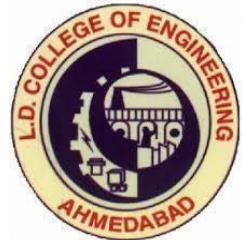


# Gujarat Technological University

Chandkheda, Ahmedabad

Affiliated



## L.D. College of Engineering

A Project Report

On

### SHOPKITTY

Under subject of

DESIGN ENGINEERING – 1A

B. E. (Semester – IV)

(Computer Engineering)

Submitted By

Group: **The Pitchers**

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Academic year (2015-2016)

(Faculty Guide)

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## **1.Introduction**

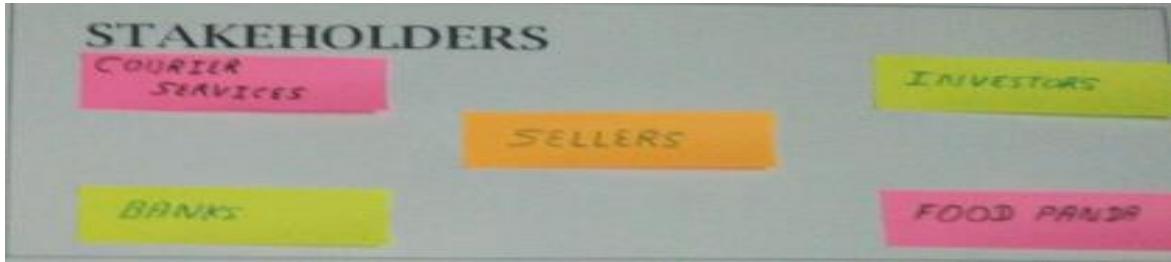
- **Motivation Behind Team Name:** Our team name is The Pitchers. It is the name of a series based On a start-up story of four friends and we also are a team of four.
- **Motivation Behind Topic Name:** As our project idea is a socio-commerce where women can try various accessories virtually, chat and share with her friends like in a kitty party, hence we chose the name ‘shopkitty’ which best describes our idea.
- **Design Thinking** is human-centered. Focus on people / customers and their needs and not on a specific technology or other conditions. Methods therefore used are observations, interviews, brainstorming, and prototyping

## **2. Empathy Mapping**

### **2.1 Deciding Users**



As the name suggests, the prime users of SHOPKITTY will be the kitties (women) . Other users will be the suppliers, courier services



[Figure 2.2 Stakeholders]

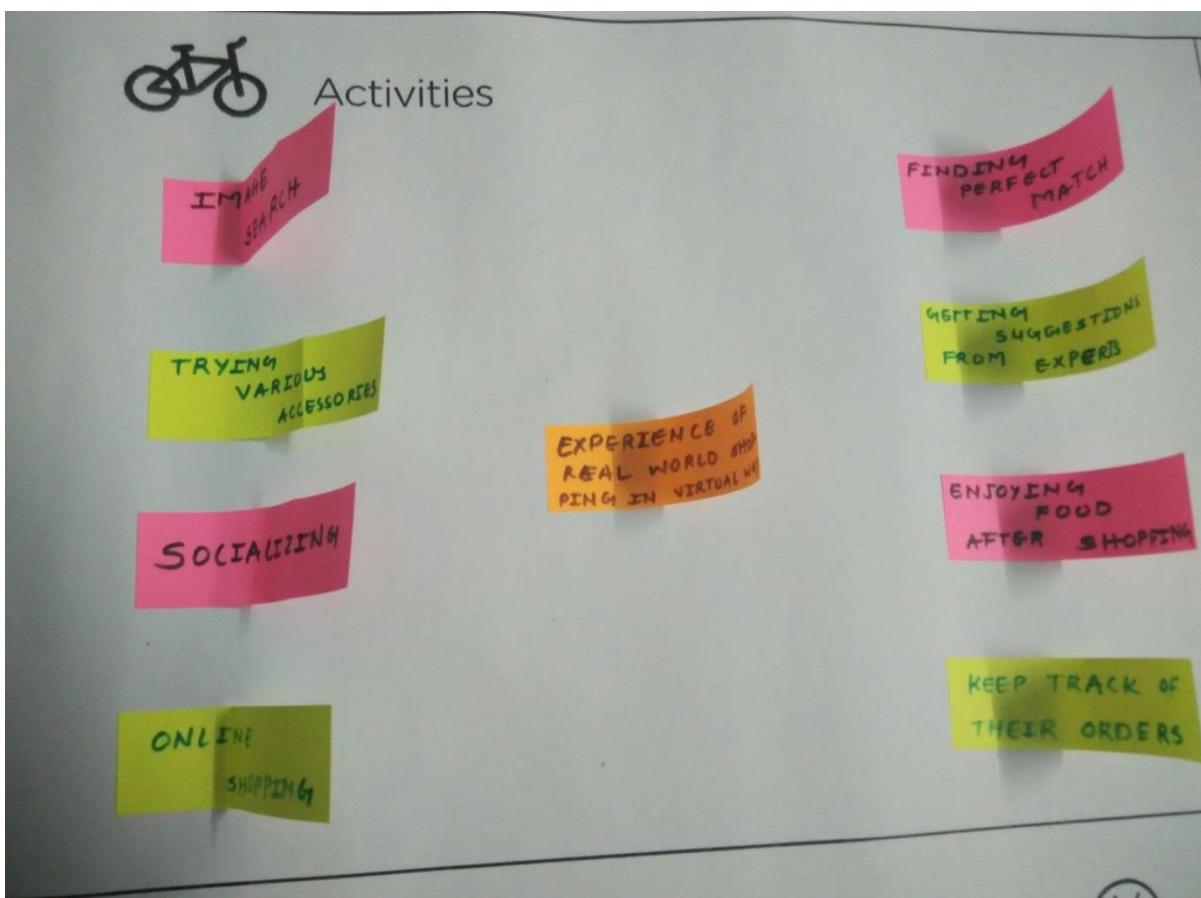
## 2.2 Deciding Stakeholders

1. **COURIER SERVICES:** They will deliver the order to the users and even in case of any exchange they will replace the earlier accessory with new order.
2. **SELLERS:** They are the one who will sell their wide range products through our app.
3. **INVESTORS:** They will provide the funding for physical requirements like warehouses, technological things, etc.
4. **BANKS:** For facilitating online payment.
5. **FOOD PANDA:** After shopping, it has become a custom to eat out. As we are attempting to bring the real world shopping experience in the virtual world, so apps like food panda will be providing on-the-spot food purchase coupons(discounted coupons based on the shopping bill) to the women after placing their order.

## 2.3 Activities

Here, we were to identify the activities that the user (Women/Seller/Courier service) was to be involved into. Accordingly, the activities where solely the user is to get engaged are identified as below:

1. **SIGN UP:** user has to sign up by adding their detail in our app.
2. **ADD SELLER:** here user seller has to add their valid information on database through our app.
3. **FIND YOUR ACCESSORY USING IMAGE SEARCH:** Here, user can find accessories by using an image.
4. **BUY WOMEN ACCESSORIES:** Here, user patient can buy accessories of their choice online through our app at their doorstep without wandering in shops and doing too many trials.
5. **STAY UPDATED WITH LATEST FASHION:** by our app user can get updated about latest fashion
6. **GET EXPERT ADVICE:** user can clear her confusion about what to wear with a particular apparel by getting expert advice.
7. **VIRTUAL TRIAL:** user can try out various accessories without any inconvenience and wastage of time
8. **ON-THE-SPOT DISCOUNTED FOOD COUPONS:** user can enhance their shopping experience by getting on-the-spot discounted food coupons .
9. **TRACK THEIR ORDER:** user can her order.
10. **CHAT AND SHOP:** As the users are women, who are fond of chatting, will get a good platform to chat and even shop.



[Figure 2.3 Activities]

STORY BOARDING	
HAPPY	I am working woman. I don't get much time for shopping. My most of time get wasted in visiting different shops and trying plenty of accessories. But when I used this application, I realized that this is really useful to me. I just have to swipe and click and I got accessories that suits me. Getting amazing suggestions from friends and experts enhances my shopping experience.
HAPPY	I am a home maker when I used to visit many shops. I used to waste my hours and hours for trying different things. Then I started using online shopping but in that I used to get confused about whether the accessories will suit me or not. Then I discovered about this app and my problem is solved. The image search feature is really worth exploring.
SAD	I am a collage girl. I tried this app. This app has tried to remove major drawbacks of online shopping and tried to convert the real world shopping experience to virtual shopping experience. But as I have an problem of allergy from certain clothes and I could not get the opportunity to feel the cloth so far. Reason this app turned unuseful for me.
SAD	I am a very moody woman and I usually prefer to bargain with the shopkeeper during shopping and it may happen that shopkeeper is our neighbour or our relative then he gives us a product at very nominal price unlike during online shopping prices are fixed so much. I feel that this is one of the drawbacks of this app.

## 2.4 Story Boarding (Happy and Sad)

The story boarding is an activity where it is needed to incorporate emotions related with the activities and users, stakeholders identified. The story made up here tells about emotional attachments including historical aspects connected (maybe) however, it is lacking of an on-hand experience of a user (may be hypothetical/ assumed case) at present.

**Empathy Mapping Canvas was framed as showing below:**

In Empathy Mapping Sheet, We discussed about the users and stakeholders of our Topic i.e., Events. The activities between the users and stakeholders is also Stated and described. The happy and sad story regarding events is also discussed in our sheet.

Page 11

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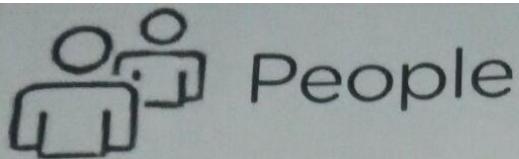
Date	Version
USER	STAKEHOLDERS
WOMEN	COURIER SERVICES SELLERS BANKS INVESTORS FOOD BANKS
ACTIVITIES	
IMAGE SEARCH	FINDING PERFECT MATCH
TRYING VARIOUS ACCESSORIES	ONLINE SHOPPING
SOCIALIZING	GETTING SUGGESTION FROM EXPERTS
	ENJOYING FOOD AFTER SHOPPING
STORY BOARDING	
HAPPY	I am working woman. I don't get much time for shopping. My most of time get wasted in visiting different shops and trying plenty of accessories. But when I used this application, I realized that this is really useful to me. I just have to swipe and click and I got accessories that suits me. Getting amazing suggestions from friends and experts enhances my shopping experience.
HAPPY	I am a home maker. When I used to visit many shops, I used to waste my hours and hours for trying different things. Then I started using online shopping but in that I used to get confused about whether the accessories will suit me or not. Then I discovered about this app and my problem is solved. The image search feature is really worth exploring.
SAD	I am a collage girl. I tried this app. This app has tried to remove major drawbacks of online shopping and tried to convert the real world shopping experience to virtual shopping experience. But as I have an problem of allergy from certain cloths and I could not get the opportunity to feel the cloth so far reason this app turned unuseful for me.
SAD	I am a very moody woman and I usually prefer to bargain with the shopkeeper during shopping and it may happen that shopkeeper is our neighbour or our relative then he gives us a product at very nominal price unlike during online shopping prices are fixed so mostly I feel that this is one of the drawbacks of this app.

