

# Software Proposal Document for "Stars Accessories" E-Commerce Web-Application

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Table 1: Document version history

Proposal Version	Date	Reason for Change
1.0	9-April-2021	Proposal First version's specifications are defined
1.1	1-May-2021	System description and Time plan updated

[GitHub: Stars Accessories Web-Application](#)

## Abstract

In today's fast-changing business environment, it's essential to respond to client needs in the most effective and timely manner along with a well-organized system. Dealing with customers through social media is a true hustle. With no database management, a straightforward way to communicate with customers, and a navigated system that helps them reach their objective, customers don't feel comfortable nor satisfied. We aim to assist "Stars accessories" customers through their shopping journey by having an easy-to-use and practical web application. Furthermore, the simplicity of accessing the inventory to Administrators and Managers and assist them in tracking placed orders and following the process. We aim to follow the Agile methodology of development as planning is incremental. It is easier to change the approach to reflect changing customer requirements. The proposed solution is a web application that will ease both customers and administrators buying/selling processes.

## 1 Introduction

### 1.1 Background

E-commerce is one of the most visible indicators of how information and communication technology can help in driving economic development. Over the last decade, policymakers, academics, and professionals have agreed that E-commerce is an integral component of economic advancement in developing countries [1].

According to Startups, small businesses, or even huge companies, could benefit from E-commerce, where they can advertise, show, and sell their goods. E-commerce is an excellent way to move the company from a conventional and old-fashioned shop to a cutting-edge, well-known brand. Through

providing great merchandise 24 hours a day, along with online customer support, and social media presence, a company is no longer limited to a single location. With an online presence through starting your online marketplace, it becomes the home of your products and the general home of your business. [2]

## 1.2 Problem Statement

A startup company that sells its goods on social media marketplaces suffers from chaotic selling experiences. It deals with consumers with unorganized approaches using social media messaging systems and without having database management. E-commerce makes it simple to deliver goods to a broad number of customers. There is, however, a lot of rivalry among various E-commerce sites. People expect to find what they are searching for efficiently and conveniently as they visit an e-commerce platform. Furthermore, the E-commerce website aims to assist consumers in narrowing down their broad ideas and enabling them to reach a final decision regarding their thoughts. Our objective is to build, develop, and execute a well-built web application and a well-structured database that assets our client's needs and satisfies consumers.

## 1.3 Motivation

The Online world is evolving at a rapid pace, everything can be done online now. Shopping is one of the biggest activities that have a big audience; hence why most or all brands have online stores nowadays. Furthermore, in these Covid-19 times people, are leaning towards a human-less contact way of shopping. Our E-commerce web application provides a solution for both problems, it has a well-structured and organized database and it's easier to go through. Moreover, it's all done online, with no human connection whatsoever. It's the most successful solution now for a better experience for both customers and the owners. [3]

## 2 Project Description

A web-based application that aims to facilitate the sales and purchases of an independent growing business “Stars Accessories” that is in the market of Women’s wearings. We aim to build a system that encompasses and applies the vision that the “Stars Accessories” brand hold for the future which is to expand, promote and provide a next-level user experience.

