E-BOUTIQUE

Date: 4/02/2019
Guide: Ms. Nimmy Francis

1. Project Overview?

An online shopping site provide an easier way to buy items, in an efficient way. HAUTE COUTURE- An E-boutique is the concept of selling fashionable dresses for women, i.e. a complete hub for women dream. The basic concept of this project is to allow the customer to shop virtually using the internet and allow customers to buy the items of their desire from the store. The Server process the customers and the items are shipped to the address submitted by them. The details of the items are brought forward from the database for the customer view based on the selection through the menu and the database of all the products are updated at the end of each transaction.

2. To what extend the system is proposed for?

The system is proposed to provide a suitable environment for the women to purchase their clothing. The real boutiques provide the facilities of touch and feel. In an online store it's not at all possible, so we try to introduce the facility of online dressing room. This concept is accomplished according to the users interest, i.e., if the user is ready to upload their image then they can try the select clothes on their image. Otherwise next option is try their selected clothes on dummies. New designers are appointed to the boutique through a fashion competition. Easy purchase and return is possible. On time delivery of the products are guaranteed.

3. Specify the Viewers/Public which is to be involved in the System?

- Customers: Those who has the opportunity to purchase the products.

- Designers: Those who made new fashions and design clothes based on the user and the admin requests.
- Sellers: Those who supply cloth materials to the designer.
- Distributors: Those who helps the customers to make their purchase more efficient. They deliver the products on time and if any replacement or return is needed, they help the customers.

4. List the Modules included in your System?

Designer products
Admin uploaded products
Cart Facility
Online payments
Online dressing room
On-time delivery of products
Return and replacements
Joining of new designer through fashion competition

5. Identify the users in your project?

Admin
Customer
Designer
Distributor
Seller

6. Who owns the system?

Haute Couture Boutique

7. System is related to which firm/industry/organization?

Firm

8. Details of person that you have contacted for data collection?

Life N Style Boutique
Pala-Ramapuram Road

Vellilappilly, Ramapuram
Kottayam, Kerala
PIN-686576

9. Questionnaire to collect details about the project? (min 10 questions, include descriptive answers, attach additional docs (e.g. Bill receipts, certificate models), if any?)

1. What would encourage you to try out new fashion and style?

   Mainly five reasons, that are her friends suggest her more designs and their family also. Their boutique is a partnership firm and so their designs are also tried in the boutique. Films and shows also gives them new and fashionable ideas. The last reason is the events they conducted, based on the responses they try new varieties.

2. Are your purchases are usually planned or based on the moment?

   Sometimes its planned because, few of the regular customers specifies their cloth type with a maximum range. So I choose their desired materials in the quality comes under the specified rate.

3. What are your main criteria's when purchase clothing?

   Quality, comfort and material and also these criteria must satisfy the amount criteria.

4. Do you charge any extra amount for the thread or embroidery works?
   Yes, they actually provide free mirror or lace work for all their customers. If the customer needs specified embroidery or pearl work it impose additional charges.

5. Do you think is it profitable to build a website?
   Yes, it is profitable because a site can access from anywhere and it has high reach to everybody.

6. Is the site affordable for common people?
   The dresses are designed based on the customer interest and specified price range. So it should be profitable.

7. Is the payment secure or not?

The payment is simple and secure, and uses encryption to ensure the data security. Card details are not provided at the time of registration.

8. What are the strategies used to make your customer attraction once they visited the site? Mainly the site provides more discount facilities. I.e., Before the payment, the site provides three options to the customer, excellent, good, satisfactory. Based on this selection varied discounts are provided for the customer.

9. Do you think location of store in the proximity area affects your purchase behavior?
   No, because everyone purchase based on quality and the best price.

10. Fashions from different countries are available or not?
    Yes, Based on the specified fashion the designer design it for the customer.