**NY 5th Consultants – Name of the app?**

**Introduction**

NY5th Consultants is a mobile application designed to offer users personalized fashion recommendations for everyday wear or special events. Through the app, users can interact with fashion consultants via video calls or text messages. Additionally, the app showcases partner sportswear companies’ products, and users can seek consultant advice for choosing the best outfits. The app generates revenue from user subscriptions (free and premium plans), consultation fees, and commissions from partner clothing stores. This report outlines the requirement analysis phase of the project, focusing on understanding customer needs, system interaction, and feasibility studies.

**1. Business Case**

**Purpose:**

NY5th Consultants fills a gap in the market by offering personalized fashion guidance through an accessible mobile app. The platform targets users who want professional fashion advice quickly and easily, especially for important events where attire is crucial. It also benefits fashion consultants who gain a platform to monetize their expertise and clothing stores that can reach a broader audience.

**Benefits:**

* **For Users**: Quick, professional, and tailored fashion advice for any occasion.
* **For Consultants**: A platform to offer their services and earn through consultations.
* **For Partner Stores**: Increased sales and exposure through product recommendations by consultants.

**2. Problem or Issue Statement**

**Problem:**

Many individuals lack access to professional fashion advice, especially when deciding what to wear for special occasions. Existing solutions such as fashion blogs or influencers are often generic and time-consuming. Users need a platform where they can quickly and efficiently receive personalized advice, tailored to their specific style and occasion, while browsing curated fashion products.

**3. Revenue Model**

**Subscriptions:**

* **Premium Plan**: Users pay a monthly or yearly subscription for access to private one-on-one video or text consultations with fashion consultants.
* **Free Plan**: Users have limited access to general fashion videos, consultants' recommendations, and partner store products, but no private consultations.

**Consultant Fees:**

* Fashion consultants will be charged a small commission on each paid consultation.

**Affiliate Sales:**

* Partner clothing stores will pay a commission on sales made through the app.

**4. Functional Requirements**

**Core Features:**

* **User Registration/Login**: Users must be able to sign up and log in with an email address.
* **Browse Consultants**: Users can browse through a list of available fashion consultants, sorted by rating, specialization, and availability.
* **Consultation Booking**: Users can book video or text consultations with their chosen consultant.
* **Video/Chat Functionality**: Users can communicate with consultants via live video call or text messaging.
* **Product Catalog**: Users can browse partner store products, save favorites, and purchase through the app.
* **Purchase Integration**: Users can complete transactions for products directly within the app using secure payment methods, such as debit/credit card or PayPal.
* **Consultant Feedback System**: Users can rate their consultant after each consultation.

**5. Non-Functional Requirements**

**Performance:**

* The app must load any screen (consultants, product catalog, etc.) rapidly.

**Security:**

* All communications (video calls, chats) and payment transactions will be securely encrypted.

**Scalability:**

* The system must handle a big amount of users.

**Usability:**

* The user interface must be intuitive, with no more than 3 steps required to book a consultation.

**6. Use Case Diagrams**

**Actors:**

1. **Users**: Individuals seeking fashion advice.
2. **Consultants**: Fashion professionals offering consultations.
3. **Partner Stores**: Clothing businesses that list their products in the app.

**Use Cases:**

* **Register/Login**: User creates an account or logs in.
* **Browse Consultants**: User browses available fashion consultants.
* **Book Consultation**: User books a video or text consultation.
* **Conduct Consultation**: User interacts with a consultant via video or chat.
* **View Partner Products**: User browses through the partner store’s catalog.
* **Purchase Products**: User buys products through the app.
* **Leave Feedback**: User rates and reviews a consultant after the session.

**USE CASE DIAGRAM**

**7. Feasibility Studies**

**Technical Feasibility:**

The app will leverage APIs for video calls, secure payments, and product catalog management.

**Economic Feasibility:**

The projected costs for developing and maintaining the app include:

* **Initial Development Costs**: TBD
* **Monthly Maintenance**: TBD (Revenue from subscriptions and affiliate sales should cover these costs, assuming moderate user adoption).

**Schedule Feasibility:**

* **Requirement Analysis**: 2 weeks.
* **Design & Prototyping**: 4 weeks.
* **Development**: 12 weeks.
* **Testing**: 3 weeks.
* **Deployment**: 2 weeks.

Total time: 23 weeks.

**8. Key Performance Indicators (KPIs)**

**Requirement Analysis KPIs:**

* **Stakeholder Interviews Conducted**: Number of fashion consultants, users, and partner stores interviewed to gather requirements.
* **Use Cases Identified**: Number of use cases covering user, consultant, and partner store interactions.
* **Functional Requirements Documented**: Total number of functional requirements captured and validated.
* **Stakeholder Satisfaction**: Measured through feedback during validation sessions.