Your EMMA

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Web development using CMS track

Intake 4

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Introduction

1. Background

The lack of modern and modest hijab facilities is an obstacle that face many Muslim women nowadays.

2. Purpose

women's choice to dress modestly shouldn't hamper you from doing what you love and being who you are. Nor does it mean that covering up means becoming invisible or looking frumpy and unfashionable. Quite the opposite actually, it empowers you to stand up and out with radiant confidence and elegant comfort and take on the world with dignity.

So, developing a website that ease for women the process of get such a unique appearance.

To have a website that provides hijab store that helps Muslim women to get elegant, modest and modern hijab.

3. previous work done(competitors analysis)

	Emma	Le voile	Jude
Blog page	✓		✓
Contact us page	✓		✓
Track your order	✓		
Categories	✓	✓	✓
Peak of each page in home page	✓		
Wishlist	✓	✓	✓
Product details	✓	✓	✓
Review	✓	✓	
Options for payments	✓	✓	✓
Filter by price	✓		✓
Apply Coupon	✓		
Search for products	✓	✓	✓

Competitor Analysis

STRENGTHS	EMMA	Le Voile	Jude
What are your business advantages?	modern and unique designs	affordable price	good quality
What are your core competencies?	quality and unique designs	price	quality
Where are you making the most money?	online via website	in stores	Instagram shop
What are you doing well?	scarves	hijab extensions	svarves
WEAKNESSES			
What areas are you avoiding?	provide hijab accessories	get unique prints	get new products
Where do you lack resources?	few products	moderate quality	have an attire section
What needs improvement?	provide more products	improve printed scarves	provide hijab extensions
OPPORTUNITIES			
Niches that competitors are missing?	good price	good quality	good price
Any new technologies?	hijab facilities	modern printed scarves	hijab accessories
beneficial trends ?	women can wear hijab freely	women can wear hijab freely	women can wear hijab freely
THREATS			
changing customer attitudes	new technologies	new competitors	new styles
Successful competitors?	yes	yes	yes
social trends could be against us?	scarf is not considered as hijab	scarf is not considered as hijab	scarf is not considered as hijab

4. customer analysis

The customers we target are Muslim women and their needs are to buy hijab basics and find variety of hijab types.

Their decision will be driven by our easy way to order designed hijab with good quality and to match our customer's needs, we offer easy way to find what they are looking for and inspire them by how to style it and make it modest.

5. Scope

Bisiness to customer(b2c) online ecommerce that offer services to:

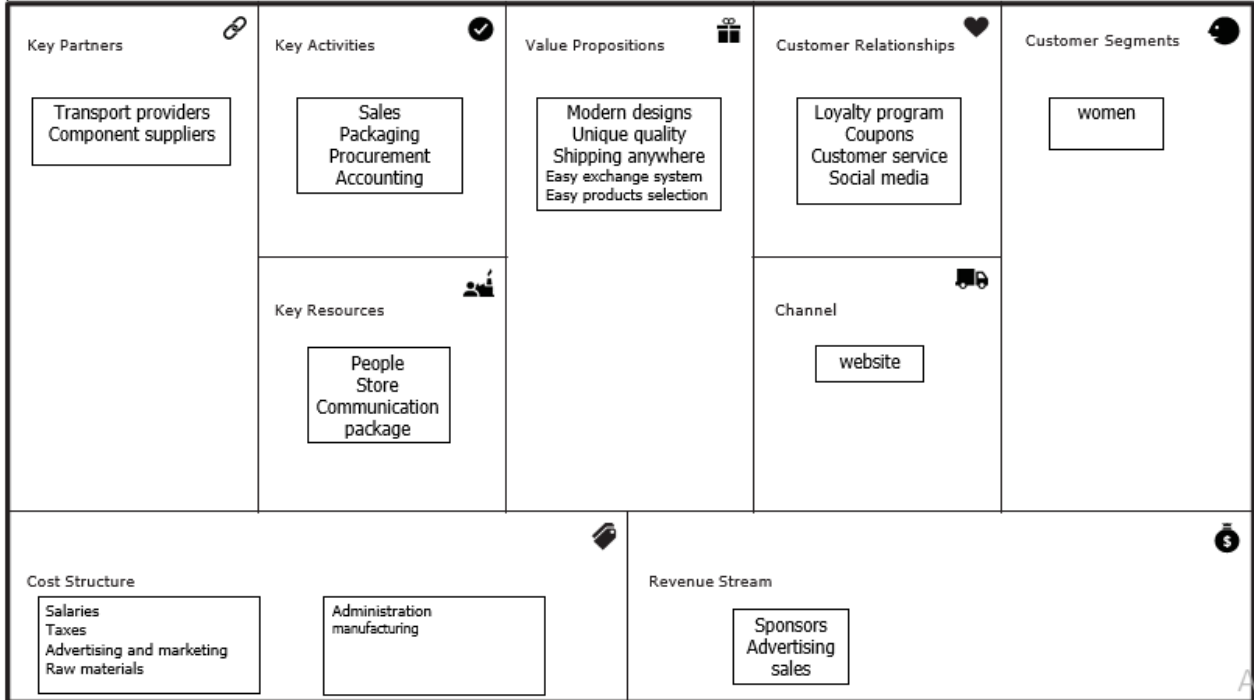- All over the worlde
- Women of all ages

