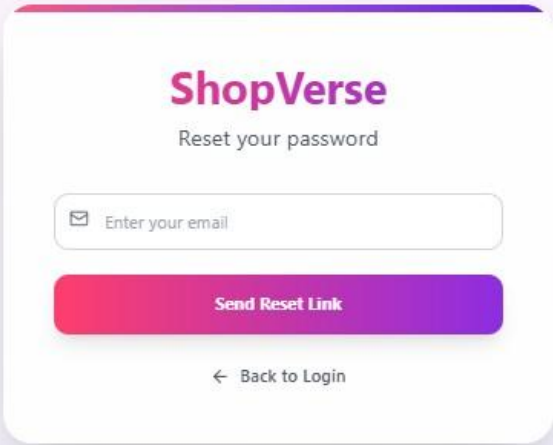


**Figure 5.2.4:** Login Modal and social login options



The image shows a 'ShopVerse' account creation modal. At the top, the 'ShopVerse' logo is displayed in a bold, purple font, followed by the text 'Create your account & enjoy shopping'. Below this, there are four input fields: 'Full Name' (with a person icon), 'Email' (with an envelope icon), 'Phone (Optional)' (with a phone icon), and 'Password' (with a lock icon and a toggle for visibility). To the right of the 'Password' field is a 'Confirm Password' field with a lock icon and a toggle for visibility. Below the input fields is a checkbox labeled 'I agree to [Terms & Privacy](#)'. A large, rounded rectangular button with a pink-to-purple gradient is labeled 'Create Account'. Below the button, the text 'Or continue with' is followed by two social media icons: a blue circular icon with a white 'V' and a blue square icon with a white 'f'. At the bottom, the text 'Already have an account? [Log in](#)' is displayed.

**Figure 5.2.5:** Account Create Modal and social Account Create options



The image shows a 'ShopVerse' reset password modal. At the top, the 'ShopVerse' logo is displayed in a bold, purple font, followed by the text 'Reset your password'. Below this, there is a single input field labeled 'Enter your email' with an envelope icon. A large, rounded rectangular button with a pink-to-purple gradient is labeled 'Send Reset Link'. Below the button, there is a link labeled '← Back to Login'.

