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**Web Application Development**

**Project Proposal:**

E-Commerce Website for “URBAN VOGUE” Clothing Business

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|  | **ASSIGNMENT TOP SHEET**  **Higher Diploma in Information Technology** |



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| Module Title : Web Applications Development | | | Module Code: IT1201 |
| Lecturer in charge : Dr.Gayana Fernando | | | |
| Assignment Title : Project Proposal | | | |
| Due Date: 26th April 2024 | | Date Submitted: 6th May 2024 | |
| Please Tick here if you have used a proof-reader for this assessment : | | | |
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| **Declaration** | |
| I declare that work presented in the assignment submitted to the Sri Lanka Institute of Information Technology is a record of an original work done by myself*.* This assessment is submitted in the partial fulfilment of the requirement for the award of the degree of Bachelor of Science in Information Technology. The results embodied in this report have not been submitted to any other University or Institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been acknowledged in the text and a list of references is given. | |
| *Name(s) and Signature(s) : P.A.M.K.R RATHNAYAKA* | *Date: 6/05/2024* |

**Extension Deadline**

Lecturer in charge agrees that the assignment may be submitted ……………. days after the deadline and should be marked without penalty.

Lecturer in charge confirmation: ………………………………………………………………………………..

**Introduction and Description of the Project *(maximum 2 pages):***

*<Introduce your project by describing what you are going to do and its importance.>*

* 1. **Problem Specification**

*<Briefly explain the current situation; mention the software systems that they have at present. Outline the problems they face at present.>*

* 1. **Solution Outline**

*<Explain the solution proposed by you. Include a high level architecture diagram of the proposed system.>*

* 1. **Key Benefits**

*<Describe the key benefits of the system.>*

**2. Details of System Functions *(maximum 2 pages):***

*It is important that the objectives be well thought out and defined. They should be realistic given the time frame.*

*Each function should be explained as follows:*

**Name:**

**Description :**

**Introduction and Description of the Project**

Welcome to Urban Vogue, the ultimate online destination for fashion-forward individuals seeking to express their unique style through cutting-edge clothing and accessories. At Urban Vogue, we believe fashion is more than just a passing trend – it's a way of life, a canvas for self-expression, and a reflection of your bold and confident persona.

Urban Vogue offers a truly immersive and personalized shopping experience for fashion enthusiasts worldwide. Our virtual storefront celebrates the art of style, carefully curating the latest trends with timeless classics to cater to diverse tastes. The diverse product line encompasses edgy streetwear, sleek urban looks, sophisticated evening ensembles, and a curated selection of bags, jewelry, and footwear. We source high-quality materials and collaborate with talented boundary-pushing designers.

Understanding fashion is deeply personal, we offer a vast array of sizes, cuts, and styles to accommodate every body type and preference. The user-friendly website allows you to easily navigate and discover products resonating with your unique sense of style to curate an authentic wardrobe. Whether seeking a statement piece or building a versatile urban-chic everyday wardrobe, Urban Vogue is your destination for fashion-forward clothing and accessories embodying the spirit of city living. Join our community of style pioneers and experience expressing your individuality through fashion.

* 1. **Problem Specification**

The online fashion industry has grown a lot lately because people like shopping from home. But many online stores don't give customers a personalized experience.

1. No Personalization: Most online shops treat everyone the same. So, it's hard for customers to find clothes that really match their style.
2. Limited Choices: When you search for clothes online, you can't always find what you want because the search options are basic.
3. Not Enough Pictures: Sometimes, online stores don't show clothes well. It's hard to know if something will fit or look good.
4. No Fashion Help: People who care about fashion want advice when they shop. But most online shops don't give any help with that.
5. Shopping is Messy: When you shop online, you might have to go to lots of different websites. It can be confusing and annoying.
6. Privacy Worries: People worry about their personal info being safe when they buy things online. They want to know their data is protected**.**
   1. **Solution Outline**

Urban Vogue is going to be a really cool online fashion store that's all about making shopping fun and easy for people who love fashion.