We cover severval types of hijab scarves and attire.

6. Stakeholders /beneficiares

Muslim women who eagr to get hijab in modest and modern form.

7. Business model

The Business Model Canvas

Key Partners 🔗	Key Activities ✔	Value Propositions 🎁	Customer Relationships ❤	Customer Segments
Transport providers Component suppliers	Sales Packaging Procurement Accounting	Modern designs Unique quality Shipping anywhere Easy exchange system Easy products selection	Loyalty program Coupons Customer service Social media	women
	Key Resources People Store Communication package		**Channel** website	

Cost Structure 🏷		Revenue Stream 💰
Salaries Taxes Advertising and marketing Raw materials	Administration manufacturing	Sponsors Advertising sales

Requirements analysis

1. Functional requirements

Functional Requirement No.	Functional Requirement Description
FR01	The website shall have a home page that has Featured products.
FR02	The website home page shall have pick of other pages in the website.
FR03	The website shall have page named "Shop" where users can see the products.
FR04	Welcome email sends to the user when the user signs up.
FR05	Users can filter with categories of project in shop page.
FR06	Users can search with product name.
FR07	Users are able to sort the product depend on popularity, average rating, latest, and price.
FR08	Users are able to filter products with range of price.
FR09	Users are able to add products to Wishlist.
FR10	The Wishlist page shall have "add to cart" button, user can use to add products from Wishlist to the cart.
FR11	User are able to increase the quantity of product and click on update button to add to cart total.
FR12	The cart page shall have checkout button.
FR13	The checkout page shall have two options for payment (cash or credit card).

FR14	User should enter name, country, number, and address to ship in checkout page.
FR15	Received your order email with detailed order sends to the user when the user places order.
FR16	The blog page shall have a lot of blog content.
FR17	The contact us page shall have form to user to send their messages to the site.
FR18	Users are able to contact he bard through social media as Facebook, Instagram...
FR19	The About us page shall have content about the brand.
FR20	The FAQ page shall have answer about frequently asked questions.
FR21	The careers page shall have jobs their have and the requirements to it.
FR22	The website shall have responsive to mobile, laptop, and tablet.

2. Use case

3. Non-Functional requirements

Non-Functional Requirement No.	Non-Functional Requirement Description
NFR1	Usability: User can easily achieve their target; the website shall be easy to use.
NFR2	Performance: All pages of the website must load in under 5 seconds.
NFR3	Reliability: The website should run without any failures for long duration and the website should support many users.
NFR4	Accessibility: All web images should have alt tags.
NFR5	Compatibility: The website should be workable on any browser.