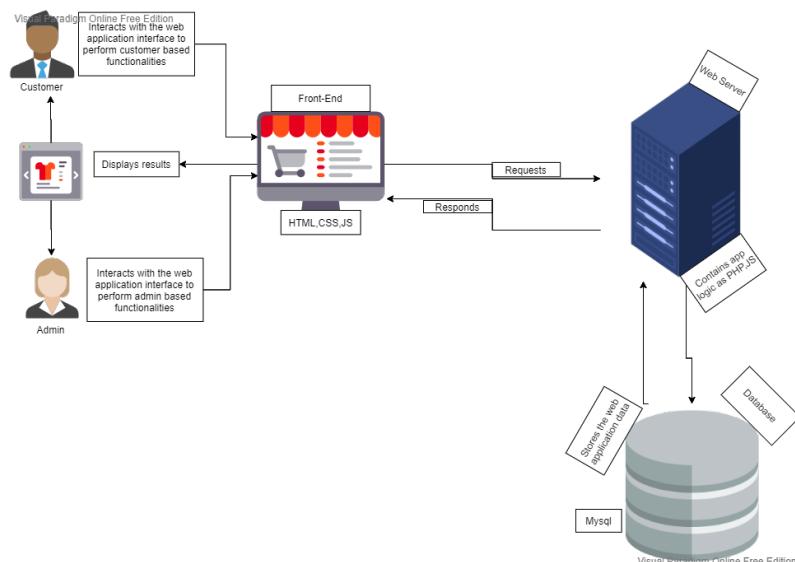


Figure 1: Project Architecture

## **2.1 Objectives**

- Implementing an accessible, convenient means of communication that will be able to fulfill Stars Accessories growing reach, as Instagram being the main selling platform for the brand, the communication between the client and the customers occurs solely through direct messages, our goal is to elevate that level of service that requests and purchases would be stored in the store's own database.
- Achieving a manageable database will consequently lead us to be able to create a more convenient user experience represented in creating user profiles where the user can have more access and ability to browse the products and add it to his cart.
- Adding the option to raise complaints to management and giving suggestions for future improvement is one of our aims to achieve the level of professionalism the brand aspires to hold.
- As for now, Stars accessories brand has roughly a total of 28.3 thousand followers, our goal is to expand this number by 20
- Reducing administrative costs by 50 percent.
- Increasing the number of loyal customers.
- Improving customer service.
- Increasing clients' satisfaction.

## **2.2 Stakeholder**

### **2.2.1 Internal**

Team Leader: Ahmed Hany.

Team Members: Adham Samir, Amer Mohamed, and Mostafa Ahmed.

### **2.2.2 External**

Target users and clients of Stars Accessories are mainly women, age range(18-35).

## **3 Similar System**

### **3.1 Academic**

Mauge et al., [4] investigated structuring an inventory/database for e-commerce applications. They indicated that the description and organization of products must allow efficient item management and provide the best user experience possible. The researchers aimed to solve the problem by structuring items into descriptive properties and ensuring that similar items are under the same unique property name and values. Results presented in the paper were yielded by a dataset of over a billion descriptions corresponding to a year worth of eBay items. This technique proved to be quite efficient when applied on a real sizable e-commerce dataset, however, their algorithm faced a problem in cleaning properties (Such as clearing bullet points from the beginning of names, punctuation and etc.)

### **3.2 Business Applications**

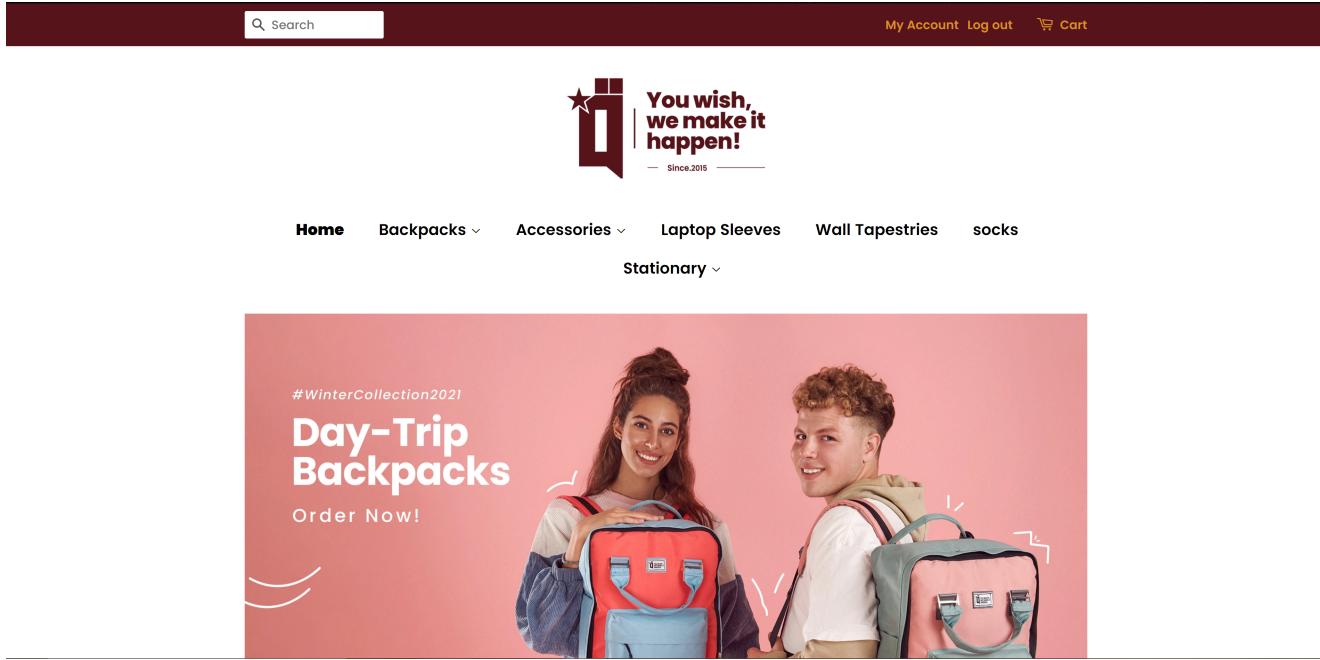


Figure 2: Qaaf Gallery E-commerce web-application

**Qaaf gallery :** Started off as merely an Instagram page, turning into a website which soon led to opening 3 stores, it's safe to say Qaaf gallery benefited massively from implementing a website. Now one of the biggest independent online clothing stores in Egypt, their website provides sorted categories and account-specific features including order history and saved addresses for delivery.

