



Dressingity - Dress with dignity

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DATE:

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CERTIFICATE OF ORIGINALITY

This is to certify that the project synopsis entitled _____
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an authentic and original work carried out by Mr. / Ms. _____
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The matter embodied in this project is genuine work done by the student
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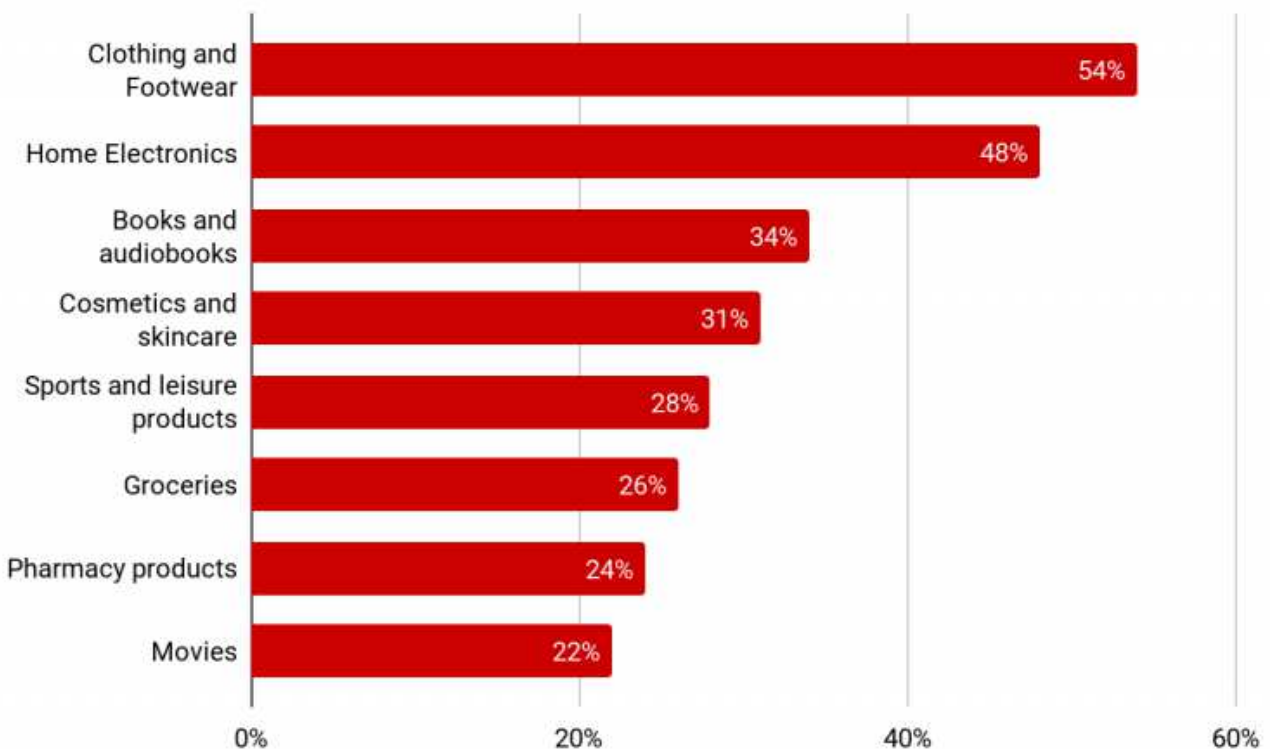
INTRODUCTION

This, Dressingity E-Commerce website project aims to make a website for masses. This is an E-Shopping website where Gen Z can buy clothing that are in trends at a reasonable price. For this, we need a website that is user-friendly and encourage user to do what they want, to shop without getting in their way with ads or unnecessary promotions. We believe the needs of Gen Z should be covered with out-most respect and care.

Our website “Dressingity” is to automate the existing manual system of buying clothing by going to shops, fulfilling the Generation Z’s requirements of fashion at short notice so they can be confident in themselves. This means they don’t need to worry about finding what is in current trend as we are always updated with it. So, they can utilize their time to maximize their awesomeness. It’s time to switch from dressing to Dressingity.

MARKET SURVEY

Before deciding on making an E-Commerce site, which will help Gen Z we researched that as to what was the need of Gen Z and instead of writing about it, we believe that a graph would show the result much more clearly.



Most commonly bought products online in age group of 14-28

This section of the E-Commerce market research is where we look closely at the factors that matter to our client as an E-Commerce business.

By seeing this trend of Gen Z, Our team decided to bask on an adventure to bring a truly Gen Z shopping experience to the of-course, Gen Z.

PROBLEM STATEMENT

E-commerce provides an easy way to sell products to a large customer base. However, there is a lot of competition among multiple e-commerce sites. When users land on an e-commerce site, they expect to find what they are looking for quickly and easily. Also, users are not sure about the brands or the actual products they want to purchase.

