Umm Al-Qura University

NAMSHI Store

Software Documentation and Technical Writing

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October 24, 2024

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Table of Contents

Abstract

Namshi is an online platform dedicated to enhancing and facilitating the online shopping experience. The application offers a wide range of products, including electronics, clothing, watches, and shoes, enabling users to browse and purchase items easily and conveniently. With a focus on simplicity and user-friendliness, Namshi incorporates secure payment options and express delivery services. The platform's primary goal is to provide a convenient and enjoyable shopping experience for all users.

Introduction

E-commerce stores are digital platforms that enable online shopping, offering convenience and variety. They are characterized by a wide range of products and the ease of comparing prices. Namshi is one of the most popular e-commerce stores in the Middle East, specializing in fashion and apparel. It is distinguished by its attractive design, product diversity, and ongoing promotions, making it a preferred destination for many shoppers.

Chapter 1

1.1 Introduction

This chapter aims to provide an overview of the field of e-commerce, with a particular focus on the Namshi app. We'll start by defining the problem e-commerce seeks to solve, and then review previous studies in this area. Next, we will discuss the reasons behind the proliferation of online stores such as Namshi, and the importance of their presence in the market. Finally, we're going to compare Namshi with similar apps to highlight their strengths and weaknesses.

1.2 Problem domain

From the user's perspective, the problem domain of the online store encompasses several key areas: the ease of locating desired products through browsing or searching, the ability to complete the purchase process securely and effortlessly with convenient payment options, and the provision of fast delivery along with order tracking. Additionally, users expect prompt support when encountering any issues.

1.3 survey

To gather user feedback on the Namshi shopping app, we conducted a survey with the initial question: "What aspects would you like to improve in the app?" The results revealed that many users desire greater product variety, improved quality, faster delivery, and enhanced customer service. This feedback underscores the importance of continually enhancing the shopping experience through the app.

ماهي الجوانب تي تريد في تحسينها

5 ردود
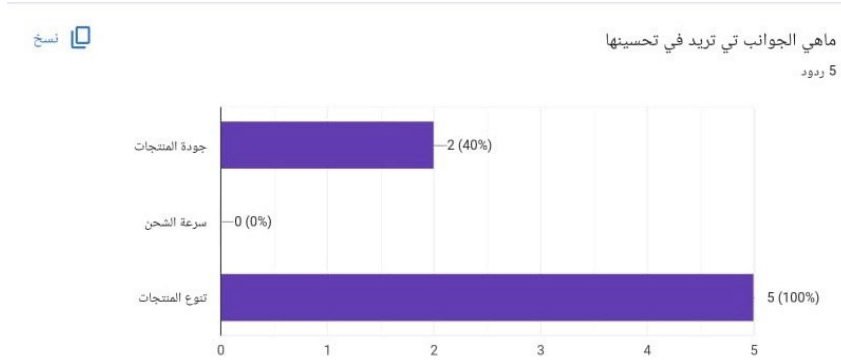
Figure 1.1: The image shows the results of a survey on the aspects that users want to improve in the Namshi app. The question was asked: "What aspects do you want to improve?" and the results appeared as a column graph.

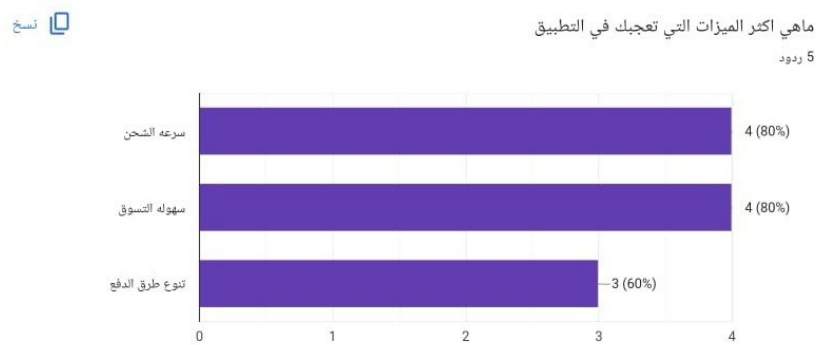ماهي اكثر الميزات التي تعجبك في التطبيق

5 ردود

Figure 1.2: The graph highlights that speed of delivery and ease of shopping are the most important features for users, reflecting their preferences in the online shopping experience.

هل ترى ان الاسعار في تطبيق نمشي مرتفعه قليلا بالنسبه للتطبيقات الاخرى

5 ردود

نعم مرتفعه جدا
مرتفعه قليلا
مناسبه
منخفضه

20%

80%
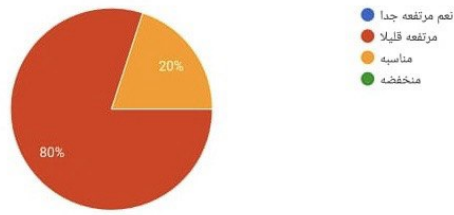
Figure 1.3: The results of the third question, conducted with five respondents regarding their views on the prices of the Namshi app compared to other applications, reflect a negative impression of Namshi's prices. The vast majority of users consider the prices to be very high.

