INTRODUCTION

An introductory chapter in this paper will describe brief information of the progect in terms of the background of this study, problem statement, objective and project scope.

* 1. Background of the study

User experience (UX) refers to the user’s journey when interacting with a product or service. UX design is the process of creating products or services that provide meaningful experiences for users, involving many different areas of product development including branding, usability, function, and design.

One way to think of UX design is to consider the entire process or journey a user experiences when interacting with a product or service. How does the user feel after the interaction?  What kind of interaction does the user have with the brand?  How is the user introduced to the service or product — through advertising, blogs, or something else? These question and more are key consideration within UX design.

A UX designer’s primary goal is for each user to have a positive interaction with a product or service.

User interface (UI) design, on the other hand, refers to the actual interfaces with which users engage. The UI design process may include buttons or widgets, text, images, sliders, and other interactive elements. UI designers ensure that every visual element, transition, and animation included within a product or service is setting the stage for a fluid, positive experience.

E-COMMERCE or “electronic commerce” is the trading of goods and services onlne. Thanks to the internet, it allows individuals and business to buy and sell an increasing amount of physical goods, digital goods, and services electronically.

Some business sell exclusively online or use e commerce to expand the reach of their other distribution channels.

E commerce offers individuals the convenience of shopping from their computers, phones, tablets, and other devices. They visit websites, social media pages, and other virtual channels to find what they’re looking for. Entrepreneurs, startups, small and medium-sized businesses, and large retailers can all use e commerce to reach customers across the globe.

The existence value of e-commerce is to allow consumers to shop online and pay online through the Internet, saving the time and space of customers and enterprises, greatly improving transaction efficiency, especially for busy office workers, and also saving a lot of valuable time.

E-commerce brings [convenience](https://en.wikipedia.org/wiki/Convenience) for customers as they do not have to leave home and only need to browse websites online, especially for buying products which are not sold in nearby shops. It could help customers buy a wider range of products and save customers' time.

In conclusion E commerce has made trading easier for the buyer and the seller. So we use the UI/UX design to design the e commerce app for the consumer use. The individual will be able to buy what ever is needed from the comfort of his/her homes

* 1. JUSTIFICATION