### 3. Ideation Canvas

### **3.1 People**

We came out with following idea on involvement of people.

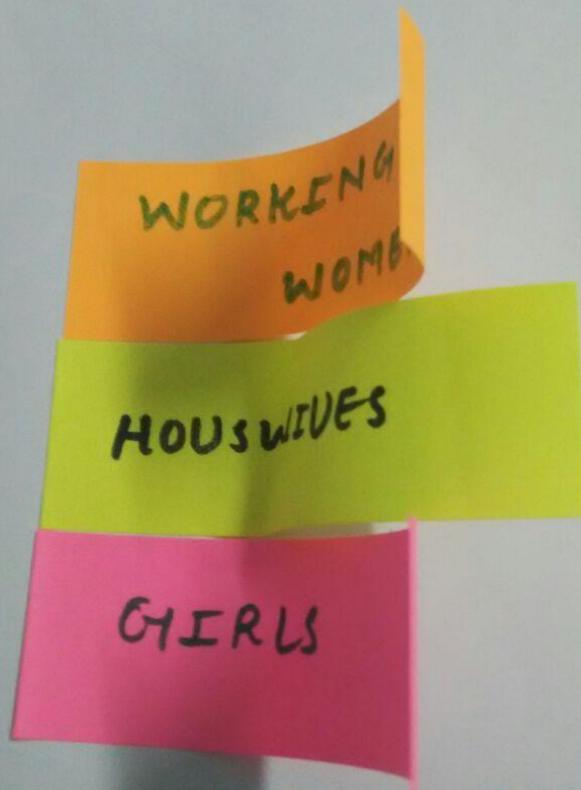
1. **WORKING WOMEN, HOUSEWIVES AND GIRLS:** working women, housewives and girls don't get time for their own shopping due to the various roles they have to play in their life. Online shopping is the available option but there are many loopholes in it due to which it has not been able to completely replace the real world shopping.
2. **COURIER SERVICES:** They will deliver the order is placed to the users and even in case of any exchange they will replace the earlier accessory with new order.
3. **BANKS:** For facilitating online payment.
4. **FOOD PANDA:** After shopping, it has become a custom to eat out. As we are attempting to bring the real world shopping experience in the virtual world, so apps like food panda will be providing on-the-spot food purchase coupons(discounted coupons based on the shopping bill) to the women after placing their order.
5. **SELLERS:** They are the one who will sell their wide range products through our app.
6. **INVESTORS:** They will provide the funding for physical requirements like warehouses, technological things, etc.



## People

Who is the key customer segment who will use this product /service or the end product of the concept you're busuina?

Write here about them, describe them a little.



[Figure 3.1 People]

### 3.2 Activities

With the thought on people involved in different activities, an attempt was made to think up on possibilities of various activates. Elaboration at maximization is essential here at the stage while identifying activities, these results in COMPREHENSIVENESS.

11. **SIGN UP:** user has to sign up by adding their detail in our app.
12. **ADD SELLER:** here user seller has to add their valid information on database through our app.
13. **FIND YOUR ACCESSORY USING IMAGE SEARCH:** Here, user can find accessories by using an image.
14. **BUY WOMEN ACCESSORIES:** Here, user patient can buy accessories of their choice online through our app at their doorstep without wandering in shops and doing too many trials.
15. **STAY UPDATED WITH LATEST FASHION:** by our app user can get updated about latest fashion
16. **GET EXPERT ADVICE:** user can clear her confusion about what to wear with a particular apparel by getting expert advice.
17. **VIRTUAL TRIAL:** user can try out various accessories without any inconvenience and wastage of time
18. **ON-THE-SPOT DISCOUNTED FOOD COUPONS:** user can enhance their shopping experience by getting on-the-spot discounted food coupons.
19. **TRACK THEIR ORDER:** user can track her order.
20. **CHAT AND SHOP:** As the users are women, who are fond of chatting, will get a good platform to chat and even shop.

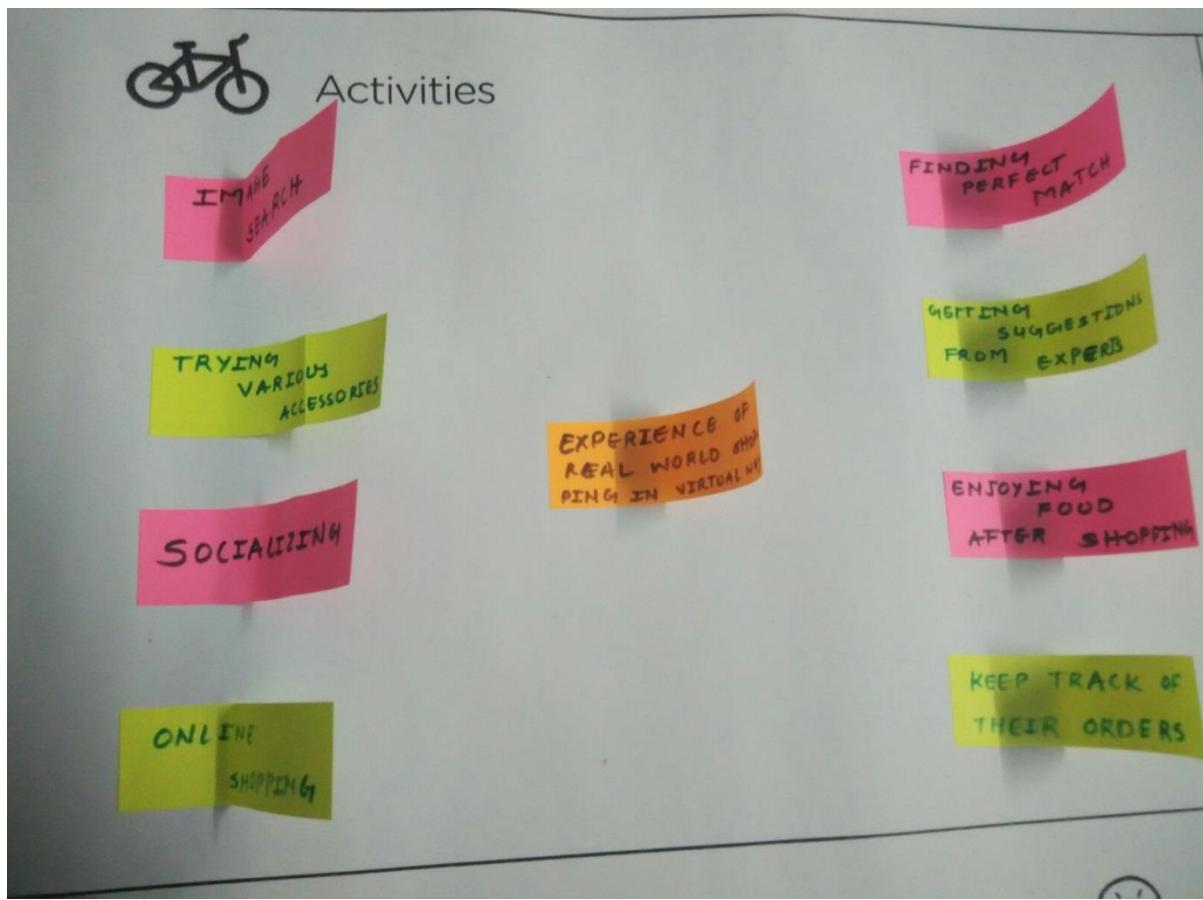


Figure 3.2 Activities

### 3.3 Context/ Location/ Situation

With number of people identified doing many activities, we attempted to identify different locations that are involved in performing such activities, situations that are applied to perform certain activities and context of importance that was relevant to activities. We came up with the following situations context and location with respect to the activities:

<p><b>1. <u>IMAGE SEARCH</u></b></p> <p><u>Situation:</u> Open app, <del>Find accessory of your choice</del> using image search.</p> <p><u>Context:</u> Order desired accessory Online.</p> <p><u>Location:</u> Home, Office.</p>	<p><b>2. <u>TRY AND SHOP</u></b></p> <p><u>Situation:</u> Open app, choose your accessories and virtually try them.</p> <p><u>Context:</u> Get perfect matching clothes</p> <p><u>Location:</u> Home, Hospital</p>
<p><b>3. <u>CHAT AND SHARE</u></b></p> <p><u>Situation:</u> After finding the accessory and trying it, share that photo with your friends.</p> <p><u>Context:</u> Chatting and shopping as in real world shopping.</p>	<p><b>4. <u>EXPERT ADVICE</u></b></p> <p><u>Situation:</u> What to wear with certain clothes.</p> <p><u>Context:</u> Get a scrapbook for accessories and clothes</p>

Location:  
Virtual Shopping

Location:  
Home,  
Office.