نسخ

هل تنصح أصدقائك بالتسوق من تطبيق نمشي

5 ردود

نعم
لا
ربما

100%

Figure 1.4: This image shows the results of a survey question asking users if they would recommend their friends to shop using the Namshi app. The pie chart reveals that 100 of the respondents answered "Yes," indicating unanimous support for recommending the app to others.

1.4 The Purpose of Having an E-commerce Store and Why It Exists:

The primary goal of an e-commerce store is to facilitate online buying and selling, enabling businesses to showcase their products or services digitally and reach a broader audience globally. E-commerce stores exist to meet the demands of the modern market, where online shopping has become an essential aspect of consumers' lives, driven by technological advancements and evolving lifestyles.

1.5 Comparison Between NAMSHI and Similar Apps:

App:	Advantages	Disadvantages
NAMSHI	Fast shipping and delivery, Mul tiple payment methods.	Variable product quality, Slightly unaffordable prices and The app focuses mainly on fashion, so there is not much variety in products.
Noon	Fast shipping and delivery, Vari ety of products and multiple pay ment methods.	Inconsistent product quality and Price variations.
SHEIN	Competitive prices, Variety of products and Multiple payment options.	Slow shipping and delivery and Inconsistent product quality.

1.6 Conclusion

In conclusion, this chapter has provided a comprehensive overview of the Namshi application, discussing its purpose and advantages over other similar platforms through the use of modern technology. Namshi stands as a leading example of how digital innovation can be integrated with a seamless shopping experience, giving it a competitive edge in the world of online retail.

Chapter 2

2.1 Introduction

Understanding functional and non-functional requirements is essential to applications. In this chapter, we will explore how these requirements impact the Namshi application. Functional requirements focus on defining core functionality, while non-functional requirements focus on aspects such as security and performance. These types of requirements are important to developing an effective system for Namshi.

2.2 Functional Requirements:

2.2.1 User Registration and Authentication: Users should be able to create accounts, log in, and reset passwords securely and Support social media login (e.g., Google, Facebook).

2.2.2 Product Catalog Management: Add, update, and delete products , Category and subcategory management and Search and filter products by price, brand, size, etc.

2.2.3 Shopping Cart and Checkout: Add products to the cart, update quantities, and remove items , Manage inventory and provide real-time availability , Process orders with multiple payment options (credit card, PayPal, etc.. and Apply discount codes and promotions.

2.2.4 Order Management: Track orders, shipping status, and delivery updates and Handle returns, refunds, and cancellations.

2.2.5 Payment Integration: Support secure online payments via various gateways (e.g., Stripe, PayPal) and Process payments, generate invoices, and manage taxes.

2.2.6 User Reviews and Ratings: Allow users to leave product reviews and ratings.

2.2.7 Customer Support: Implement live chat, ticketing, or FAQ systems for customer queries.

2.3 System Requirements:

2.3.1 User Interface:Design an easy-to-use and attractive interface and Support for browsing and filtering products.

2.3.2 Content Management System (CMS):Ability to add, edit, and delete products , Manage categories and inventory.

2.3.3 Security:Encryption of sensitive data Protection against hacking attacks.

2.3.4 Mobile Compatibility:Responsive design that fits all devices.

2.4 User Requirements:

2.4.1 Account Registration:Ability to create a new account or log in through social media.

2.4.2 Add to Cart:The ability to easily add products to the shopping cart.

2.4.3 Order Tracking:Ability to track the status of orders after purchase.

2.4.4 Notifications:Receive notifications via email or app about new offers or order status.

2.5 Non-Functional Requirements:

2.5.1 Scalability:The platform should scale to accommodate a growing number of users and transactions.

2.5.2 Performance:Pages should load within 2-3 seconds, even during high-traffic periods.

2.5.3 Security:Data must be encrypted, particularly during payments (SSL/TLS) and Comply with regulations like GDPR and PCI DSS for handling sensitive information.

2.5.4 Availability and Reliability:The system should have 99.9 uptime and handle failures gracefully with minimal downtime.

2.5.5 Usability:The user interface must be intuitive and accessible across devices (responsive design).

2.5.6 SEO and Marketing:The platform should be SEO-friendly, with capabilities to create meta tags, alt texts, and structured data for search engines.

2.6 Conclusion

In this chapter, the functional and non-functional requirements of the Namshi application are explained.

Chapter 3

3.1 Introduction

This chapter aims to provide a detailed explanation of the technical structure on which the Namshi application is based. In this chapter, we'll look at the basic elements that make up an application, from its architecture to technical details such as programming languages and databases used. We will also review the overall design of the app through the sequence chart, as well as the user interface that allows users to browse products and make purchases easily.

