

**PROJECT PROPOSAL**  
**SUBURBAN OUTFITTERS - ONLINE SHOPPING PORTAL**

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## **1. Introduction**

### *1.1. Project Objectives*

- To design and implement an online platform for Suburban Outfitters that facilitates a seamless shopping experience for its customers.
- Ensure accurate order data management, promotional campaign tracking, and real-time product availability checks.
- To enable the retailer to make informed decisions through comprehensive KPI dashboards and sales reports.

*1.2. Description of the Proposed Project* Suburban Outfitters aims to establish an online presence that combines contemporary design with advanced backend functionalities. The primary goal is to encourage users to purchase clothing, track their orders, view product availability, and manage their personal data.

*1.3. Motivation* The transition to online shopping has been expedited in recent years. By investing in an advanced and user-friendly platform, we anticipate a significant boost in sales and brand recognition for Suburban Outfitters.

### *1.4. Objectives and Benefits to the Customer*

- **Convenience:** Customers can shop anytime, anywhere, and access a wide range of products.
- **Personalized Experience:** Retained account information allows tailored product recommendations and promotions.
- **Transparency:** Real-time tracking of orders and product availability enhances trust.
- **More Choices:** Customers can experience unlimited shopping with wide variety of offers.
- **Control:** Customers have the autonomy to manage their personal data and returns, ensuring their rights are prioritized.

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## **2. CRUD Use Cases and Roles**

### *2.1. Customer Profile Management* **Role:** Customer **Use Cases:**

- **Create:** Register a new customer account.
- **Read:** View personal details and order history.
- **Update:** Modify personal information, such as address, password, and contact details.
- **Delete:** Option to delete or deactivate an account.

*Objective:* By providing customers with a robust account management system, we reinforce trust and ensure a tailored shopping experience.

**2.2. Inventory Management Role: Admin Use Cases:**

- **Create:** Add new products or restock existing items.
- **Read:** Check product details, availability status, and inventory levels.
- **Update:** Modify product details, pricing, or discontinue items.
- **Delete:** Remove products that are no longer available or relevant.

*Objective:* Efficient inventory management ensures that customers always have access to their desired products.

**2.3. Order Management Role: Admin/Customer Use Cases:**

- **Create:** Add new order and multiple order-line.
- **Read:** Browse through all recently placed orders and view receipt of each order.
- **Update:** Update placed orders with status processed (only by Admin) or change order details.
- **Delete:** Delete or Cancel existing orders.

**2.4. Wishlist/Favorites Management Role: Customer Use Cases:**

- **Create:** Add items to a personalized wishlist or favorites collection.
- **Read:** View the curated list of favored items, reflecting the customer's personal taste or future purchase intents.
- **Update:** Organize or prioritize the items in the wishlist or move items to the shopping cart.
- **Delete:** Eliminate items from the wishlist that no longer interest the customer. *Objective:* The wishlist/favorites feature offers a personalized touch to the shopping experience, allowing customers to save and revisit items of interest, which can streamline future purchases and increase customer retention. For the retailer, it provides insight into product preferences and potential demand.

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### 3. Teamwork and Ethics

#### 3.1. Strategies for a Successful Outcome

- **Collaborative Design:** Incorporate feedback from all team members, ensuring diverse perspectives shape the platform.
- **Agile Development:** Implement iterative development and regular reviews, allowing for flexibility and consistent progress.
- **Continuous Communication:** Regularly communicate with all team members and fix the application for bugs, usability, and security, ensuring a reliable platform.
- **Version Control:** Using GitHub for maintaining code version and deployment strategies.

#### 3.2. Incorporating Ethics into Design and Project Management

- **Privacy by Design:** Ensure all customer data is protected and regulations are adhered to, by embedding data protection from the outset.
- **Accessibility:** Ensure the platform is accessible to all, regardless of disability, age, or technical proficiency.
- **Transparency:** Clearly communicate data usage policies to customers and provide mechanisms for feedback and complaints.

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By adhering to the outlined plans and strategies, we aim to elevate Suburban Outfitters' brand image, drive sales, and offer a modernized shopping experience that resonates with today's consumer.

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*End of Proposal*