Objective /list of services

1. High quality.

2. Modest and modern hijab.

3. Unique prints.

4. Various scarves fabrics(chiffon-stain-cotton).

5. Printed scarves.

6. Plain scarves.

7. Embellished scarves.

8. Various attire options.

9. Gift cards

   You can give it for some special.

10. Emma's circle of love

    to get close to clients.

11. Facebook group

    to chat and bond between Emma's clients.

12. WhatsApp group

    to be the first to know about everything.

13. Loyalty program

    Earn points with every purchase and enjoy rewards.

14. Birthday gift

    Receive a gift coupon on your birthday.

15. Spotted program

    If one of our crew spot you wearing EMMA, they will give an EMMA gift card.
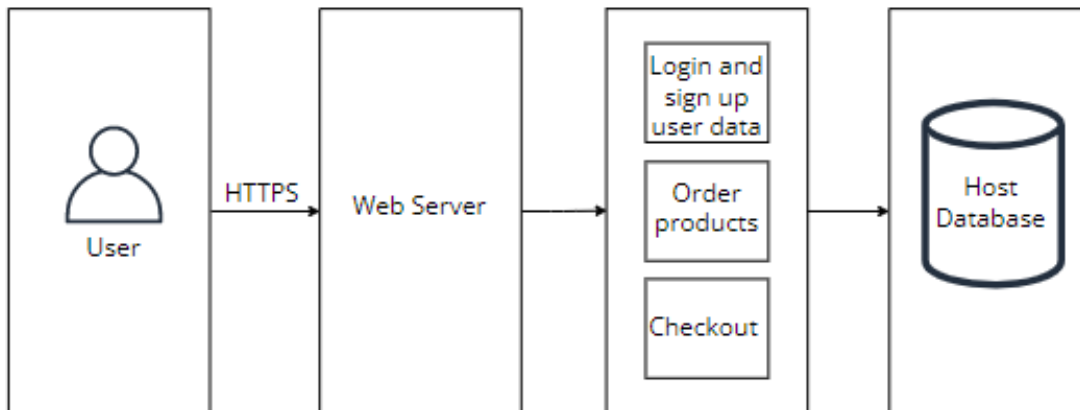
16. Instagram and Facebook pages

