COMPANY BACKGROUND AND INDUSTRY OVERVIEW

Moshions is one of Rwanda's leading fashion houses. Established in 2015, Moshions is an elegant culturally inspired brand, sought after by insightful African and global customers looking for a distinctive world-class taste.

From 2015, Moshions has moved Rwanda's fashion platform with top-class creations for men. By popular demand, it included womenswear; diversifying taste and elegance to reach enthusiasts from around the world. The made-to-last outfits are bold, unique, and wearable at almost every occasion. From informal to formal festivities.

Over the years, the brand's philosophy has been to explore Rwanda's fashion potential and embolden culture. A skilled team fuses the cultural symbols with contemporary creations; unfolding the beauty of heritage and subscribing to the latest trends. Every design is created responsibly to minimize impacts on the environment and celebrate sustainable fashion.

Moshions are proudly contributing to the Made in Rwanda movement. The brand participates in local production with infinite creativity and untamed aptitude, for the world to vibe along.

Moshions app will assist the company to increase their awareness of their unique culture design clothing in Rwanda. It will also help to increase sales through consumers, retail, and improve online sales. Moshions is willing to expand to different locations in Rwanda, Africa and the world.

THE PURPOSE OF THE APPLICATION

Moshions app will serve the importance of displaying Moshions' products and the clients will be able to pre-order via the app as an additional feature of their websites as a different category of fashion styles and the about us and location of Moshions' stores which will be also included into the app. The users will get a chance to view a particular product and send a request to moshions and get a message that their request has been received and will be delivered in an amount of time.

This program would enable the organization to raise its knowledge of its exclusive Rwandan culture style apparel. It would also continue to increase customer spending, distribution and boost internet purchases. The business will then be forced to grow to other places in Rwanda, Africa and the globe, and the program will be able to produce revenues in multiple regions around the world.

TOOLS NEEDED

1. **Editors**
Throughout the process of the development of the mobile application, we will need editors to help us complete our idea into code.
We are not going to be limited by the number of the editor to be used, but as a group, Android studio and Visual studio code are the editors that will be preferred since these editors are powerful and easy to create a mobile development environment.

2. **Figma**
We will also need Figma which is a tool that will help us in designing and prototyping before we can code. This tool also supports collaboration and real-time sharing of the designed flames hence this will help us collaborate through brainstorming on the designs before coding.

3. **Android devices**
We will also need about 10 different types of smartphones that operate on android. These will be used in the testing of our mobile application to give us a sense of how it behaves on different devices before we can deploy it

4. **Github**
Github is a platform that is going to help us collaborate under one roof on the code that is being developed. This platform gives features that enable you to share code in real-time. Also, this is the tools that will be used in the submission of the assigned tasks. The platform will also help in testing parameters of the code before we deploy the parameter to the master**.**

5. **Firebase**
We will use firebase for authentication services and database hosting. Firebase will enable us to host our mobile application database and gives a free interface to administer the manipulation of our data into the database. We will also use firebase for our mobile app authentication services.

6. **Software Development Kits (SDK)**
Note that with an android studio there are some SDK that comes inbuilt with the editor therefore, in our case the following are the only SDK that will be installed:
   - **Java Development kit**: This will enable us to develop and deploy a java application
   - **Firebase software development kit**: This will enable us to connect to with firebase

ELEMENTS / FEATURES OF THE APP

1. **Login and Registration**
   The application will provide a user-friendly easy login and registration processes. The process of registration will allow users to register using their Gmail or Facebook accounts

2. **Feedback System**
   The application will also give users the option of giving feedback, especially about the features of the application which will be used later in the improvement of existing features and could be a great tool for the company to know what services the users are demanding

3. **Push Notifications**
   The application will be sending a notification to the users as a mode of communication. There will be a variety of algorithms that handle notification under conditions to improve user experience. This feature will also be used as a mode of marketing by the company, for example, communicating new clothes that have been added to the store.

4. **Rating And Reviews**
   Users will be given an option to rate the application which is a good tool for marketing the application hence attracting a good number of downloads.

5. **Product Filtering And Sorting**
   This feature will allow the user to filter and sort products according to the user customization

6. **Product Description Display**
   We can not leave the user wondering about the quality of the product image displayed but this feature will help the user to see all the details on the selected product.

7. **Product Gallery**
   This is where all the products will be displayed

8. **Shopping Cart**
   Shopping cart for the users to monitor all the information about the items they want to shop. They will be able to see the total cost in the basket of their cart and can make payment upon confirmation. They will also have the option to delete products in the basket that they may not wish to buy.

9. **Personalized Content**

This will be a set of algorithms that will create suggestions for the product a user may buy according to what content he/she likes to visit or look using the application

10. **Online Payment Options**
The application will also provide online payment options, especially mobile money payment. Other options may be included with time.

