3.1.1 BEHAVIORAL FEASIBILITY

- User Acceptance: Behavioral feasibility evaluates whether users, including customers, tailors, and administrators, are likely to accept and use the online dress store. Factors such as ease of use, intuitive navigation, and the ability to customize dresses can influence user acceptance.

- Tailor Adoption: Since tailors are a crucial component of the system, their willingness to adopt the platform and actively engage in managing their profiles, accepting orders, and communicating with customers is essential for the success of the system.

- Customer Satisfaction: The system's features, such as filtering and categorization, social sharing and reviews, and real-time customization, should align with customer preferences and behaviors to ensure satisfaction and encourage repeat usage.

3.1.4 FEASIBILITY STUDY QUESTIONNAIRE

1. Project Overview:

"DreamDress: Online Dress Shop for Women" is strategically crafted to prioritize user-centric features for administrators and customers alike. Administrators benefit from streamlined inventory management, intuitive product categorization, and dynamic user controls. The system ensures secure access through robust authentication mechanisms. Customers enjoy an intuitive shopping journey, personalized recommendations, easy checkout processes, and customization options based on occasions, styles, and sizes. This system aims to optimize user experiences, foster engagement, and establish a thriving online platform catering specifically to the diverse preferences of modern women seeking fashion versatility.

2. To what extent the system is proposed for?

The proposed online dress store system targets a global audience, offering a user-friendly interface for customers to browse and purchase dresses, while enabling tailors to showcase and customize designs. Administrators manage the platform, facilitating user interactions and generating reports. Customers can personalize orders, share products, and leave feedback, fostering community engagement. Built on Python-Django, the system is scalable and adaptable, reflecting a commitment to meeting evolving market trends and user demands.

3. Specify the Viewers/Public which is to be involved in the System:

- Customers: Individuals interested in purchasing dresses online for various occasions, styles, and sizes.
- Tailors: Professionals or businesses specializing in designing and creating dresses, who showcase their work and interact with customers on the platform.

4. List the Modules included in your System:

- Admin
- Customer
- Seller

5. Identify the users in your project:

The users of the project can be categorized into three main roles:

Admin: Responsible for managing seller profiles, overseeing products, and user account management.

Seller: Sellers who maintain profiles, provide products, and manage order.

Customer: Individuals purchase products and providing feedback through the system.

6. Who owns the system?

The ownership of the online dress store system typically resides with the entity or organization responsible for its development, operation, and management. This could be an individual entrepreneur, a company specializing in e-commerce or fashion retail, or a partnership involving multiple stakeholders. Whoever holds the legal rights and responsibilities associated with the platform's operation would be considered the owner(s) of the system.

7. System is related to which firm/industry/organization?

The online dress store system is related to the e-commerce industry, specifically within the fashion retail sector. It caters to customers looking to purchase dresses online and provides a platform for tailors to showcase and customize their designs. Depending on the scale and scope of the operation, the system may be associated with individual entrepreneurs, fashion startups, established fashion brands, or e-commerce platforms specializing in apparel sales.

8. Details of the person that you have contacted for data collection?

Data collection for this project would likely involve collaborating with seller, software developers, and potential users (both customer and seller).

9: What features or strategies do you find most compelling in retaining your interest?

A user-friendly interface with easy-to-use filters, virtual try-on options, and a 'favorites' wishlist feature would keep me engaged. Regular notifications about new arrivals, personalized promotions based on previous purchases, and a rewards program for loyal customers would certainly incentivize me to return.

10: What performance metrics or indicators do you consider crucial to measure the success of an online dress store?

I'd consider success based on factors like user satisfaction ratings, quick and efficient customer service, the accuracy of product descriptions, and hassle-free returns. An easy-to-navigate website with a comprehensive range of styles, coupled with secure payment options and timely delivery, would define a successful experience for me.