



Chic application

1. Project Description

For Everyone who want to search about clothes shops , buy clothes or see the last fashion and do not waste time to search inside the shops in his/her city , the chic app is a web application that display all clothes shops in his city or area and can by one click enter the clothes shop profile and see all his products. Unlike facebook pages which user must know the name of the clothes shop page or he can not search about products in different profile.

2.Personas

ahmed [search or end user]

Nancy [search or end user]

gamal [clothes shop owner]

Adam [model]

Lila [model]

ahmed [search or end user]



ahmed is very interested in classic clothes.

he do not like modern clothes that contain a lot of colors.

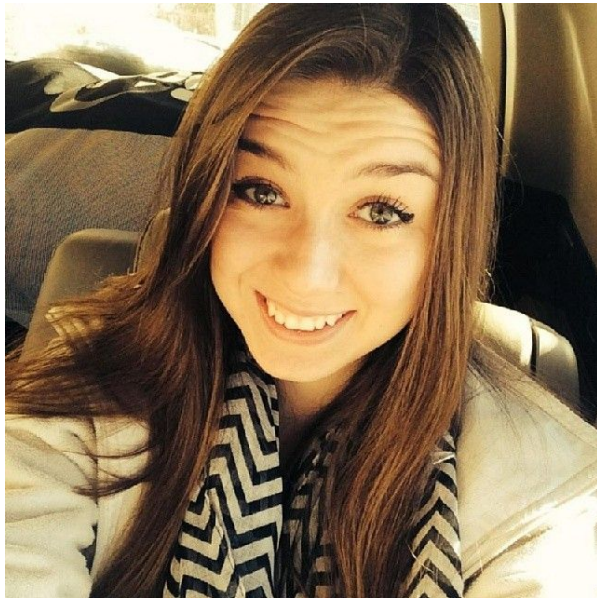
most of the clothes shops in his city contain modern clothes.

he spend a lot of time to search about his style in clothes.
he want something like google but for clothes shops.
just write something in search box like black shirt .. and then see the results.

Problem Scenarios	Current Alternatives	Value Propositions
spend a lot of time to search about his style in clothes shop.	he make shopping tour in clothes shops in his city, some time he search about clothes shops which he know in facebook pages	the app contain search box when he write and search on something , the application display all nearest results with photos and the name of clothes shop

Thinks	He think there some intelligence way to know where to find his style
Feels	He feels resentful when he search inside a lot of clothes shop and does not found his style
Does	He spend a lot of time to search inside the shops.

nancy [search or end user]



nancy is very interest by last models in clothes , Fashion and shopping in general.

she follow most of models in

facebook and instagram.

she think the clothes is the half of beauty.

she live in a far city in her country.

her city does not contain a lot and good clothes shops.

there just a few clothes shops.

she travel to the cairo (capital of egypt) or one of big cities every month through

her company where she working it to make some business in the masters branches of the company about one or two time.

she has not a lot of time to search about clothes .she must back in the same day.

so she want the application enable her to choose a certain city and display all clothes shops in this city , not just in her city which he life in

Problem Scenarios	Current Alternatives	Value Propositions
Know the best clothes shop which have the last fashion in main cities	Ask her friends	The app contain menu with most main cities.she can just choose the city which she want. The app will display a second menu with all clothes shop in this city. And she can see their products

gamal [clothes shop owner]



gamal has a small clothes shop.he has a good products. some time he has a good products better than the famous and very big clothes shops and companies.

he want to increase his business and he has a lot of dreams. his dream is make this small clothes shop is very big company like nike or adidas and has branches in the all world.

he believed the way to do that is by digital marketing.

he think he can reach to any customer or client in the world.

the good showing of his product well be help him a lot to make his clothes shop is famous and well-known but he can not pay money for graphic designer to do that for him. and he doesn't have any experience in photoshop

and facebook does not offer to him any graphics tools.

he just publish photos and write text.

Problem Scenarios	Current Alternatives	Value Propositions
<p>he want to make good showing of his product by using some graphic tools.</p>	<p>go to facebook just publish photos and write text</p>	<p>the application well contain graphic tools than enable him for ex : write the price inside the photo itself with good font. he can control the size and style of this font. he can add the price or some test inside shapes like circle or boc with good background</p>

Adam [model]

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Lila [model]

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3. User Stories

Note 1 : i use as/when/then template for test cases or acceptance criteria . it is very good and simple to represent different scenarios and all expectations

Note 2 : i do not create epics or user stories for all persona above. I just create one epic to apply what i learn in the course as they required and said that in user stories instruction pdf

**As clothes shop owner, I want graphic tools
so I can add good effects in my products
photos and attract the clients**

Story	Test Cases
<u>As</u> clothes shop owner <u>I want</u> add text in my products photos <u>So I can</u> display the prices and other keywords that attract the clients like discounts	As i in role clothes shop owner when i want to publish photo for my product And i click on the text item in the tools menu Then submenu is appear contain list of items And every item is geometric shape like circle or triangle or ... When i click on any of geometric shape item Then the application draw this shape in the center of the photo with default color for background and text and the pointer of text

	<p>is turn on and off</p> <p>And i can drag this shape in any place i want</p>
<p><u>As</u> clothes shop owner</p> <p><u>I want</u> add blur effects</p> <p><u>So I can</u> make the eyes of user focus in the product not in the background of the photo</p>	<p>As i in role clothes shop owner</p> <p>when i want to publish photo for my product</p> <p>And i click on the effects item in the tools menu</p> <p>Then submenu is appear contain list of items</p> <p>When i click on blur effects item</p> <p>Then the photo become has more blurred in the sides and corners</p> <p>and very low blurred in the center</p>
<p><u>As</u> clothes shop owner</p> <p><u>I want</u> add my logo</p> <p><u>So I can</u> save my</p>	<p>As i in role clothes shop owner</p> <p>when i want to publish</p>

copyrights

photo for my product
And i click on the add my
logo item in the tools menu
Then my logo is display in
the center of the photo and
i can drag and drop it
anywhere in the photo

4. StoryBoard