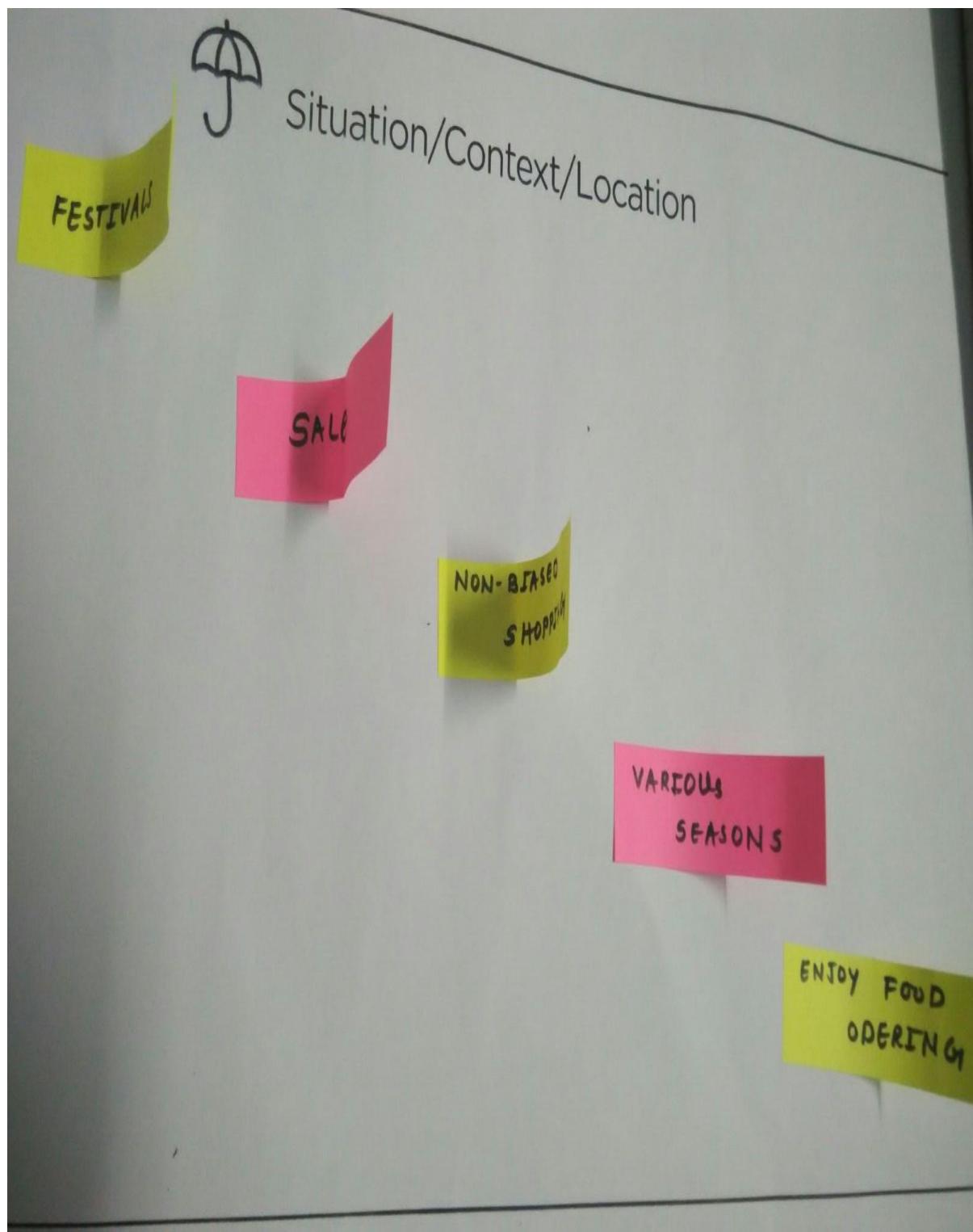
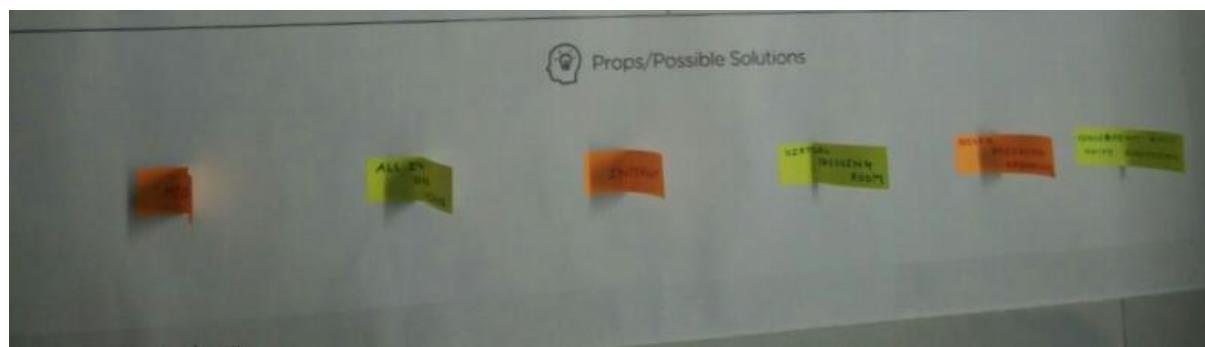


Figure 3.3 [Situation / Context / Location]

### 3.4Props/ Possible Solutions

This section of the Ideation Canvas help in carving out different requirement in-line with attempting/ looking forward to have an idea about addressing a problem (in the case here, it was heritage value and property in concern).

1. SERVER HACK
  2. LATE DELIVERY
  3. INTERNET CONNECTIVITY
  4. IGNORANCE
- 

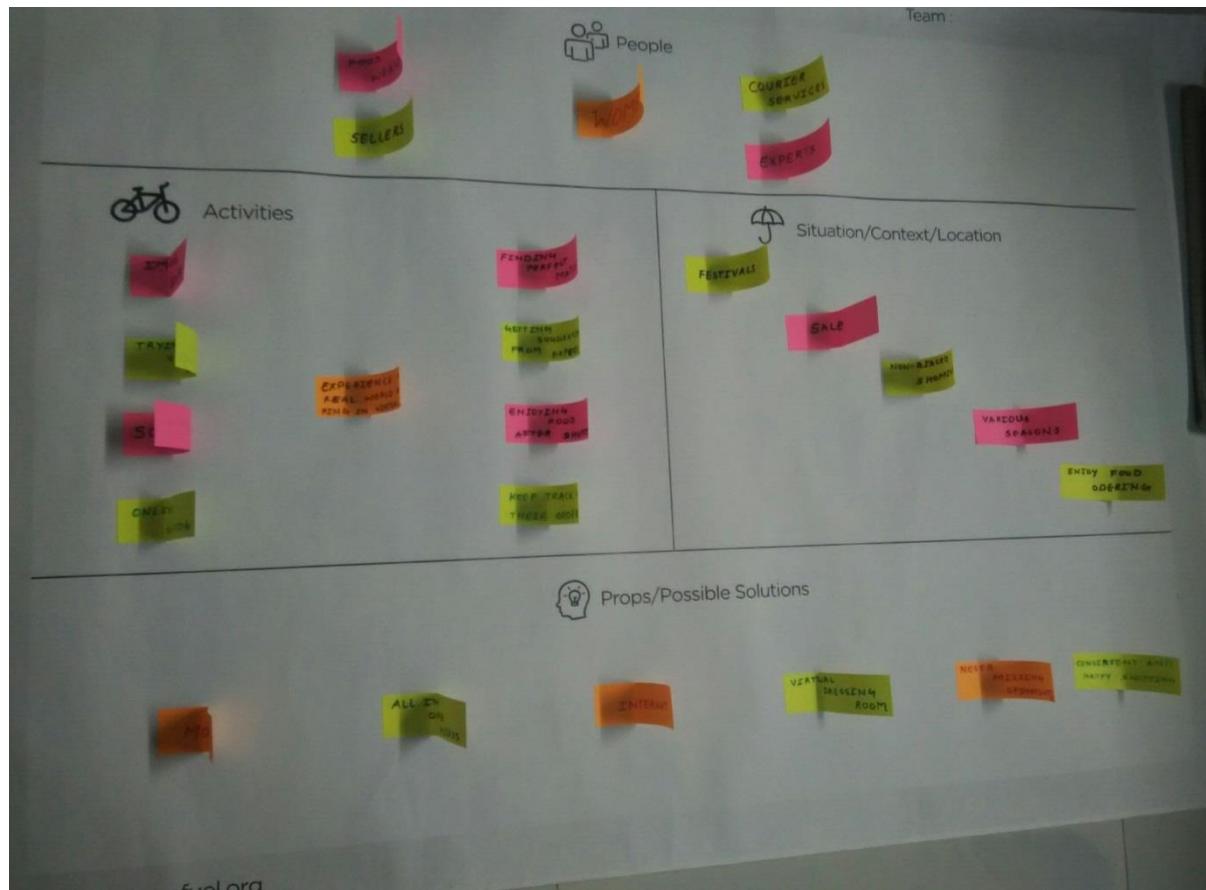


[Figure 3.4 Props/Possible Solutions]

### **3.5 The Problems faced during Shopkitty:**

- Varying colour resolution of screen
- Server goes down at critical situation
- User is unable to sign up at some situation
- Smartphone bug
- Slow internet connection

**Ideation Canvas was framed as showing below:**



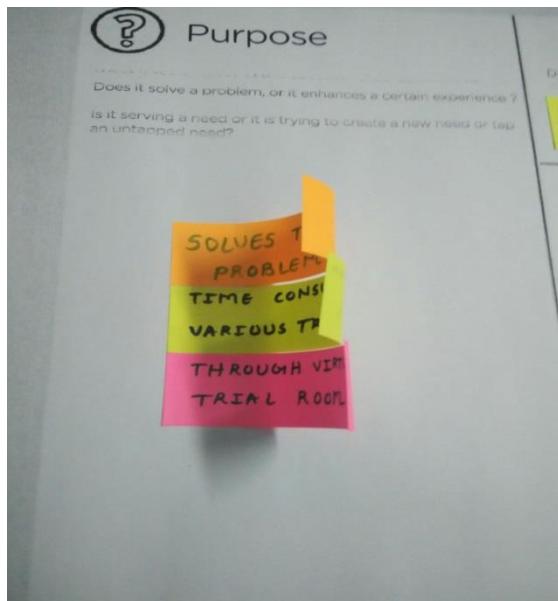
[Figure 3.5 Entire Ideation Canvas]

In Ideation Sheet, We described the people involved with events their activities as included in first sheet and some other activities except that. The Situation / Context /Location of activities i.e. Why, How and where the activities are performed are discussed in the second sheet. The Props involved in event are also stated in our second sheet of Ideation Canvas.

## **4. Product Development Canvas**

### **4.1 Purpose**

Our Purpose is to bring the virtual world shopping experience parallel to the real world shopping experience by solving problems like wastage of time in trials, avoiding confusion regarding shopping by chatting with friends and getting expert advice, staying updated with the latest trends, enhancing your search by image search, etc.

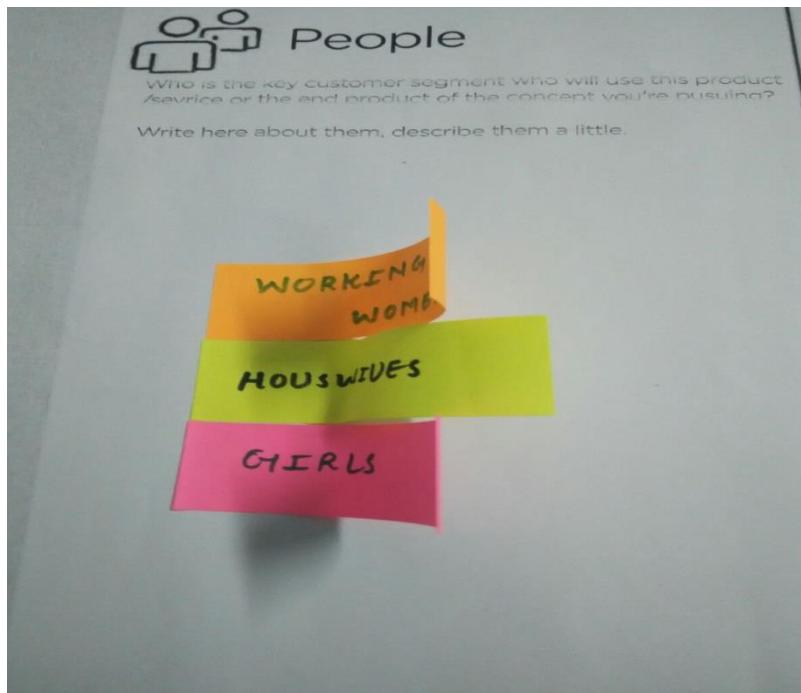


[Figure 4.1 Purpose]

### **4.2 People**

1. **WOMEN** –Here, women will add their information to help create a model similar to her on which all the accessories can be tried upon.
2. **SELLERS** –Here, sellers will expand their business by getting many customers from all over the country.

