Application Definition Statement
A concise, concrete declaration of the app's main purpose and its intended audience

Purpose or Main Intent
SO Designer Children's Clothing makes the user immediately aware of all that can be found on the application, as well as the ways in which they can search. This application was created to find the most relevant, precise products being searched and present them in a way that appeals to the average user by showing photos of the products and giving a detailed description of them. The application is meant to be an easy route to completing a task in a user-friendly, efficient manner.

Description of Intended Audience
The target audience of this application is family-oriented, which will include parents, grandparents, and friends of the family who wish to purchase designer clothing for the kids, whether it be for a gift or just because they need some new clothes. Their concerns include finding the products they need in a quick, easy, targeted way. Being able to cut the search results down so much by the included filters and other features will help tremendously, as most users are not trying to spend all day searching for one item, or even several items. The experience should be quick and painless.

Core Functionality
The core functionality in this application is for searching through websites to find the ones that include designer children's clothing, as well as whatever criteria the user entered into the search field, also utilizing the filters. After producing results, with details included in the list, the user should find what they want and either save it, purchase it, share it, or any and all of the above.

Feature Set
- *search for designer children's clothing*
- use filters, including
    - size
    - brand
    - season
    - type
    - boy's or girl's
    - color
    - price
- descriptive results with thumbnails, descriptions, and links to the URLs
- "My Cart"
- "Favorites"   -   this feature has a ratings system

Nice to Have
- *ability to share via communication platforms, such as social networks, email, and messages through the members of the application.*

- A way to rate favorites for future reference and help deciding what to purchase.
- A sort of message board for members to share their findings with other consumers.

Primary Persona

Phil

"I just want to find the correct size and then look through the brands and photos, so I can find the perfect gifts for my grandchildren."

Phil is an engineer who only wishes to have an easy, quick shopping experience with no funny business. He is accustomed to standing over the grandkids' shoulders as they browse on laptops through items they like. Actually having to use an application on his iPhone to buy gifts, amongst other purchases, is a concern due to previous bad experiences, as well as the fact that he is not quite comfortable with technology, yet.

Characteristics	Influencers	Pain Points
Age: 52 Education: B.S. and Ph.D. Job Title: Engineer Tech Familiarity: Medium-Low Tech Usage: Daily Platform: iPhone	-Children's designer clothing -Can easily find what he's looking for and browse with ease -Ability to search for size first -After size, the ability to browse and have a photo, the brand, the price, and maybe even a short description. -Is glad there is a way to complete the task from his phone or tablet, so he can order from anywhere -Having a place to save what has been viewed and purchased	-Has had bad experiences with ordering online products -Having to go to the product's details page just to find out basic information -Not being able to shop by size, brand and style -Difficulty maneuvering the application and searching for items -Failing to understand technological aspects of the application

Scenarios

Goal:
Phil is attempting to easily find the products for which he is searching, through first finding the correct size, so he knows that everything he is viewing on the results page fits. From the results page, he will browse through the images and choose

what he would like to view from the descriptions available.

Goal:
After finding several items that he really liked for his grandchildren, he will then go to the details pages and delve into the entire description, which, if he likes it and he is signed in, he can add to his favorites, add to his cart, and then purchase.

ACME interactive

Secondary Persona

Georgette

"I really don't have much time for shopping. I need to be able to search for clothing for my son and easily find the correct brands, sizes, and most of all, the right prices for the best quality clothing."

As a single mother of a 19-month-old son, as well as a full-time college student, Georgette has very little time to do much of anything. She is very tech savvy and appreciates the applications that deliver her results quickly and easily. She wants as many details as possible with all descriptions, so she can make a decision quickly.

Characteristics	Influencers	Pain Points
Age: 26 Education: B.S. in progress Job Title: Web Developer and Designer Tech Familiarity: Very High Tech Usage: Many times daily Platform: iPhone, Android, MacBook Pro, PC, etc.	-About real designer children's clothing and accessories -Must have many filters, because she never knows what she will be searching for at that moment. -Many details are already shown in the results list -The details page has everything and more that one could want to know about the particular items, which are of the utmost quality -The purchase part of the process is easy, quick, and secure, with guaranteed money back for problems with items, if that were to occur.	-Not being able to navigate the application -Not having options that are clear and concise -Not being able to filter searches -Not having enough filters and search options to find an exact item for which she is searching

Scenarios

Goal:
Georgette would love to be able to type in some search criteria, use filters to weed out unnecessary results, and browse to find a specific item with ease and clarity. Being able to see most of the description of the item

in the results page, including a thumbnail, will really speed up the process as well. She believes the capability of shopping online and having precise, legitimate results returned is the most efficient way to shop.

Goal:
Miss Georgette strongly believes that having enough details on the actual item's details page is crucial for whether or not a consumer, Georgette, will actually make a purchase, or even if they/she just add(s) it to their cart or their favorites. That means they have enjoyed their experience enough and they have found what they initially set out to find, or something better, saying that they plan on coming back, as well as the capability of sharing the great finds in the multiple ways in which it can be done. This adds more traffic, shoppers, and eventually, members Georgette can message and with whom she can shop, digitally speaking.

Use Case Diagram

Insert use case diagram created in Illustrator.

START APP

LOG IN

RETRIEVE/RESET
PASSWORD/USERNAME

SIGN UP

FORGOT
PASSWORD/USERNAME

SEARCH

USING FILTERS

SERVER RESPONSE

RESULTS

SHARE

ITEM DETAILS

FAVORITES

POST ON
BOARD

SEND MEMBER
MESSAGE

MY CART

PURCHASE