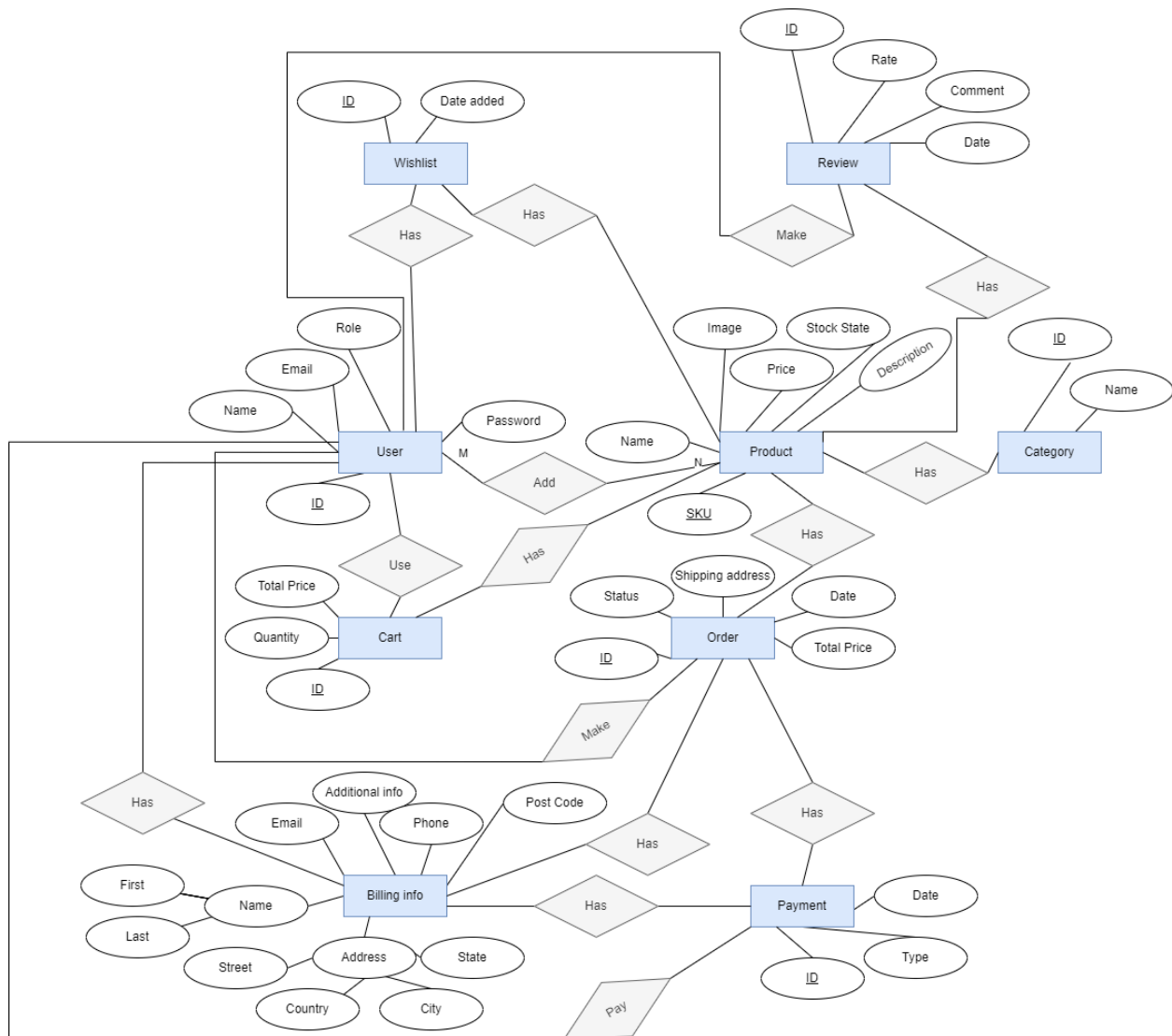   to ease connect with clients.

17. Shipping all over the world.

18. Responsive customer service via email and social media.

Design overview

1. System architecture

2. Data design (Entity Relationship Diagram)

Implementation

1. Tools and technologies

Web Development Platform:

WordPress: is a free and open-source content management system (CMS) written in PHP and paired with a MySQL or MariaDB database. Used for creating the website.

Theme: shopwise theme

Host: infinityfreeapp free live site

Markup Language:

HTML: used it for the implementation of web.

Plugins:

Akismet anti-spam:

The best way to protect your blog from spam

Elementor:

is the leading website building platform for WordPress, enabling web creators to build professional, pixel-perfect websites. Used for to create and edit website pages.

Sina extensions for elementor:

a collection of high-quality widgets for elementor.

Contact Form 7:

 Just another contact form plugin. Simple but flexible.

WooCommerce:

 An eCommerce toolkit that helps you sell anything. Beautifully.

WooCommerce payments:

Securely accept major credit and debit cards, and allow customers to pay you directly without leaving your WooCommerce store.

Envato Market:

WordPress Theme & Plugin management for the Envato Market.

Login/Signup Popup:

Allow users to login/signup using interactive popup design.

Wp forms:

helps you create beautiful responsive online forms for your website in minutes.

All in one wp:

Migration tool for all your blog data. Import and export your blog content with a single click.

All in one wp unlimited extension:

Enables unlimited size of export and import.

Easy accordion:
The best responsive and drag & drop Accordion FAQ builder plugin for WordPress with a lot of customization options.
Yoast SEO:
contains everything that you need to manage your SEO.