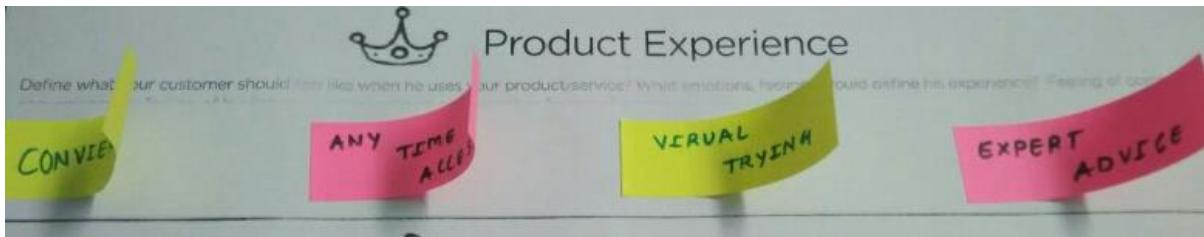
3. **COURIER SERVICES**—They will bridge the gap between the order placed and order delivered by delivering the order as soon as possible to the users at their doorstep.



[Figure 4.2 People]

### 4.3 Product Experience

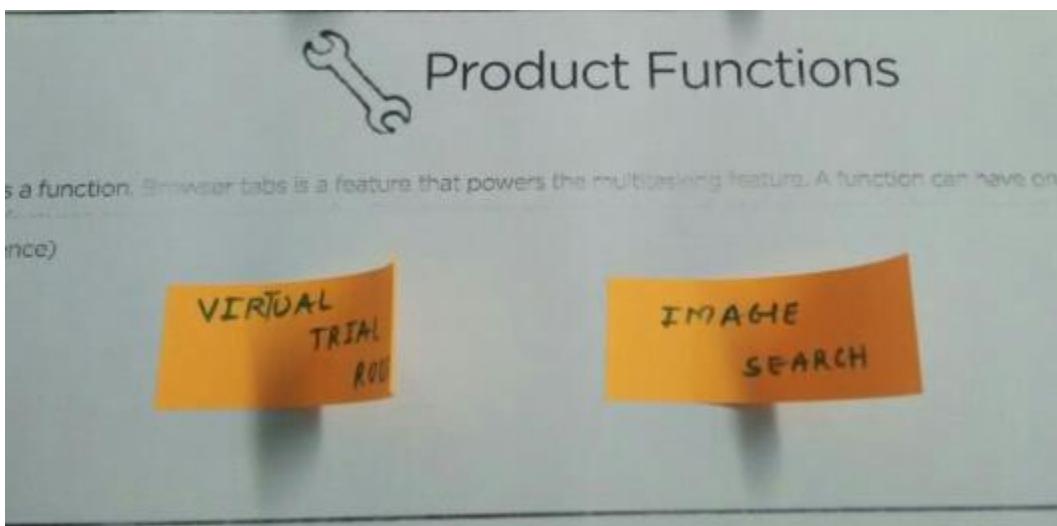
1. **TIME SAVING**—our app can save a lot of time for a women by giving them virtual trial facility and improvised image search.
2. **RELIABLE**—It is very reliable as users can get expert as well as their friends' advice.
3. **ANY TIME SHOPPING**—It provides the user facility to shop at any point of the day.



[Figure 4.3 Product Experience]

### 4.4 Product Functions

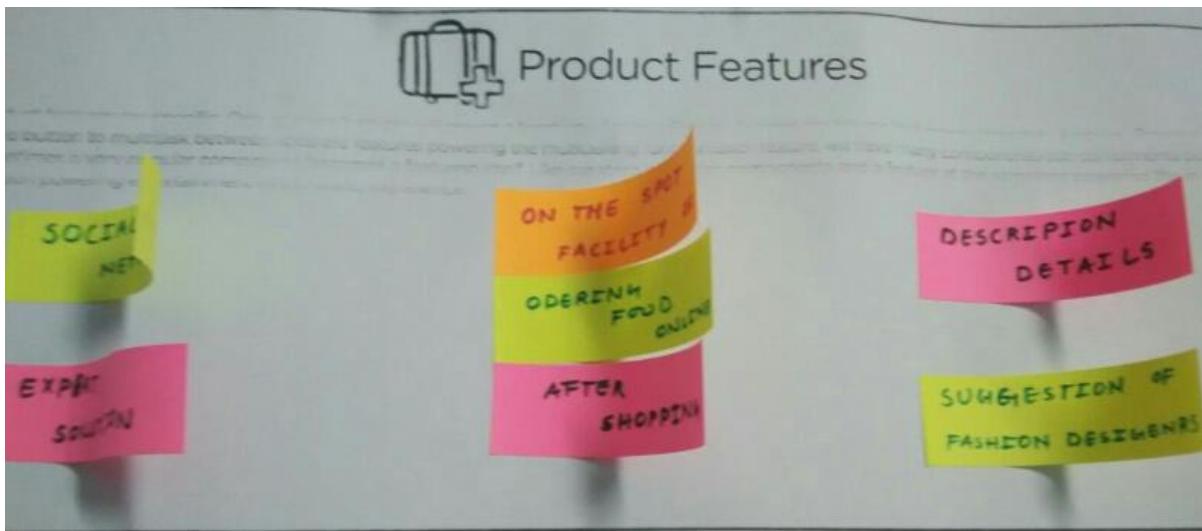
1. **TRY ACCESSORY ONLINE**—user can try the accessory online.
2. **EASY SEARCHING**—User can search using the improvised image search.
3. **NOTIFICATION OF SALES AND DISCOUNT**—according to the sale or discount there will be notification so that the user cannot miss the chance.



[Figure 4.4 Product Functions]

## 4.5 Product Features

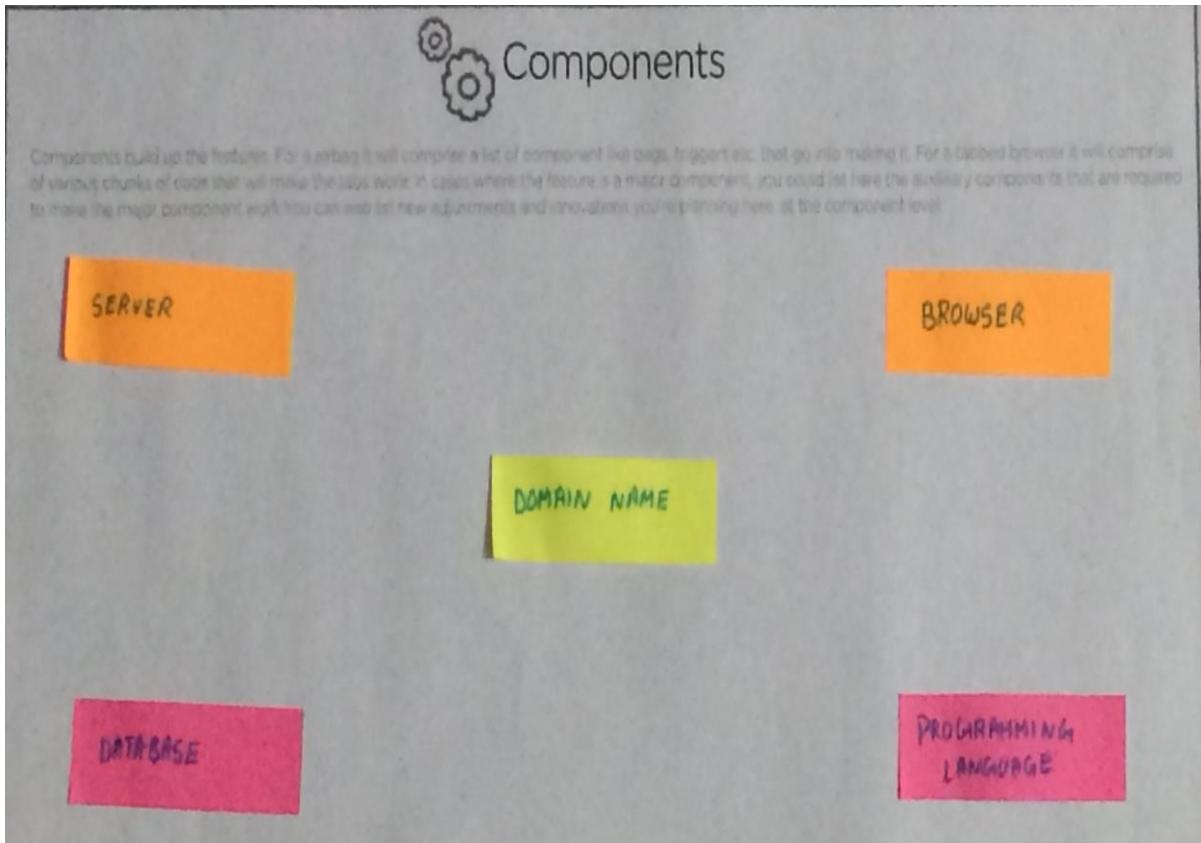
1. **VIRTUAL TRIAL ROOM**—in this feature user can try out the accessories virtually
2. **IMAGE SEARCH**—user can search for the accessories for which they have a photo and no info about it.
3. **CHAT AND SHOP**—user can shop by chatting with her friends.
4. **EXPERT ADVICE**— user can get expert advice about which accessory to be worn with what by using scrapbooks.
5. **ON\_THE\_SPOT DISCOUNT FOOD COUPONS**—After placing the order, women can order food at discounted rates using the on-the-spot discount food coupons.



