

**System Vision Document**

**Brandona Website**

**Problem Description**

Brandona is a website dedicated to providing customized clothing that perfectly fits each client or customer. It addresses the fast-changing fashion trends that often lead to environmental harm, with countless garments discarded yearly due to being out of style, poorly fitting, or lacking personal value. Brandona fosters a community-driven, social-media-based platform where clients can add personal value to their garments.

The website connects clients with designers and small local stores to help with fittings, design ideas, and garment drop-off or pickup. Communication between clients and designers is key, facilitated through the platform. Designers build their reputation through social media interactions and their project history, visible on the website. Clients can choose designers based on proximity or personal preference and can opt for in-store pickup or home delivery for their garments.

Accessible across mobile and desktop devices, Brandona ensures a seamless experience through both wired and wireless internet connections on any operating system. This innovative platform prioritizes sustainable fashion while meeting client needs with a personalized touch.

**System Capabilities**

The system should be capable of:

* Collecting and storing the customer's personal information in the database.
* Collecting and storing the designer's personal information in the database.
* Collecting information about the customer's recent and previous requests.
* Upload videos or pictures of the garment to the website.
* Chat or message communication between the customer and the designer.
* Able to find the designer near the desired parameters.
* Able to choose whom the service will go to.
* Connecting via Wi-Fi (Internet) and transmitting data.
* Connecting via telephone and transmitting data.

**Business Benefits**

The benefits of the website are listed as the following:

* Enable direct communication between customers and designers to share ideas, address concerns, and find solutions, reducing complications caused by third-party involvement.
* Offer in-store measurement assistance for customers who prefer not to measure themselves, attracting a broader range of customers and enhancing service offerings, which can help boost sales.
* Ensure accurate and up-to-date information and visuals about each designer's background and credentials, streamlining the creation of catalogs and web pages while making it easier for customers to choose the right designer.