**Figure 5.2.6:** Reset Password Modal

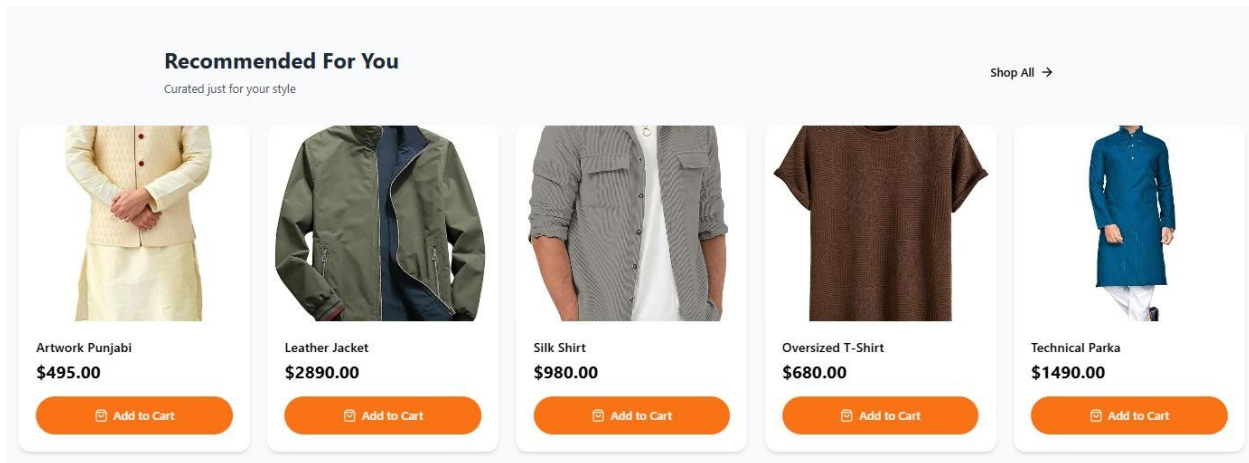


Figure 5.2.7: Product Recommendation Section Using AI

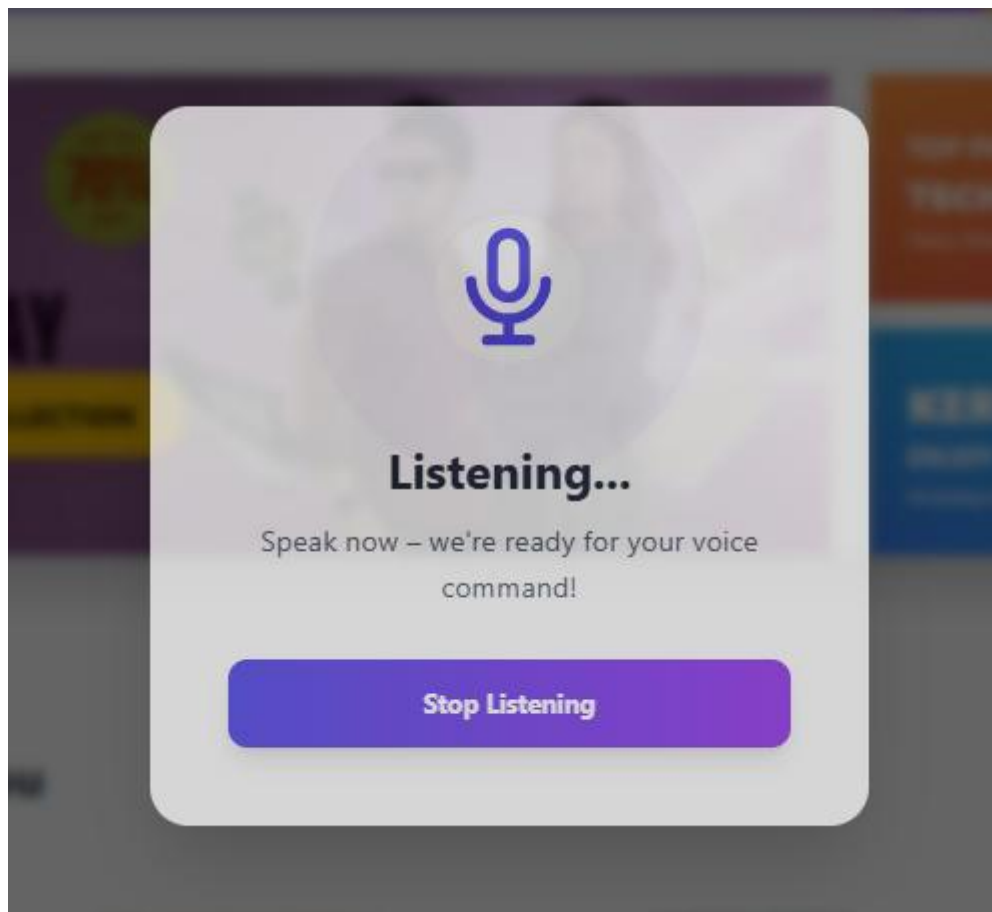


Figure 5.2.8: Product Search Using Voice Command

## CHAPTER 6

### CONCLUSION AND FUTURE SCOPE

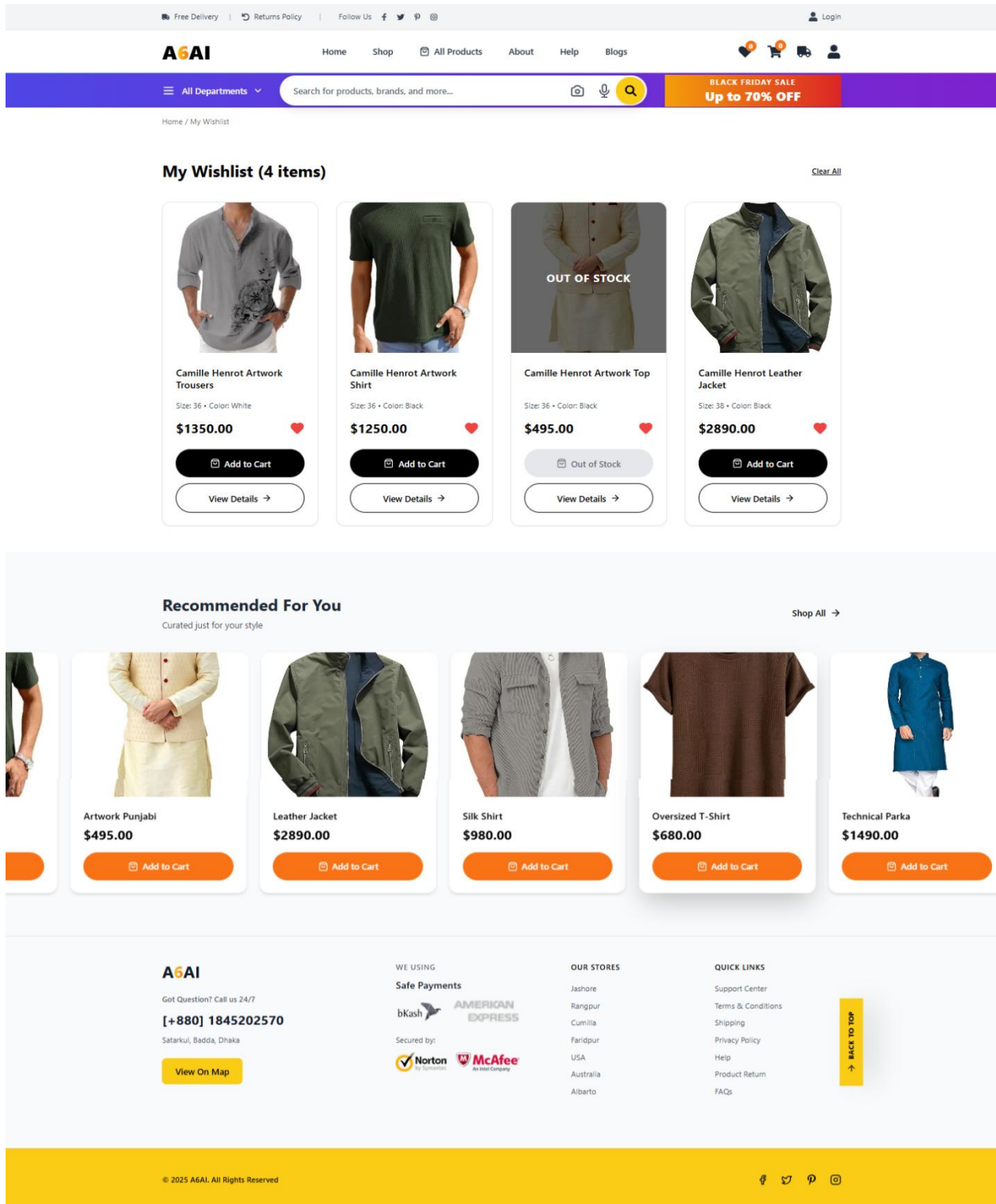
#### 6.1 Discussion and Conclusion

The A6AI project successfully produces a cutting-edge, frontend-only, AI-powered e-commerce platform that will change contemporary digital retail standards, In 2025. A6AI achieves remarkable visual sophistication and user engagement while maintaining exceptional performance and responsiveness across all devices through the seamless integration of triple-mode search (text, voice, and image), a persistent AI Stylist chatbot, personalised recommendation engines, animated order tracking, and a full USD-based shopping journey within an exquisite purple–pink glassmorphism interface. The platform establishes a new standard for portfolio-grade frontend applications and exhibits knowledge of the modern React environment.

#### 6.2 Outcome

- Mastered production-ready architecture using React.js, Vite, Tailwind CSS, and Framer Motion
- Implemented advanced AI interaction patterns (voice/image search, persistent chatbot) entirely on the frontend
- Gained deep expertise in global state management, micro-animations, and responsive design
