

Project Proposal

1. Project Overview

Project Name:

OutfitOn– An E-Commerce Mobile Application for Selling Clothes

Problem Statement:

In today's fast-paced digital era, many users prefer to shop online for clothing due to convenience, variety, and personalization. However, most platforms cater to a generic audience, overlooking the needs of small businesses and users looking for an intuitive, tailored experience. OutfitOn seeks to address these gaps by providing a dedicated platform that connects sellers and buyers of clothing, ensuring a seamless shopping experience enriched with modern features like filters, and customization.

2. User Personas

Persona 1: Customer

Goals:

- Discover affordable and trendy clothing.
 - Receive personalized recommendations.
 - Easily track orders and communicate with sellers.
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Persona 2: Seller

Goals:

- List and manage products easily.
 - Receive orders and customer details
 - Update order state
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Persona 3: Administrator

Goals:

- Ensure the platform runs smoothly with minimal downtime.
 - Handle user complaints and disputes.
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3. Functional Requirements

Customer-Focused Features:

- **User Authentication:**
Sign-up/login via email.
 - **Product Browsing & Filtering:**
Search items by category, price, etc.
 - **Shopping Cart & Wishlist:**
Save items for later and review cart details before checkout.
 - **Order Tracking:**
Track the delivery status in real time.
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Seller-Focused Features:

- **Product Management:**
Add, update, or remove product listings.
 - **Order Notifications:**
Get notified when an order is placed or canceled.
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Admin Features:

- **User Management:**
Add or remove users, verify sellers, and monitor activities.
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4. Non-Functional Requirements

Performance:

- The app should load within 3 seconds for most operations.
- Handle up to 10,000 simultaneous users.

Scalability:

- Support future expansion to include more categories or features.

Security:

- Use JWT for secure user authentication.
- Encrypt sensitive data like passwords and payment information.

Availability:

- Ensure 99.9% uptime through robust backend infrastructure..
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5. Technologies

Frontend:

- Flutter (for a cross-platform, visually appealing UI)

Backend:

- Django (to manage APIs and business logic)
- SQL (database for secure data storage)

Integrations:

- **Push Notifications:** Firebase Cloud Messaging
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