They have a very broad idea about what they want to buy. Many customers nowadays, search for their products on Google rather than visiting specific e-commerce sites. They believe that Google will take them to the e-commerce sites that have their product.

The purpose of any e-commerce website is to help customers narrow down their broad ideas and enable them to finalize the products.

Most know E-Commerce website (Amazon, Flipkart etc.) have an abnormally large no. of products. Which makes it hard for user to find what they actually needs. Apart from that, they have an obnoxiously large no. of ads.

Although there exist few sites that focus only on fashion like (Myntra, Ajio etc.) they generally do not have a price range that everyone can afford.

That's where Dressingity comes in, we aim to provide trending fashion at a reasonable cost, while also provide a soothing shopping experience.

OBJECTIVES

The main objectives of creating an E-Commerce Website, We will provide all the fashion needs of the Gen Z which will help empower them by making them feel confident in themselves

To build a responsive E-Commerce website for masses to shop and explore fashion, the current trends in the fashion world. And build a portal that facilitates continuous growth.

The main objectives are:

1. To provide a user-friendly shopping experience.
2. To provide up-to-date Fashion trends.
3. To remain Ad-free, so you can focus on your shopping.
4. All of the above at a reasonable price.

METHODOLOGY

While discussing the methodology to follow, among our team we were really confused until we looked back and thought what methodology does most successful software company uses.

Although we know a website is vastly different from a full-fledged cross-platform FOSS (Free and Open-Sourced) software, we realized the basic principle were same for both of them.

We both aim to target a large no. of customers while providing the users the tool and user experience to do what they do best, without getting in their way.

Since we swear by FOSS, we obviously thought of the big giants of FOSS Communities, such as Arch Linux, The GNU project and obviously biggest company in FOSS domain that is The Red Hat, Inc.

We found that all of these follow some variation of KISS principle except Arch Linux, which completely focuses on it. So in the end we decided to take this tested path followed by many.

WHAT IS “KISS” Methodology?

KISS (Keep it Simple, Stupid) - A Design Principle:

It was Albert Einstein who said; “If you can’t explain it, you don’t understand it well enough.”

Though, it is often miss-reported as being; “If you can’t explain it to a six-year-old, you don’t understand it well enough.” What Einstein was driving at was a particular application of “keep it simple, stupid”.

From scientific concepts to products, the end-user doesn’t care how clever the creator or designer of something is. They care about being able to take that person’s output and make it useful to their own lives. The simpler the explanation and the simpler the product, the more likely it is that the output will be useful to others.

The phrase; “keep it simple, stupid” is thought to have been coined by the late Kelly Johnson, who was the lead engineer at the Lockheed Skunk Works

Kelly explained the idea to others with a simple story. He told the designers at Lockheed that whatever they made had to be something that could be repaired by a man in a field with some basic mechanic’s training and simple tools. The theater of war (for which Lockheed’s products were designed) would not allow for more than that. If their products weren’t simple and easy to understand – they would quickly become obsolete in combat conditions and thus worthless.

Today the KISS principle is celebrated in many engineering professions (including software engineering) and is often brought to bear by managers in many professions, as well as by trainers and educators.

The First Usability Principle?

KISS may have been the first usability principle for product design – though, it was never formally presented as a usability principle. It focuses on the idea that if we can’t understand a product, we can’t use it properly

and that the widest possible audience must be able to understand it, if the product is to gain maximum market share. This is as true for mobile applications as it is for fighter planes.

Variants of KISS

The KISS principle is also offered in two other forms (for those who feel delicate about the inclusion of the word “stupid”):

- Keep it short and simple
- Keep it simple and straightforward

Though both phrases technically introduce an “a” into the acronym – they both deliver the same message as “keep it simple, stupid”. The objective of any process is to deliver the simplest possible outcome.

ER Diagrams

(SRS)

(Software Requirement Specifications)

Software Requirements

1. Development Requirements.

- Any Modern OS
- Visual Studio Code/Codium
- Git and GitHub
- Modern Web browser (Microsoft Edge, Google Chrome etc.)
 - Pesticide Extension
 - Developer tools

1. Consumer Requirements.

- Any modern Web browser (Microsoft Edge, Google Chrome etc.)
- Active Internet Connection

Hardware Requirements

- A Computer or Smartphone
- An active Internet Connection

Technical Requirements

- HTML (HyperText Markup Language)
- CSS (Cascading Style Sheets)
- JavaScript (ES6 and Later)
- Bootstrap (HTML, CSS, JavaScript Framework, V5.2.0)
- JQuery (JavaScript library, V3.5)
- Git (Distributed version control system)
- GitHub (Git repository Hosting as well as Free basic website Hosting)
- API (Application Programming Interfaces)

References of study/software/Language/Technology to be used