- Created a visually stunning, globally competitive e-commerce experience rivaling leading platforms

# AI-Powered Personalized Ecommerce Website - A6AI

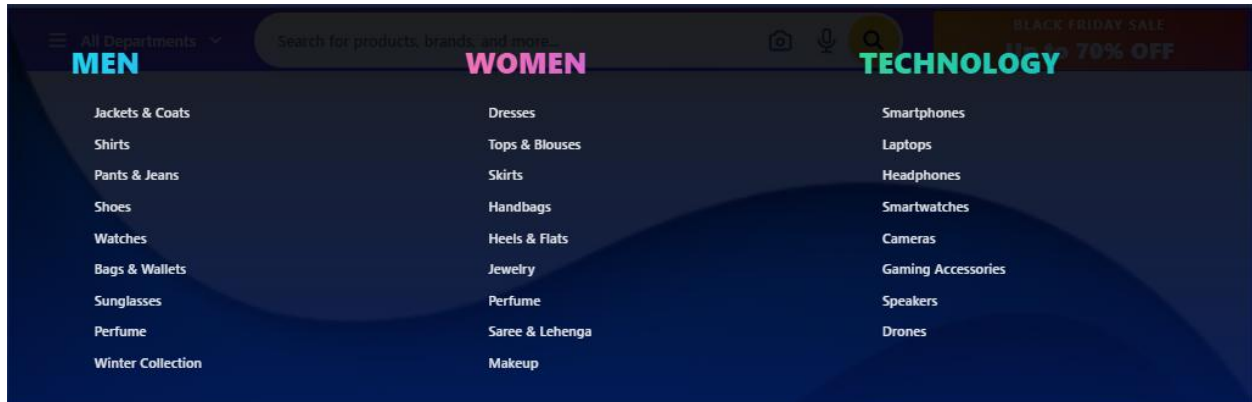


**Figure 6.2.1:** Wishlist Page displaying “Out of Stock” handling and personalized recommendations



### 6.3 Limitations

- Currently frontend-only with mock data and simulated payment flows (no real transactions)
- Limited to USD currency and lacks multi-language/international shipping support
- No native mobile application (iOS/Android) version exists



**Figure 6.3.1:** Mega Menu Navigation with All Departments dropdown displaying Men, Women, and Technology categories in a three-column layout

### 6.4 Future Scope and Suggested Enhancements

- A6AI has been deliberately architected for seamless future expansion:
- Backend integration with Node.js/Next.js API routes or Firebase for real user accounts, payments, and order processing and connect AI models.
- Addition of Augmented Reality (AR) try-on for fashion and gadgets
- Multi-currency and multi-language support with real-time exchange rates
- Progressive Web App (PWA) enhancements and native mobile apps (React Native)
- Admin dashboard for inventory and order management
- Integration with real payment gateways (Stripe, PayPal) and logistics APIs

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