2. Hardware requirements

Memory:
Minimum of 1GB RAM; For best results: 2GB RAM.
Disk space:
Connection manager, manager, and service interface: Minimum of 900MB disk space.
WebSphere Application Server Community Edition: Minimum of 200MB disk space.
Installation Manager (if not already installed): Minimum of 150MB disk space.
Temporary disk space: 4GB for Microsoft® Windows® and 8GB for Linux® and UNIX® if you download the server installation image.
If you install from optical disc, a DVD drive is required for installation.
If you deploy the connection manager, the manager, and the service interface to an application server other than WebSphere Application Server Community Edition, add the required hardware for that application server to the hardware requirements.

3. Steps of installation

Install WordPress:

1. Download the WordPress .zip file.

2. Create a WordPress database and user.

3. Set up wp-config.php.

4. Upload your WordPress files via FTP.

5. Run the WordPress installer**.**

Build a WordPress Website:

1. Select a WordPress plan (WordPress.com only).

2. Set up your domain name and hosting provider (we use freeinfinity host and domain).

3. Install WordPress.

4. Choose your theme (we use shopwise child theme in our web site).

5. Add posts and pages to your website.

6. Customize your website.

7. Install plugins.

8. Optimize your website to increase page speed.

Recommendations (future work)

- Provide live chat with clients in the website.

- Get a better paid live host instead of free live host.

User guide

1. Quick start guide

The following link is a demo video describe the project clearly

https://drive.google.com/file/d/1bC1BJC_nizyh_1dSah1PtIfF7F4-bdw7/view?usp=sharing