[Figure 4.5 Product Features]

## 4.6 Components

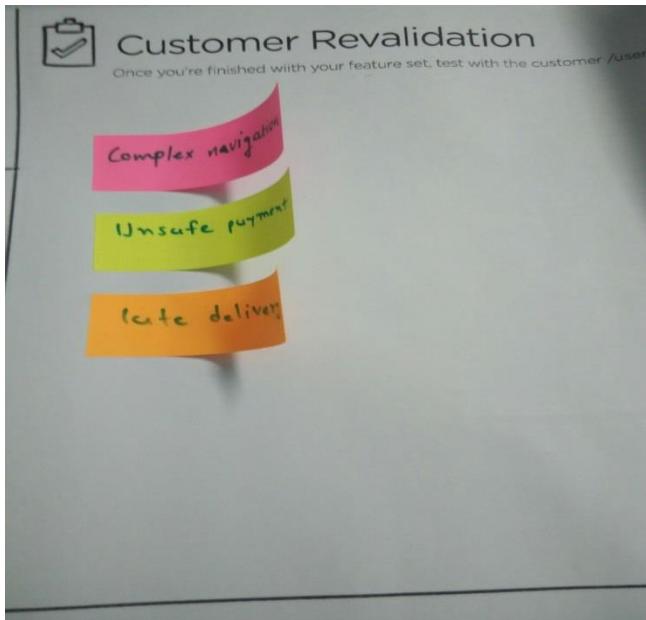
- Components of our Product Development canvas are shown below.



[Figure 4.6 Components]

## 4.7 Customer Revalidation

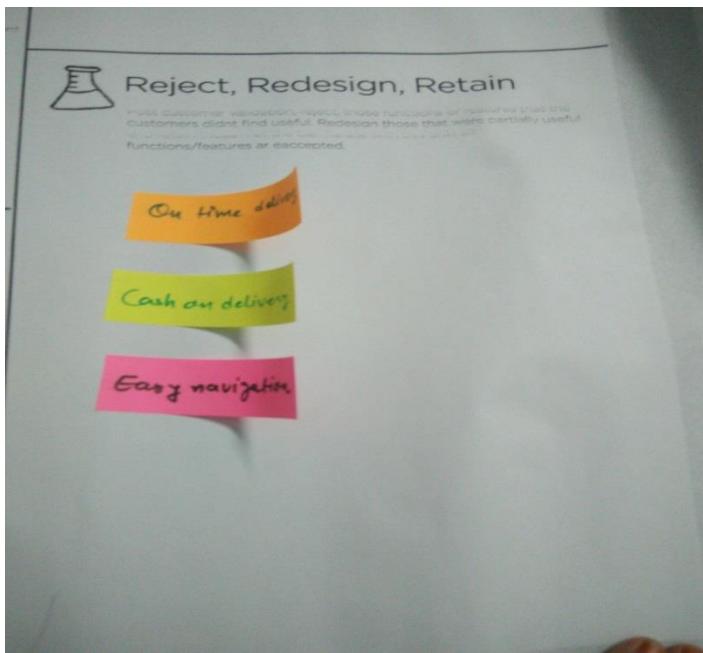
1. **COMPLEX NAVIGATION**—Some of the users found this app to have complex navigation.
2. **UNSAFE PAYMENT**—Due to hacker attacks some of the users had bad experiences of safety during payment.
3. **LATE DELIVERY**—Due to some reason users complained about late delivery.



[Figure 4.7 Customer Revalidation]

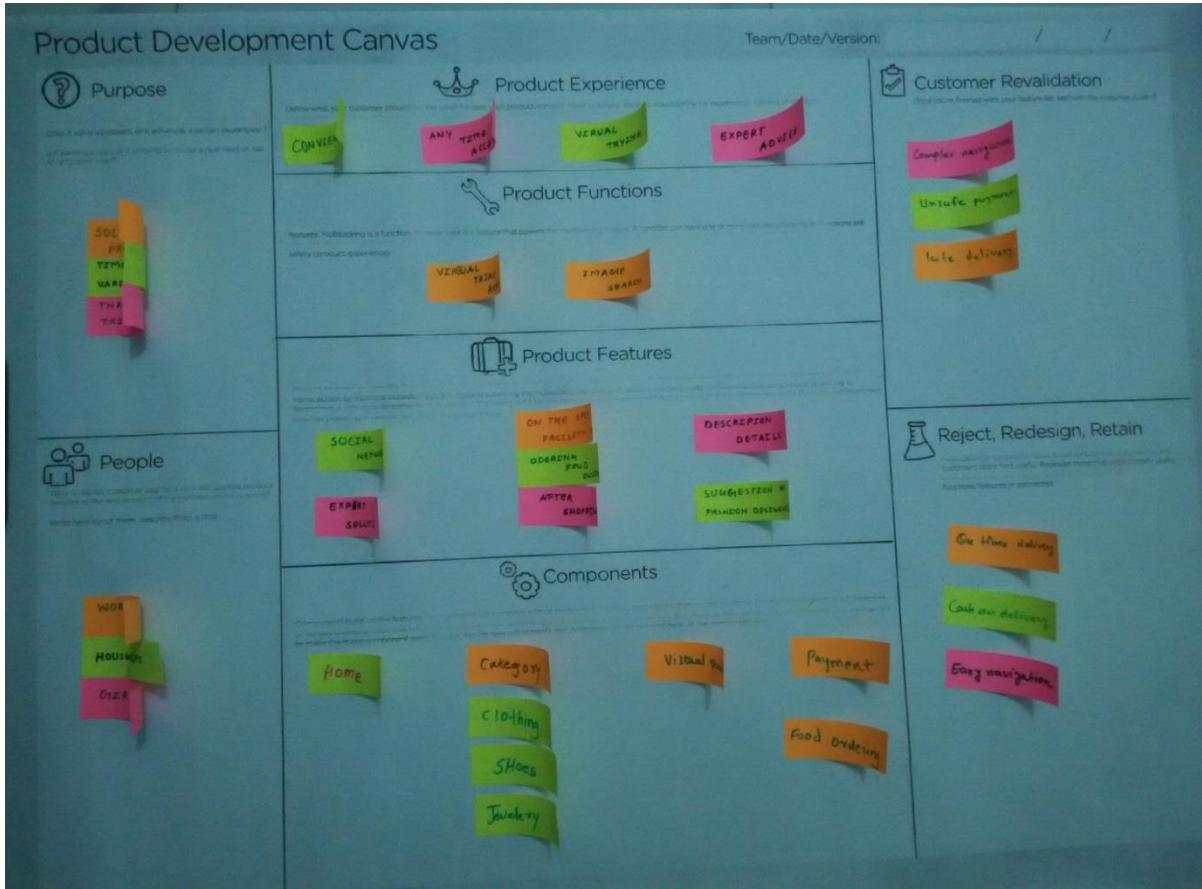
## 4.8 Reject Redesign Retain

1. **NEED INTERNET ACCESS**—users find that this app is compulsory going toneed internet connection to get access to this app and use it.
2. **TOO MANY EMAIL ALERTS**—this app is giving too many alerts through emails
3. **LATE DELIVERY**—more time-taking delivery in some cases.
4. **FIND MORE DEALERS**—more variety can be offered by increasing the number of dealers selling through the app.



[Figure 4.8 Reject redesign retain]

## Product Development Canvas was framed as showing below:



[Figure 4.9 Entire Product Development Canvas]

In the third sheet of Product Development Canvas we designed a Product Named Weapon Detector to ensure the safety of our event venue. The Features, Functions, Components of product are also stated and described using colorful Sticky notes. People using this device are also discussed. The experience of users, Customer Revalidation is also discussed and stated. Then accordingly the reject, retain and redesign of some features are done in order to improve our product.

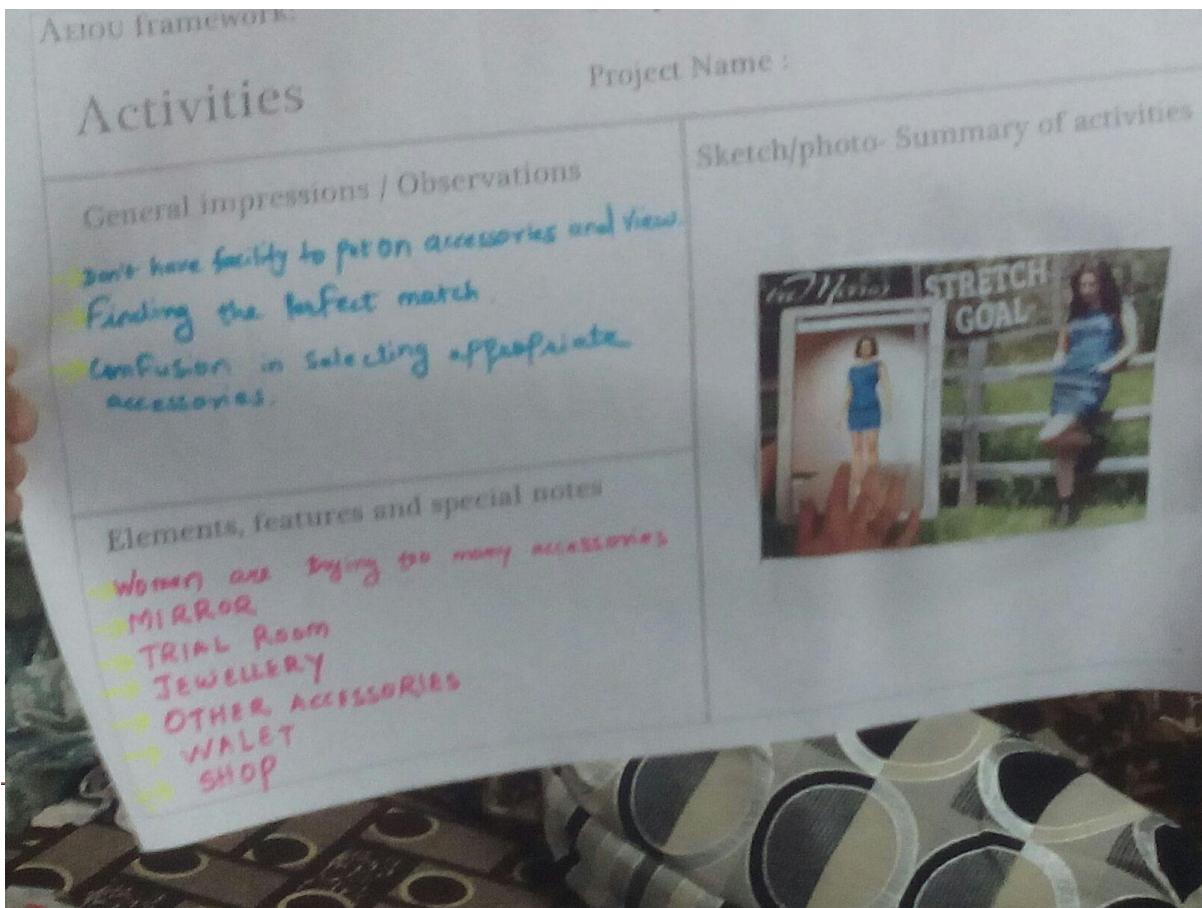
## **5. AEIOU FRAMEWORK (ACTIVITIES)**

### **5.1 General Impressions/Observations**

1. **FIND YOUR ACCESSORY USING IMAGE SEARCH:** Here, user can find accessories by using an image.
2. **BUY WOMEN ACCESSORIES:** Here, user patient can buy accessories of their choice online through our app at their doorstep without wandering in shops and doing too many trials.
3. **STAY UPDATED WITH LATEST FASHION:** by our app user can get updated about latest fashion
4. **GET EXPERT ADVICE:** user can clear her confusion about what to wear with a particular apparel by getting expert advice.
5. **VIRTUAL TRIAL:** user can try out various accessories without any inconvenience and wastage of time
6. **ON-THE-SPOT DISCOUNTED FOOD COUPONS:** user can enhance their shopping experience by getting on-the-spot discounted food coupons .
7. **TRACK THEIR ORDER:** user can her order.
8. **CHAT AND SHOP:** As the users are women, who are fond of chatting, will get a good platform to chat and even shop.