3.2 SYSTEM ARCHITECTURE
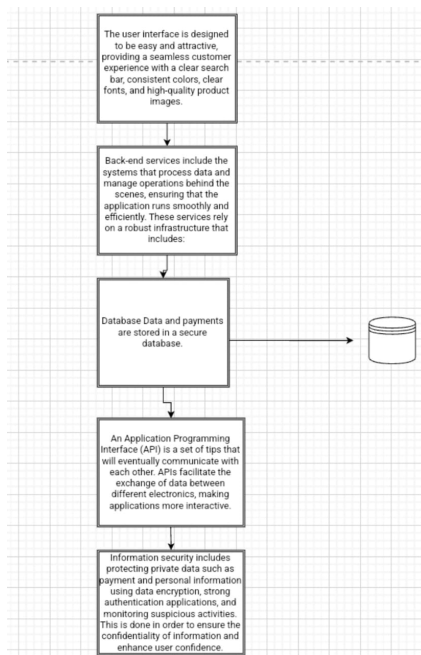
3.3   Sequence diagram, purchasing and payment processes
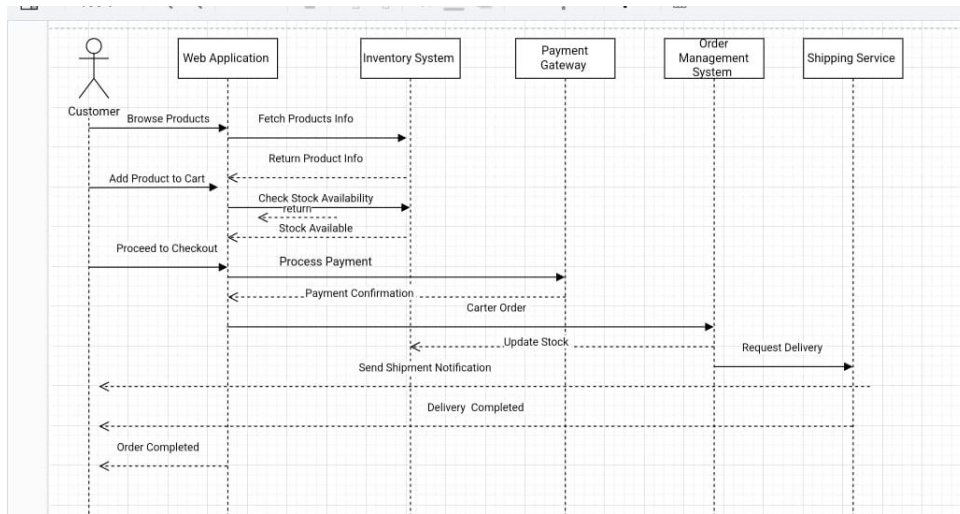
3.4 Interfaces

The Namshi app comprises multiple front-end components, including the home screen (Figure 3.1), login (Figure 3.2), home page, search (Figure 3.3), product details, payment, order tracking, and user profile. The back end supports API services and databases, such as PostgreSQL or MongoDB, and utilizes cloud services like AWS to host data. The app features robust security measures, technical support, and integration with payment gateways such as Stripe and PayPal. Overall, the application structure consists of several key components.
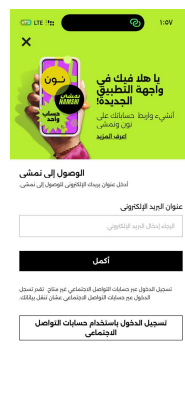

Figure 3.1: Interface 1

Figure 3.2: Interface 2

Figure 3.3: Interface 3

3.5 Outline technical specifications

3.5.1 **Operating System: Operating System for Smartphones: iOS for iPhone applications, Android for Android applications.**

3.5.2 **Operating System for Web: Windows for PC users, macOS for Mac users, Linux for Linux users.**

3.5.3 **Processor: The processor must be able to process requests quickly and efficiently to support a large number of users at the same time.**

3.5.4 **Memory: You may need up to 16GB or more memory to meet demands.**

3.5.5 **Storage: Ranges from several megabytes to several gigabytes depending on the size of the data.**

3.5.6 **Screen: with a suitable size to ensure a comfortable user experience.**

3.5.7 **Internet connection:Good internet connection via Wi-Fi or mobile data.**

3.6 Conclusion

At the end of this chapter, a comprehensive explanation of the technical structure of the Namshi application was given. The key elements that make up the app were highlighted, from the architecture to technical details such as programming languages and databases used. The design of the application was also presented through the sequence diagram of events, providing an overview of the user interface. Through this explanation, it can be said that the Namshi app has been designed and built to provide a smooth and enjoyable online shopping experience for users.

Conclusion

In conclusion, we have highlighted several aspects of Namshi. We have reviewed the purpose of the site and the nature of the target audience, and we have conducted a survey to evaluate the performance of the site from the users' perspective. In addition, the functional and non-functional requirements necessary to develop a similar application were analyzed, and an infrastructure was designed to explain how the application would work. Through this comprehensive analysis, we can conclude that Namshi represents a successful model for e-commerce in the region, and that developing a similar application requires careful planning and a deep understanding of user requirements and the application market.

References

Patterson, D. A., Hennessy, J. L. (2013). *Computer organization and design: The hardware/software interface* (5). .

 Namshi Website