2. Main scenarios

- When you open the EMMA website, go to register button and write your data and click on sign up.
- Click on about us to know more about us.
- If you face any problem you can click on contact us to solve your problem.
- Click on careers if you want a job with us.
- Click on FAQ to more information about us.
- Click on home button, now you are in the home page and you can look over it.
- Click on blog to know more about hijab tutorials and some inspiring series, click read more to know more details.
- Click shop and look over about our products and you can put what you are liked into the cart.
- Finally, you can look over about our rewards system by clicking on rewards button in the header menu.
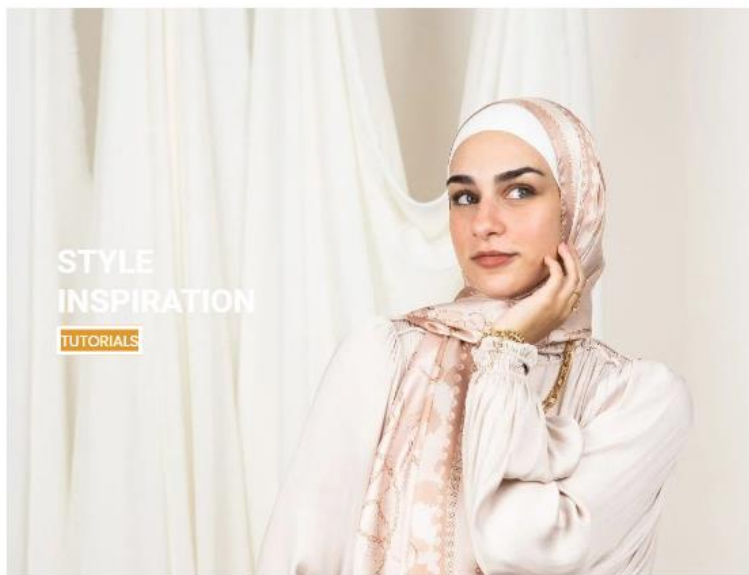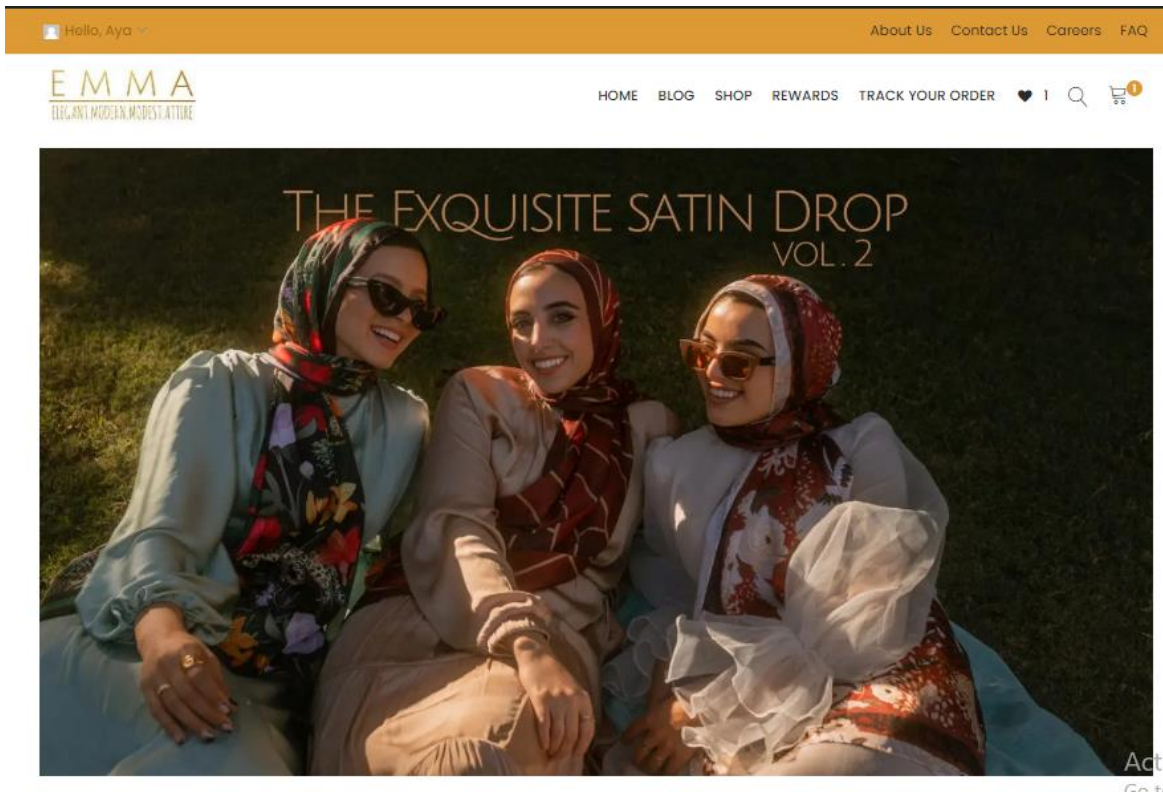
Search engine optimization (SEO)

Keywords analysis

Keyword	Difficulty	Avg. monthly searches
emma	56	55766
Emma scarves	28	6
Your emma	41	5
Emma website	47	85
Emma shop	34	55
Your emma scarves	31	20
Emma hijab	40	2
Emma egypt	25	1
Hijab store	50	650
Hijab scarf	26	1216
Hijab store online	50	107
Emma online	66	30

We used yoast seo plugin to assist us with the seo.

Our project

Home page

Featured Products

Hot Pink Elegance
EGP365.00
⭐⭐⭐⭐⭐ (1)

Lilac Elegance
EGP365.00
⭐⭐⭐⭐⭐ (1)

Chocolate Elegance
EGP365.00
⭐⭐⭐⭐⭐ (1)