### **5.2 Elements, Features And Special Notes**

1. **STAY UPDATED WITH LATEST FASHION:** by our app user can get updated about latest fashion
2. **GET EXPERT ADVICE:** user can clear her confusion about what to wear with a particular apparel by getting expert advice.
3. **VIRTUAL TRIAL:** user can try out various accessories without any inconvenience and wastage of time
4. **ON-THE-SPOT DISCOUNTED FOOD COUPONS:** user can enhance their shopping experience by getting on-the-spot discounted food coupons .



## **6.A ELOIU FRAMEWORK (ENVIRONMENT)**

### **6.1 General Impressions/Observations**

- 1. CHAOTIC ENVIRONMENT**
- 2. LIMITED RESOURCES**
- 3. RUDE SHOPKEEPERS**
- 4. CROWDY**
- 5. WASTAGE OF TIME**

### **6.2 Elements, Features And Special Notes**

1. **TIRING JOURNEY**—For finding accessory of her choice, user has to go through a tiring journey
  2. **WASTAGE OF TIME**—Women have to waste a lot of time in searching appropriate accessory and trying them one by one.
  3. **WAITING FOR THE TRIAL ROOM**— Women have to wait for a long time for the trial room.
-

Environment		Group ID:	Date:	Sheet No.
		Project Name :		
General impressions / Observations Style, materials & atmosphere )  → chaotic environment → NOisy → CROWDY → Waiting → Limited Resources → Time consuption → Rude Shop Keffers		Floor plan		
Elements, features and special notes  → Women are trying too many accessories → Trial zoom. → Shops. → Finding Perfect match. → Transportation.		Scene		

## **7. AEIOU FRAMEWORK (INTERACTIONS)**

### **7.1 General Impressions/Observations**

1. **APP- WOMEN**—Here, women will use this app, accordingly to their need.
2. **SELLER- COURIER SERVICE**—Here, seller will also use this app, to update the stocks.
3. **WOMEN-APP-SELLER**—There will be an indirect interaction between the women and the sellers through the app .
4. **WOMEN-COURIER SERVICE**—Here, Women will get their orders through the courier men.

### **7.2 Elements, Features And Special Notes**

1. **WOMEN-WOMEN**—Since this is a socio-commerce app, women will interact with their friends .
2. **WOMEN-FOODPANDA**—Here, on special note if the woman uses the on-the-spot discounted food coupons then she will interact with the delivery man of foodpanda.

# Interactions

Project Name :

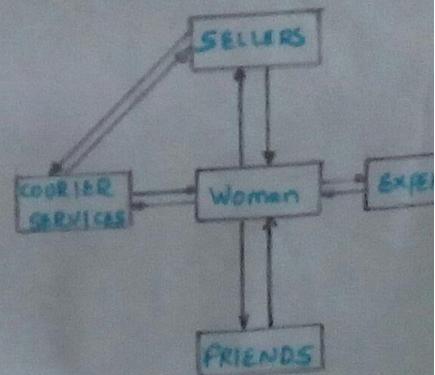
General impressions / Observations  
(Who is interacting with whom, what?)

- SELLERS
- COURIER SERVICES
- WOMEN
- FRIENDS
- EXPERTS

Elements, features and special notes

- Suggestions from friends, experts, fashion designers.
- On the spot facility of ordering food from various food websites after shopping.
- Can track their records of their orders.
- Comments and reviews from friends.

Scene of interaction  
(How it is being done)



## **8.AEIOU FRAMEWORK (OBJECTS)**

### **8.1 General Impressions/Observations**

1. **SMART PHONE** –Here, smart phone is main object where women are the key user.
  2. **COMPUTER** –With Computer women can access the same data or information as they do with smartphone
  3. **INTERNET** –The Whole application is running online, so to access features of it client will need internet.
  4. **SERVER** –On the server the whole data like, information of doctor, history of patient, information of chemist etc.. are stored on server.
- 

### **8.2 Elements, Features And Special Notes**

1. **FINDING ACCESSORY BY IMAGE SEARCH**–Through smartphone or computer user can find accessories according to their need.
2. **VIRTUAL TRIAL**–Through smartphone or computer user can also try the accessory online.
3. **CHAT AND SHARE**–After trial of an accessory, the user can share that picture and with her friends for getting reviews and comments.

### 8.3 INVENTORY OF KEY OBJECTS

1. **DOMAIN NAME** –This the URL or access address where you can find all thefeature of our app.
2. **DATABASE** –On Server, the information of available stock get stored which iswe call database.
3. **SERVER** –To access database or to store data this all things can be done on server.
4. **PROGRAMMING LANGUAGE** –The Whole Application for desktop and also forsmart phone is made up on java language.

# Objects

Project Name :

General impressions / Observations  
(What components are involved?)

- MOBILE
- INTERNET
- TRIAL ROOM
- SHOPS
- MIRROR

Elements, features and special notes  
(How objects are relating to the activities?)