1. Personalized Shopping:

- When you sign up, you'll tell us about your style and what kind of clothes you like.

- Our smart technology will then suggest clothes that match your style perfectly.

2. Trying Clothes On Virtually:

- You'll be able to see clothes in 3D and even try them on virtually using your phone or computer.

- This way, you can see how the clothes will look on you before buying.

3. Expert Fashion Advice:

- We'll have fashion experts who can give you tips and advice on what clothes would look best on you.

- You can even have a video chat with them to get personalized style tips.

4. Fashion Community:

- You can share your favorite outfits with other fashion lovers on our website.

- We'll also team up with popular fashion influencers to bring you exclusive collections and ideas.

5. Safe and Easy Payments:

- You can pay for your clothes using different safe methods, like digital wallets.

- We'll make sure your personal info stays safe with us.

6. Easy Ordering and Help:

- You'll be able to track your order to see when it'll arrive.

- If you need any help, we'll be here for you through live chat, email, or social media.

Urban Vogue wants to make shopping for fashion online a great experience for everyone who loves style.

* 1. **Key Benefits**

For Customers:

- Discover cool and unique fashion items from new designers.

- Enjoy a fancy shopping experience where you can find fresh and creative clothes and accessories.

- Easily find what you like with a simple website and lots of pictures and info.

- Use smart search and filters to find stuff that matches your style.

- Get your hands on trendy designs that you won't find in regular stores.

For Designers:

- Sell your creations to people who love fashion and are likely to buy from you.

- Get more people to know about your brand and become fans.

- Tell your brand's story on your own page.

- See how well your stuff sells and how much people like it.

- Work with a team that's always looking for new fashion trends.

For the Business:

- Stand out in the indie fashion world with our online shop.

- Make money by taking a cut of what designers sell on our site.

- Build a group of loyal customers who love fashion and trust us.

- Partner with fashion influencers to promote our site.

- Maybe start offering fashion advice and cool pictures to attract even more customers.

1. **Details of System Functions**

Name: Home Page

Description: The home page will showcase featured products, designer spotlights, and promotional banners in a visually appealing layout. It will provide an overview of the site's curated fashion collections and allow quick access to popular categories and new arrivals.

Name: Product/Service Display

Description: This page will display the full catalog of products available, with the ability to filter by category, designer, size, price range, and other attributes. Clean product galleries with high-quality images and detailed descriptions will allow shoppers to easily browse items.

Name: Product Detail Page

Description: Individual product pages will provide a comprehensive look at each item, including multiple photos, sizing and fit details, materials used, as well as designer background information. Shoppers can select variations like color/size and add the item to their cart from this page.

Name: Add and View Cart

Description: Shopping cart functionality will allow customers to view their currently selected items, modify quantities, receive calculated totals including taxes/fees, and proceed to checkout when ready.

Name: User Login

Description: Returning customers can log into their accounts using their email and password. New customers can create an account through the registration process.

Name: Registration

Description: The registration process will capture customer details like name, email, shipping/billing addresses, and allow them to set a password to create an account profile.

Name: Contact Us / About Us

Description: These pages will provide background on the Urban Vogue company, its mission and values, as well as contact information and a form for customer inquiries.

Name: Privacy Policy / Terms & Conditions

Description: Legal pages outlining the site's policies on data privacy, terms of use, and other statutory requirements.

Name: View Account / Profile

Description: Logged in users can view and edit their account information like contact details, addresses, payment methods, etc. from their account profile page.

Name: View Purchase History

Description: The account profile will include a listing of the customer's past orders and purchase history.

Name: View Order Tracking

Description: Customers can look up the shipping status of recent orders through integrated tracking with shipping carriers.

Name: View Shopping Cart

Description: The user's shopping cart contents will be viewable from their account, allowing them to revisit and complete their checkout process.

Name: Sign Out

Description: A link will allow logged in users to securely sign out of their account when done.