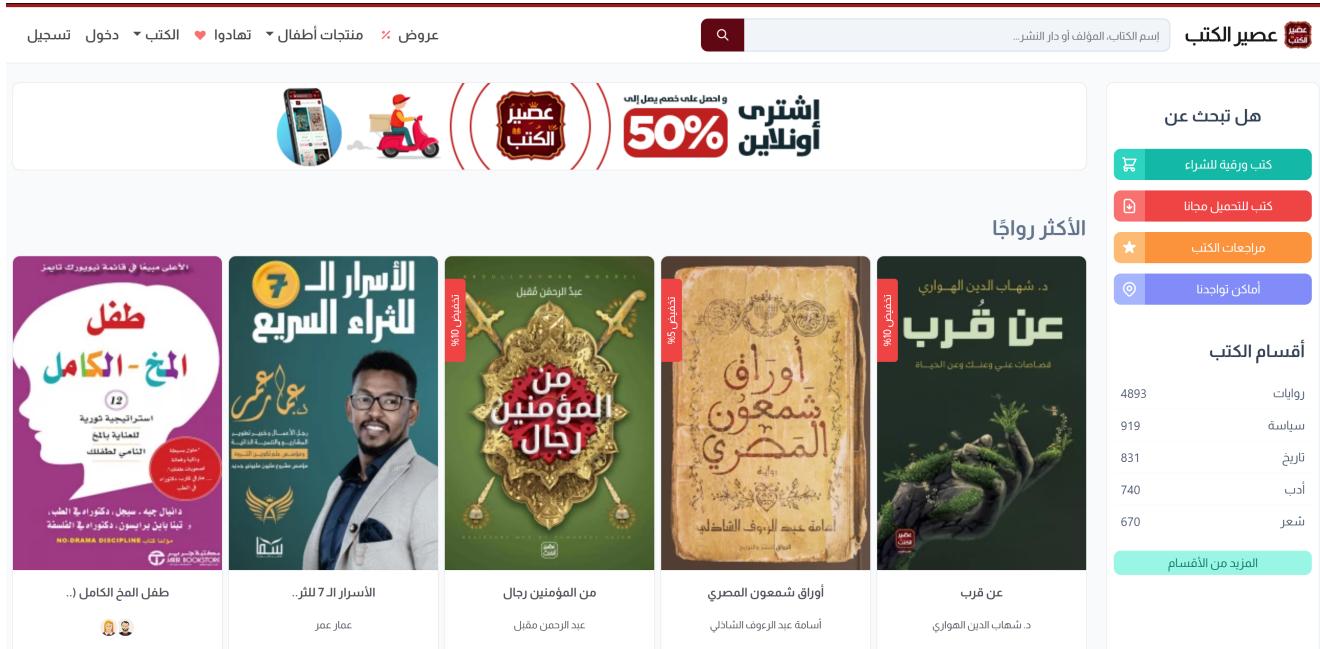


Figure 3: Aseer AlKotb E-commerce web-application

**AseerAlKotb :** Started off as just a Facebook group for book discussions, Aseer Al Kotb is now one of the biggest book stores/publishing houses with just shy of a million followers and worldwide shipping to America and Europe. Their business undoubtedly got a massive boost from launching a website, which includes over twenty thousand books, book reviews, and online free books.

## 4 Project Management and Deliverables

### 4.1 Deliverables

- Software proposal document
- Software Requirements Specification document (SRS).
- Software Design Description document (SDD).
- Back-end that involves the integration of database and Object-Oriented PHP programming.
- Front-end that involves web-pages coding and integration of latest front-end technologies to enhance UX.
- Testing documents.

### 4.2 Tasks and Time Plan

This is the project plan we aim to follow up till the final project is delivered.