- VIRTUAL TRYING ROOM
- IMAGE SEARCH

Inventory of key objects



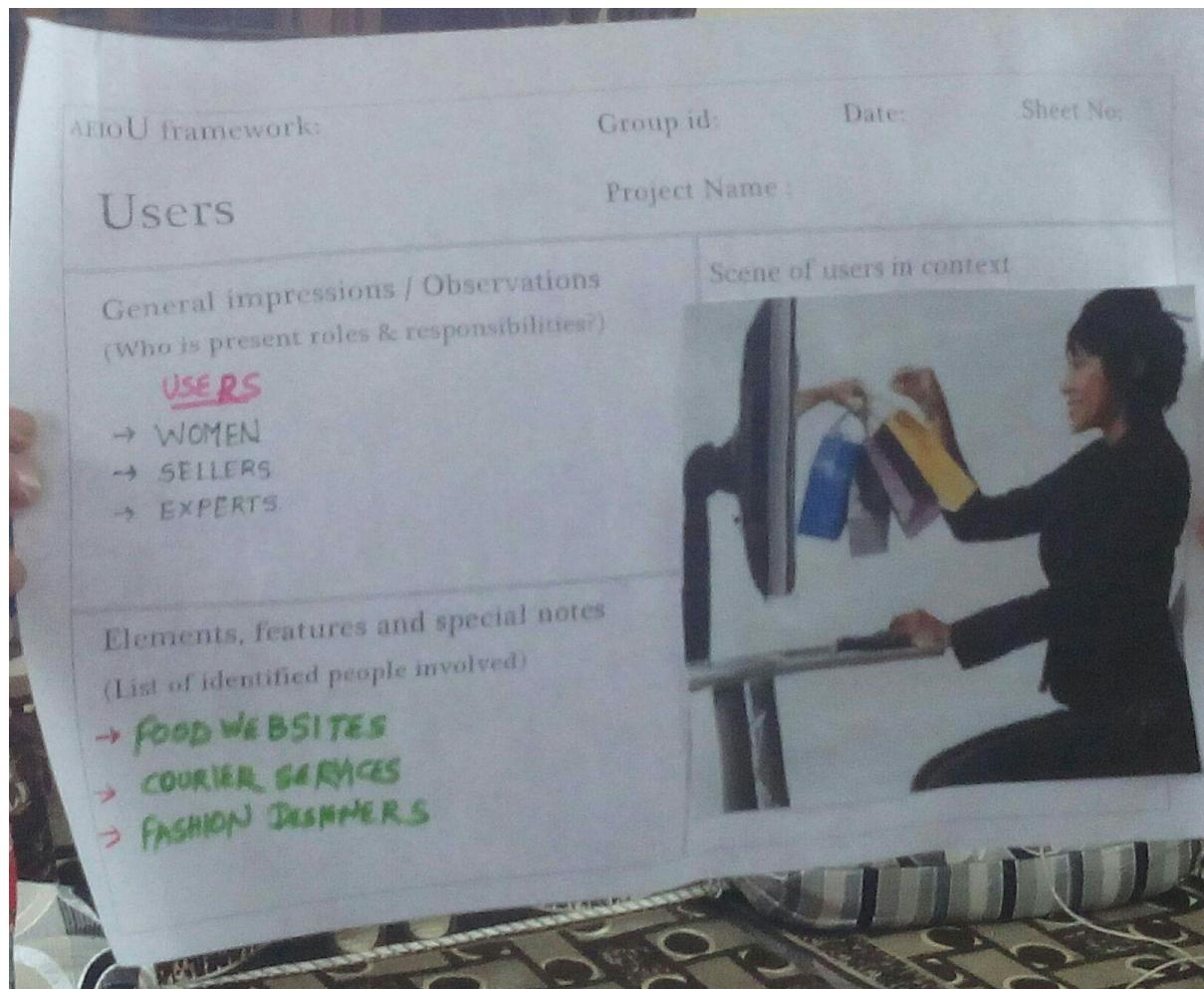
## **9.AEIOUFRAMEWORK (USERS)**

### **9.2 General Impressions/Observations**

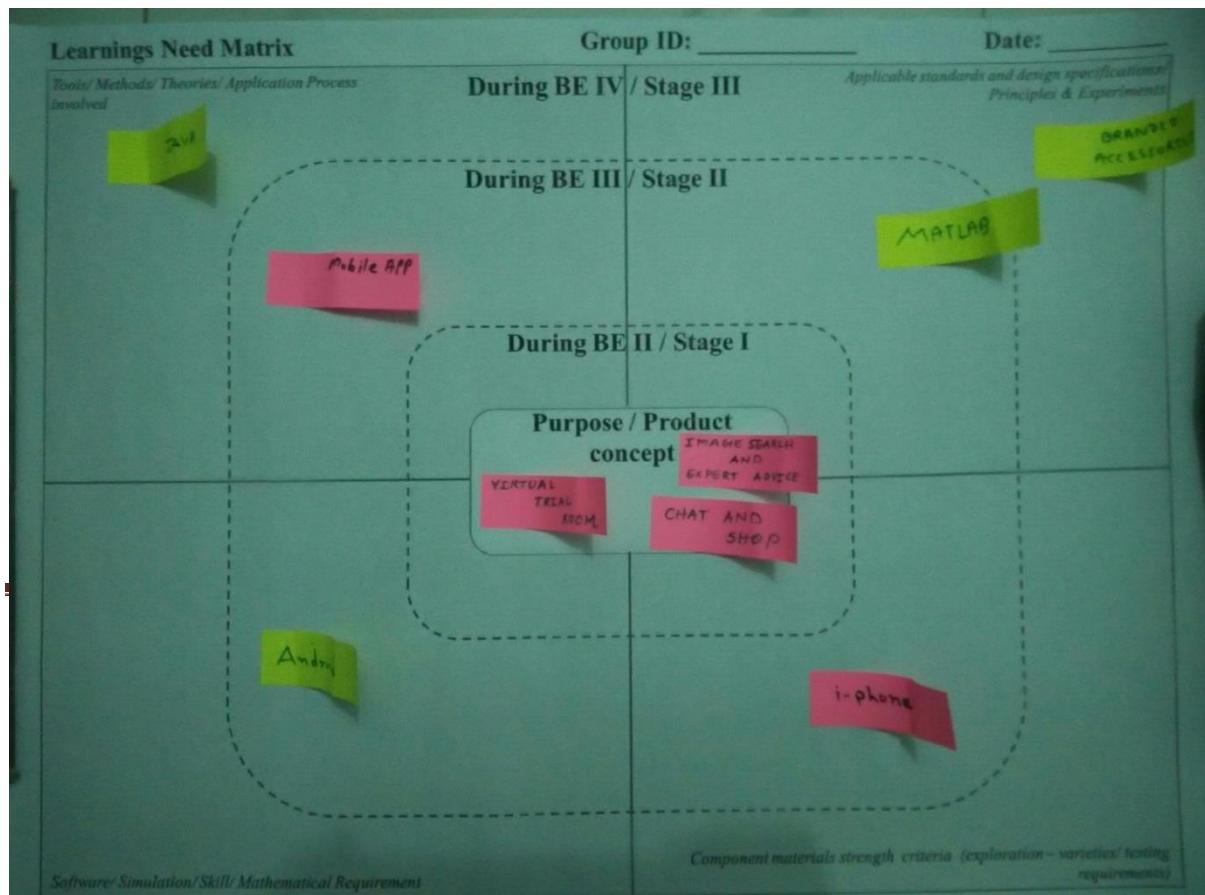
1. **WOMEN**—Here, women will add their information to help create a model similar to her on which all the accessories can be tried upon.
2. **SELLERS**—Here, sellers will expand their business by getting many customers from all over the country.
3. **COURIER SERVICES**—They will bridge the gap between the order placed and order delivered by delivering the order as soon as possible to the users at their doorstep.

### **9.3 Elements, Features And Special Notes**

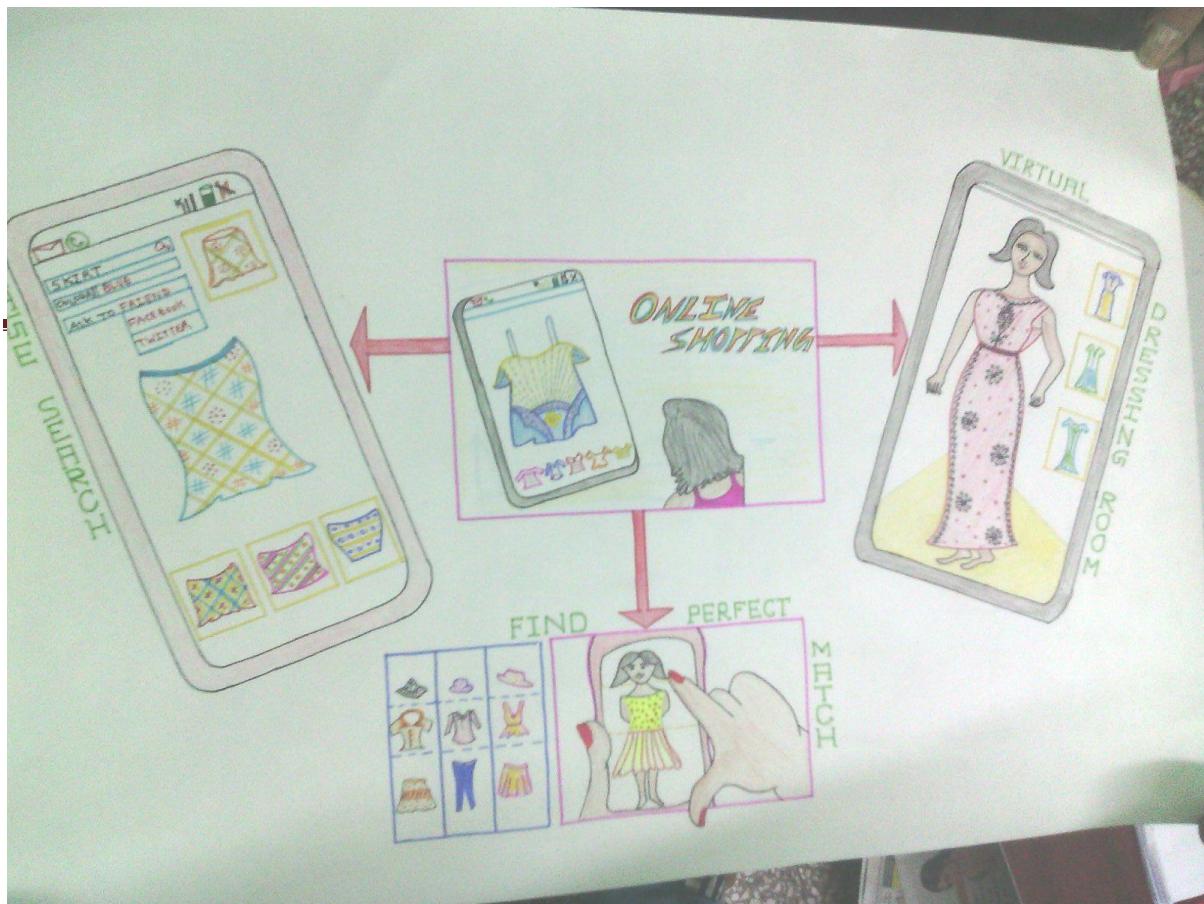
1. **FOODPANDA**—User can order using the on-the-spot discounted food coupons they receive after placing their order.
2. **EXPERT ADVICE**—User can get expert advice in the form of scrapbooks from the experts.



## 10.LEARNING NEEDS MATRIX



## **11.PROTOTYPE**



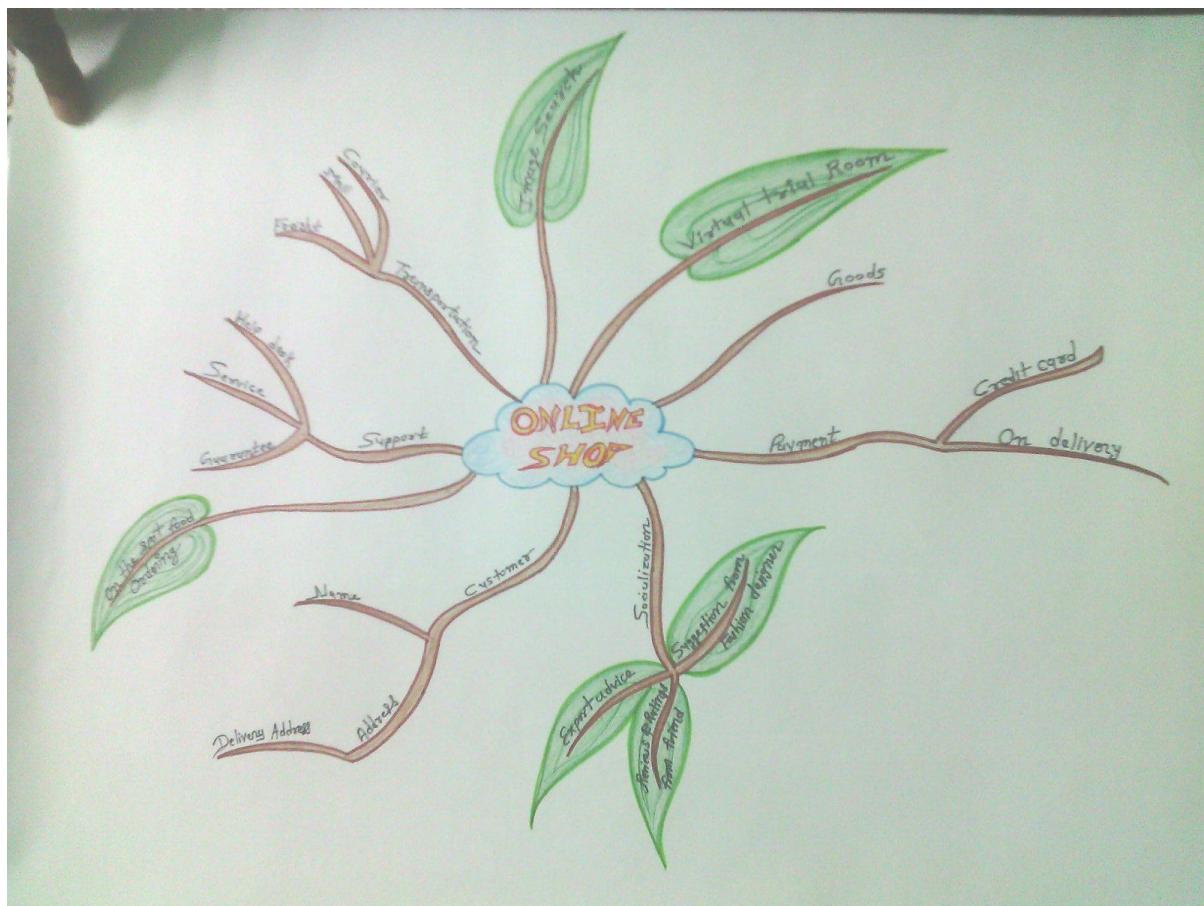
## **12. Summary**

Though there are many options available in today's world for online shopping but not many women have diverted towards online shopping due to many reasons like lack of trust, no facility to try the accessory, lack of organised search, etc. The main reason is that they are not getting the real world shopping experience in the virtual world. So we have tried to remove most of the loopholes of virtual shopping world through our innovative ideas.