Cashmere Elegance
EGP365.00
⭐⭐⭐⭐⭐ (1)
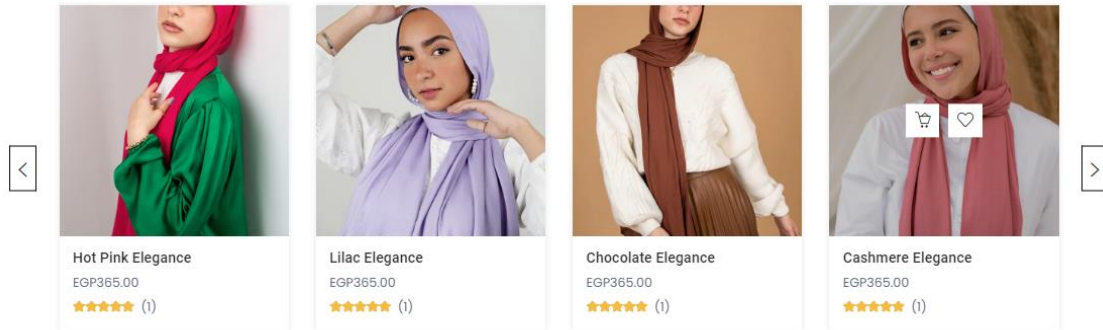
Who We Are

Hijab Hair Care

IWS Interview – Noha Ali

إِلَّا مَنْ أَتَى اللَّهَ بِقَلْبٍ سَلِيمٍ

ELEGANCE IS NOT ABOUT
BEING NOTICED

IT'S ABOUT BEING

REMEMBERED

WHO WE ARE

Login/signup

Shop page

Product Categories

- ☐ ATTIRE
- ☐ SCARVES
  - ☐ CHIFFON
    - ☐ EMBELLISHED
    - ☐ PLAIN
    - ☐ PRINTS
  - ☐ MODAL
    - ☐ LOVE ME
    - ☐ OMBRES
    - ☐ PLAIN
    - ☐ PRINTS
  - ☐ SATIN

Default sorting ☐

À La Mode
495.00 EGP
☆☆☆☆☆ (1)

Almond Rose
495.00 EGP
☆☆☆☆☆ (1)

Amelia
1,195.00 EGP
☆☆☆☆☆ (1)

Blog page

How To Start Wearing Hijab: 7 Crucial Beginner Tips

Read More

Inventing My Own World

Read More

Contact us page

Chat with us on FB!

FACEBOOK MESSAGE

Email Address

info@youremma.com

Chat with us on IG!

INSTAGRAM DM
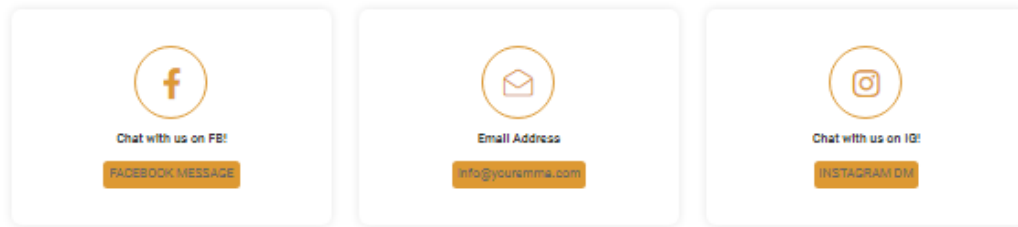
+ How to wash and care for my EMMA Scarves?

+ What is your Exchange Policy?

+ Do you have a Rewards Program?

+ Which payment methods are accepted in the Online Shop?

+ What are the delivery charges for orders from the Online Shop?

+ How long will delivery take?

+ What exactly happens after ordering?

+ What are your working office hours?

Contact Us

Fields marked with an * are required

Name *

Email *

Subject *

Message *

Submit

Rewards page

♥ IF YOU OWN AN EMMA SCARF, THEN YOU'RE IN THE CIRLCE ♥

JOIN THE CIRCLE

EXCLUSIVE FB GROUP

join our FB group to chat & bond with EMMAs like you!

JOIN OUR FB GROUP

Track your order page

Track Your Order

To track your order please enter your Order ID in the box below and press the "Track" button. This was given to you on your receipt and in the confirmation email you should have received.

Order ID

Found in your order confirmation email.

Billing email

Email you used during checkout.

Track