11. **Shipping Option**
This feature will allow the user to input their address where they want their shopped items to be delivered. For future development, the user will have an option to track the status of their shipped items.

12. **FAQs & Contact Us**

## COMPARISON OF THE DESIGN IDEA TO THE APPLICATION FOUND IN GOOGLE PLAY

There are over 3 million apps registered on the google play store as for 2018. Listed below are some of the comparisons among others related to our design idea and other existing mobile applications (Zara, Pinterest, & Shopify).

For example, here list of application is similar to Moshions app:
- Zara
- thred Up
- ASOS
- Shopify
- Amazon
- Zulily
- Instagrama

1. Login and Registration
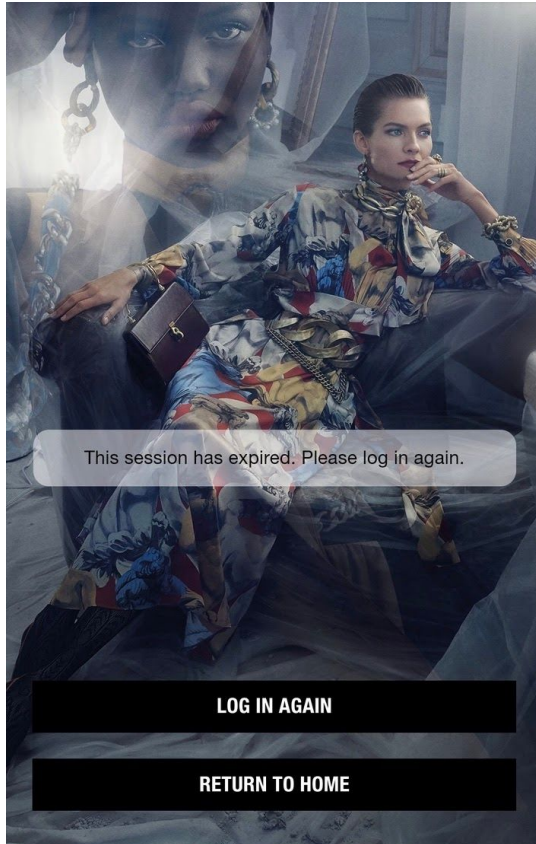
The authentication method requires a lot of time, and passwords can easily be forgotten — the following Zara device Login tab.

Therefore, our software will allow the usage of registration using your Google account or Facebook account credentials when solving this problem.

2. Contact Us

☰ **CONTACT US** 🛒

💬 **CHAT** +

📞 **TELEPHONE** +

@ **SOCIAL MEDIA** +
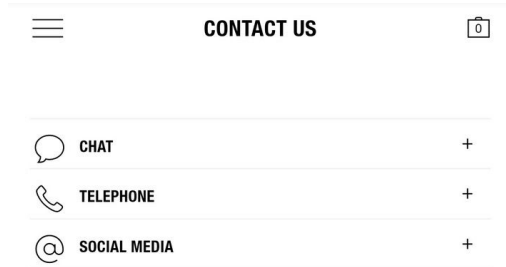
ZARA / CONTACT US

ENGLISH | ESPAÑOL

The following review is of America's clothing for the Zara app. There are concerns that people don't get their responses to their queries and the most significant explanation is that their device doesn't have a slot that shows FAQs or contact us tab.

We should have a tab in the framework of our concept where the customer can contact the supplier to search for help for FAQs.

POTENTIAL PROBLEMS THAT MAY ARISE DURING THE DESIGN PROCESS

- **Presenting An Incomplete Journey**
  To understand the gap between the finished work and the stakeholders and potential users expectations.

- **Wireframes Are Harder To Complete**
  Drawing, designing and coding the application at the same time can be delicate. The idea will keep changing, and it's going to be challenging to implement.

- **Communicating Behavior To Developers And Testers**
  Working as a team could be complicated during the implementation based on a different schedule and work ethics. It can't expect everyone to be on the same wavelength.

- **Predicting All Of This From The Start Is Not Easy**
  Having little knowledge about the details required at the moment could cause a problem.

- **Timeframe**
  The time we have to come up with the finished product is limited. We also have to learn countless technology knowledge in a short period.

- **Limited Resources**
  We need at least ten different types of android to test the product.

- **Addressing**
  We will be creating a work plan, timeline, dividing the work, great communication, contribution, having a leader person and also coordinator.

Conclusion

We are using the latest technology and will be developing the app in Android Studio(Java). It will be running in all of the android devices such as phones and tablets. We will be hosting our data on a platform as a service(PaaS) because it's easy to create, delete, cost benefits, fast and market. The app will be creating better connections with the Moshions shops and retailers in terms of selling, better quality, and increase awareness in the country. It will assist the company in increasing sales, expansion to international countries, etc. We will be marketing the app in different platforms such as telecommunication organizations, government, billboards, etc. we have a fantastic team of designers, developers, mobile app developers, data scientists.

Reference

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