

E-commerce Website Project – UI/UX Case Study

This project is a modern, high-end e-commerce website designed with a strong focus on user experience, performance, and visual appeal. The goal was to create a premium online shopping platform tailored to the Tunisian market while integrating global e-commerce standards.

The website features a clean and intuitive interface, allowing users to بسهولة navigate between products, explore categories, and complete purchases smoothly. The design follows the latest UI/UX trends of 2026, with advanced animations, micro-interactions, and a responsive layout across all devices.

One of the key highlights of this project is the implementation of a dynamic shopping experience using JavaScript. Users can browse products, add items to the cart, and see real-time updates without page reloads, ensuring a seamless interaction.

The platform also includes a dark/light mode system, enhancing accessibility and user comfort. Preferences are saved locally, providing a personalized experience لكل مستخدم.

To improve engagement, an AI-based recommendation system (simulated using JavaScript) suggests products based on user behavior such as viewed items and cart activity. This creates a smarter and more interactive shopping journey.

The checkout system is designed to reflect real-world e-commerce platforms, supporting multiple payment methods including cards, PayPal, cash on delivery, and Tunisian-specific options like e-Dinar, D17, and Flouci (simulated). The site also supports multiple currencies, with Tunisian Dinar as the default.

Technically, the project was built using HTML, CSS, and JavaScript, with a structured and scalable codebase. The design emphasizes performance, clarity, and conversion optimization.

This project demonstrates my ability to design and develop a complete digital product, combining aesthetics, functionality, and user-centered thinking to deliver a professional e-commerce experience.