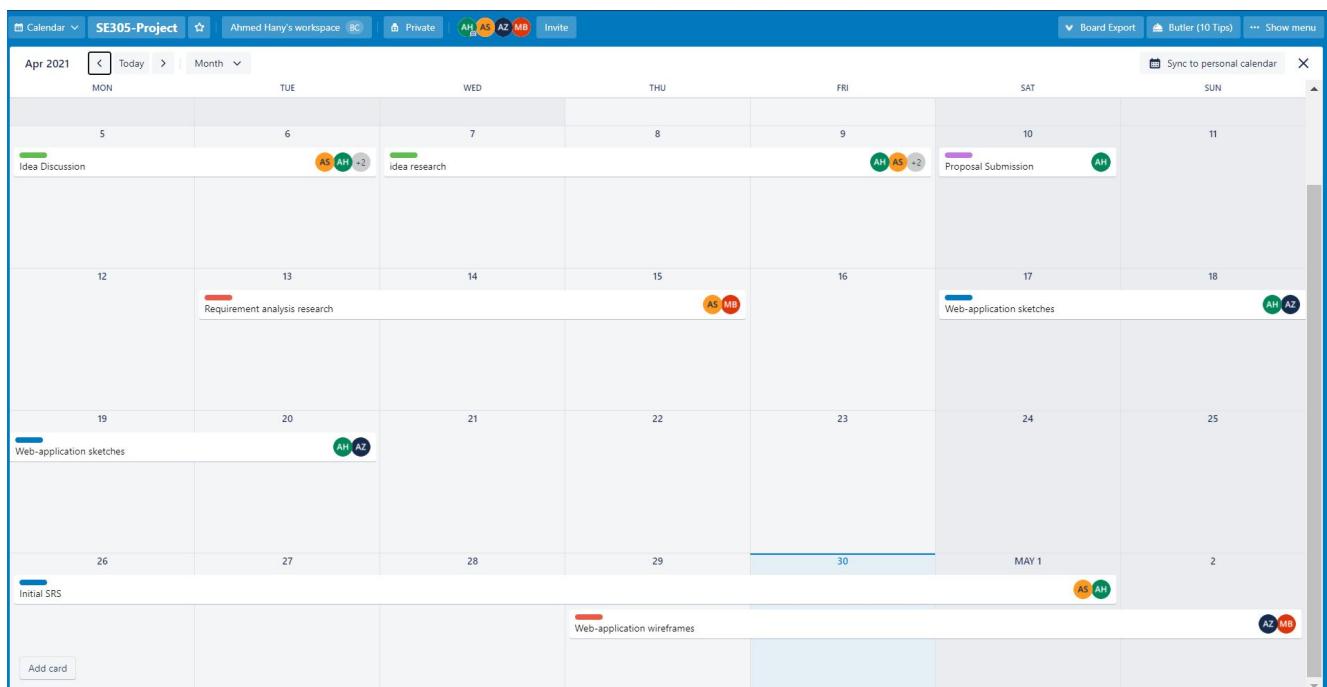


Figure 4: Project Time plan for April 2021

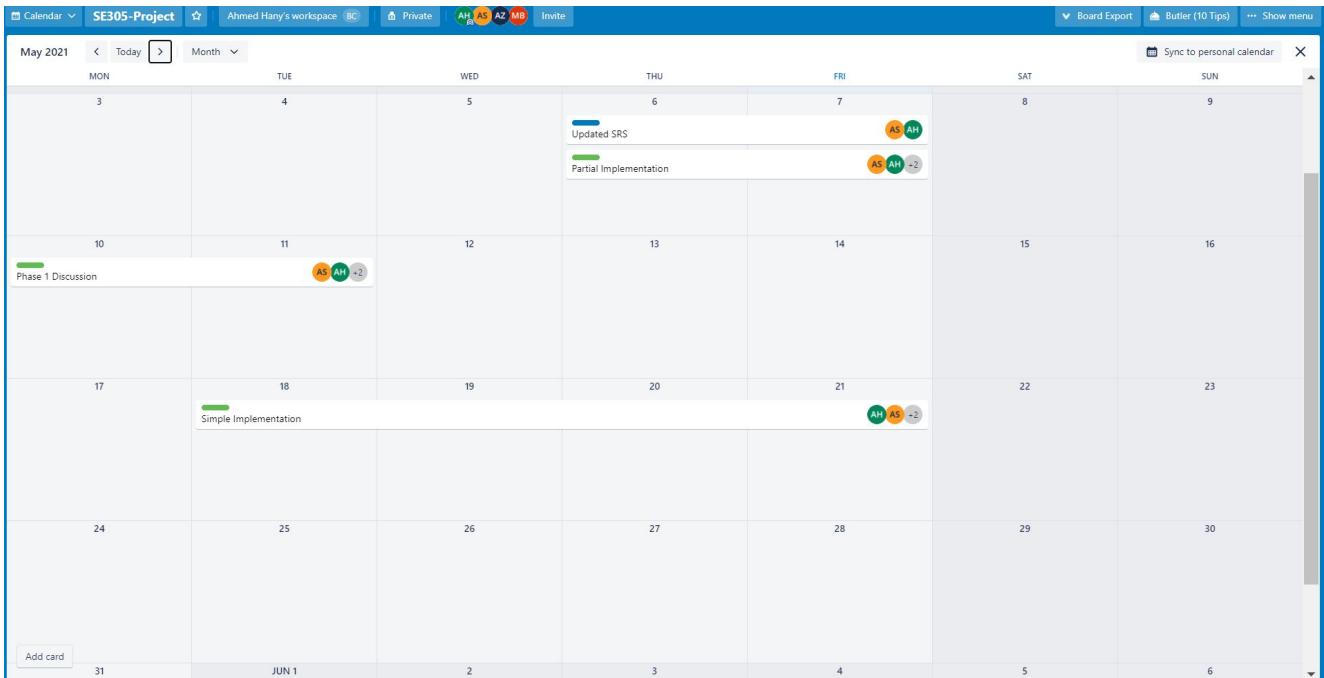


Figure 5: Project Time plan for May 2021

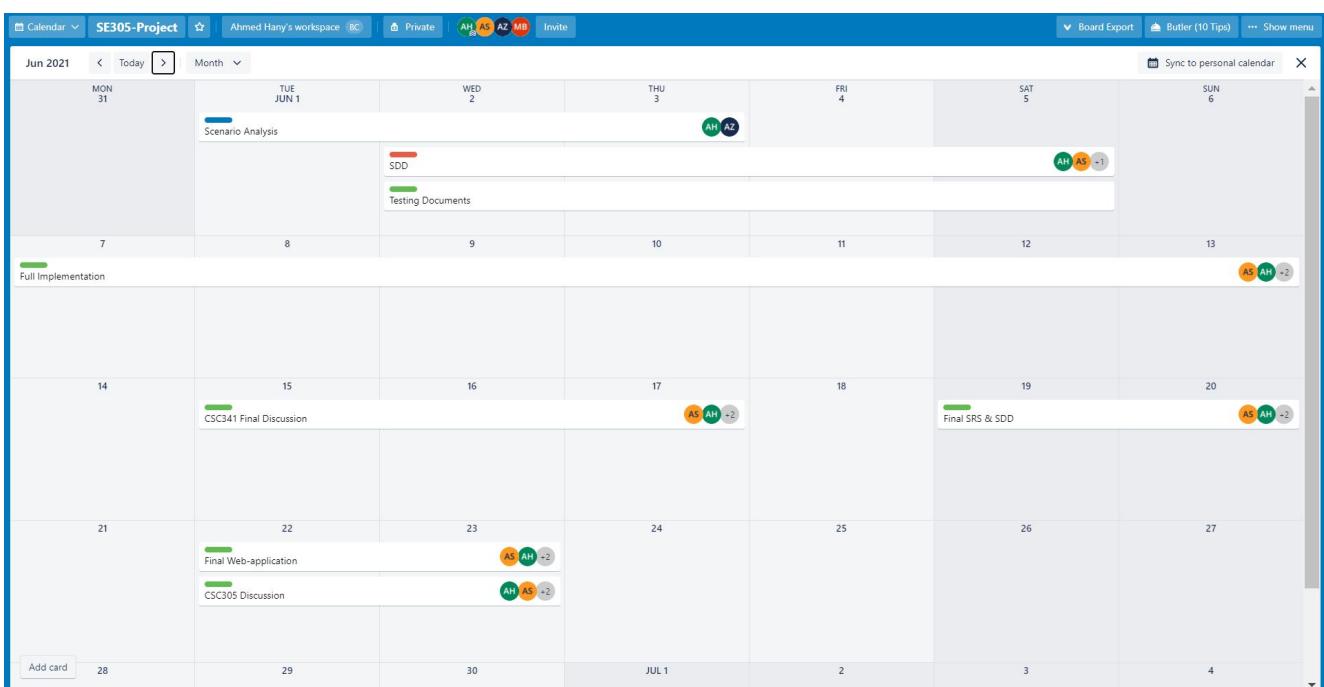


Figure 6: Project Time plan for June 2021

## References

- [1] Pratim Datta. "A preliminary study of ecommerce adoption in developing countries". In: *Information systems journal* 21.1 (2011), pp. 3–32.
- [2] Jayant Kumar. *Apache Solr search patterns*. Packt Publishing Ltd, 2015.
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- [4] Karin Mauge, Khash Rohanimanesh, and Jean-David Ruvini. "Structuring E-Commerce Inventory". In: *Proceedings of the 50th Annual Meeting of the Association for Computational Linguistics*.

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