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## 13. MIND MAP :



## **Overview of Sheets**

In third semester we have prepared 10 modules/sheets which gives complete description of our project which includes

❖ **Mind map :**

Generally include the details of all features and fields present in our project in a form tree. It is basically a brainstorming.

❖ **AEIOU :**

Sheets includes the details of our survey which we performed before actual implementation of our project sheet A is for activity E is environment which have the details of our offline surroundings I is for interaction O stands for objects & U includes the user of our project.

❖ **LNM:**

Sheet includes the detail of tools, languages, concepts, algorithms or if any special resources we require for our project.

❖ **EMPATHY :**

Sheet includes the happy as well as sad point/story of our project which are mentioned by users during interaction.

❖ **Ideation Canvas:**

Includes the entire ideation of our project

❖ **Prototype :**

Includes the flow of our project as well as overview and lookup.

## **Description of Prototype**

- Prototype allows you to test how your solution will work and even show the solution to users for feedback

❖ **Prototype for our App consists of:**

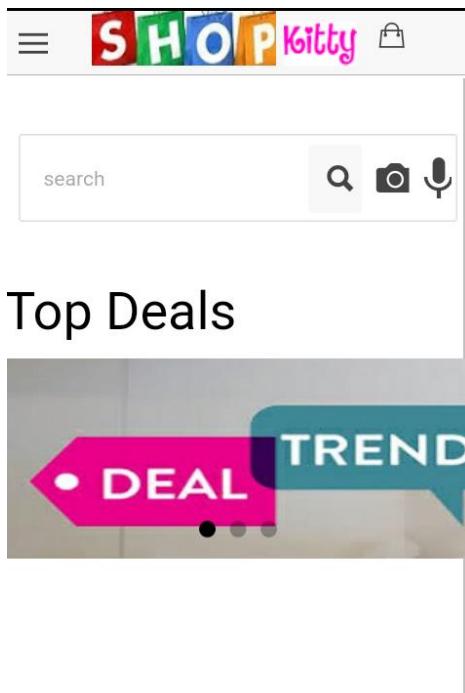
- Home Page Design & Features

- Categories
  - Clothes
  - Jewellery
  - Footwear
- Shopping cart
- User Profile
- User Registration / Login/Sign Up
- Image Search
- Virtual Trial
- Chat with a friend
- Share & Earn
- History

### ❖ Home page:

Home page will display New Arrivals ,Top Deals ,Special Offers with a option of virtual trial.

There is a option of Image search in our prototype from which user can search exact match of a product by uploading a photo.





search



## New Arrivals



search



## Special Offers



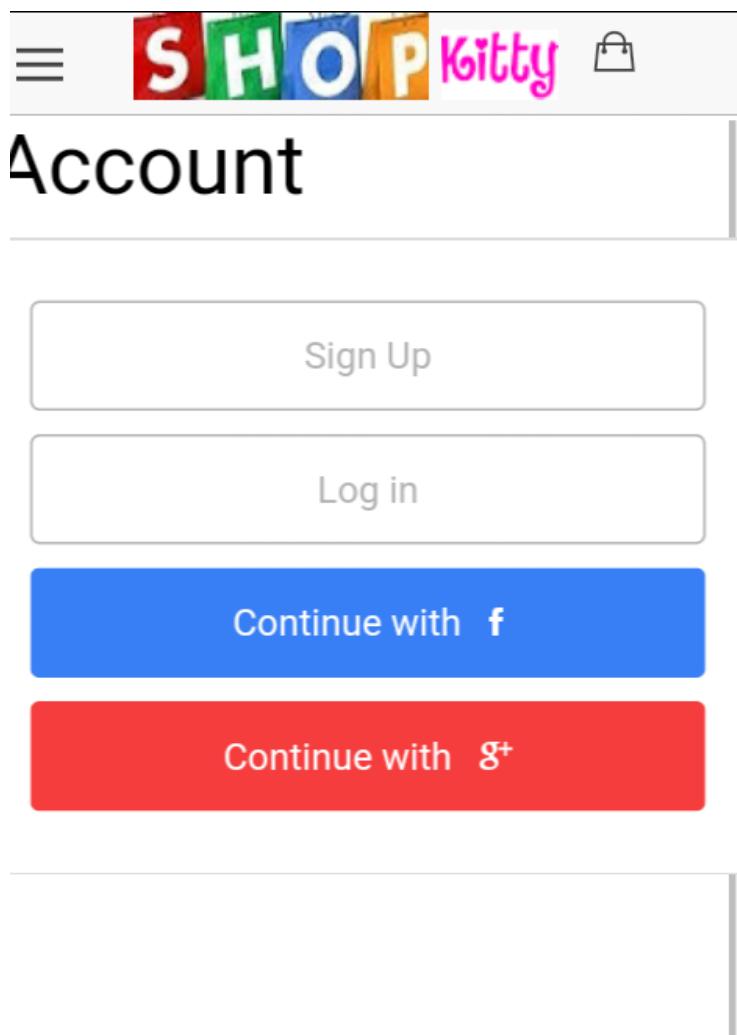
### ❖ Categories:

Our prototype is having various categories like Jewellery, Clothes ,Footwear etc.

## ❖ Account:

We have given a option of Sign up/Log In so that if user wants to do virtual trial then she must have a account .

Once she has uploaded her details regarding size and complexion then there is no need to fill it again unless she wants to either reset or add new values.



## ❖ Special Offers:

Special offers will give the information about the discount on orders over a certain prize,or providing free shipping etc.

## ❖ Chat with a Friend:

This option will allow user to share their opinions about a product while buying it.

This is most exciting and favourite feature for women as they love to do shopping along with chattering.

**❖ History:**

History will have the logs of every purchase of a user.

In this booming sector of technology, online shopping experience has not been able to fully overshadow the real world shopping experience. So we are trying to bring online shopping parallel to the real world shopping.

**REVERSE ENGINEERING**

**❖ In this module we are going to discuss the faults in the existing e-commerce websites.**

As we all know in all shopping websites voice search & image search is not possible. So we are providing the platform which is user friendly, easy to implement and very convenient especially for women as we are making the search effective by applying the image-search & voice-search. Image-search is a technique in which we can search anything by just uploading the appropriate/related image of our search. Voice is a technique in which we can search for our desire result by saying it in an appropriate manner. There is a tradition of enjoying the food after shopping so we also following the same tradition generally in all such apps feature of ordering the food is not available but we are providing it. In our application there is a feature of ordering the food after shopping .

Now the major issue found among women for online shopping are they don't have the facility of trying the clothes or other accessories during online shopping but we are providing them with a feature of virtual

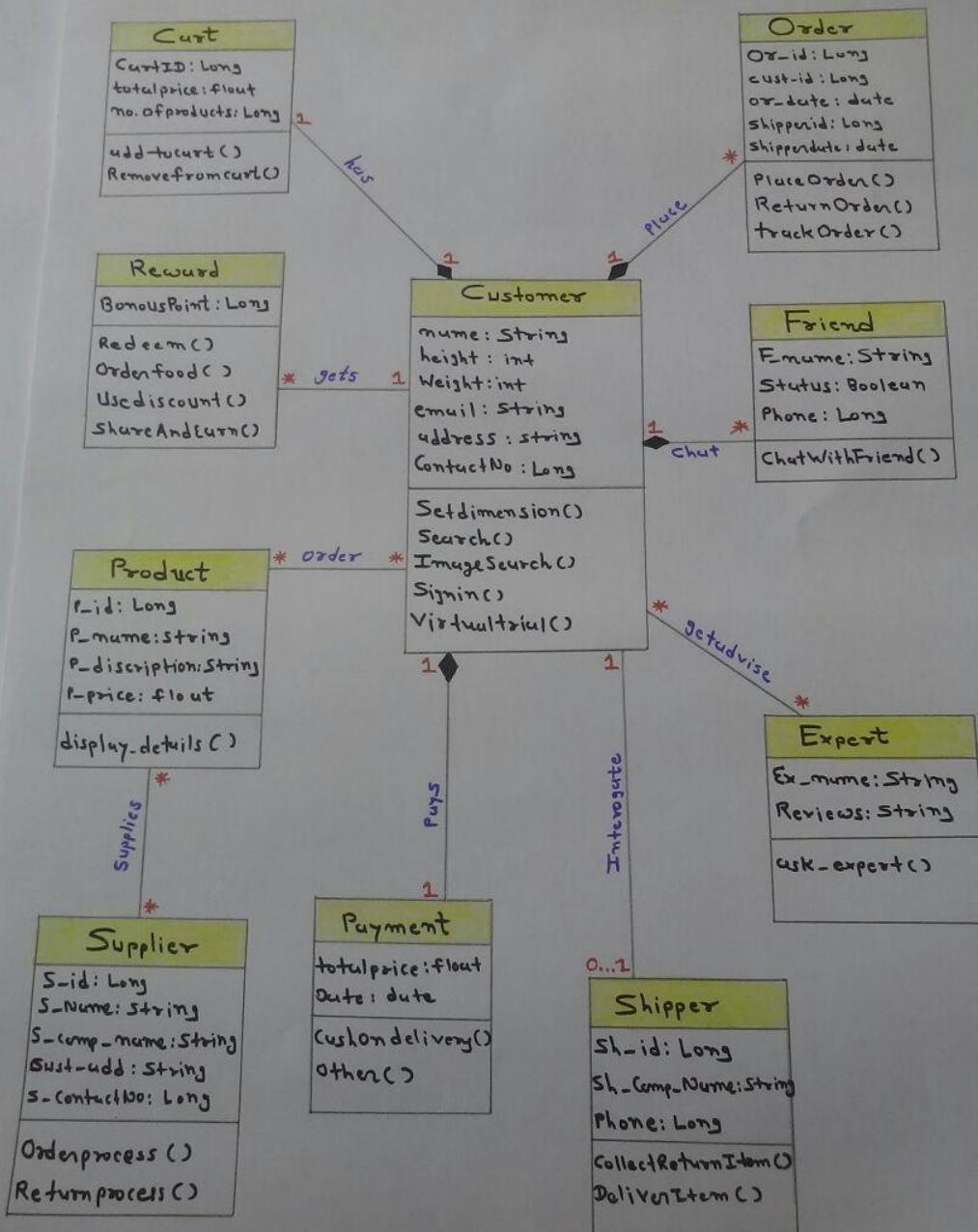
dressing trial room with which they can view how things actually look on them according to their size and complexion.

Sometimes it may also happen that they choose different colour and shopping websites provide them with a different colour so we are providing a colour panel to them for their conveniency.

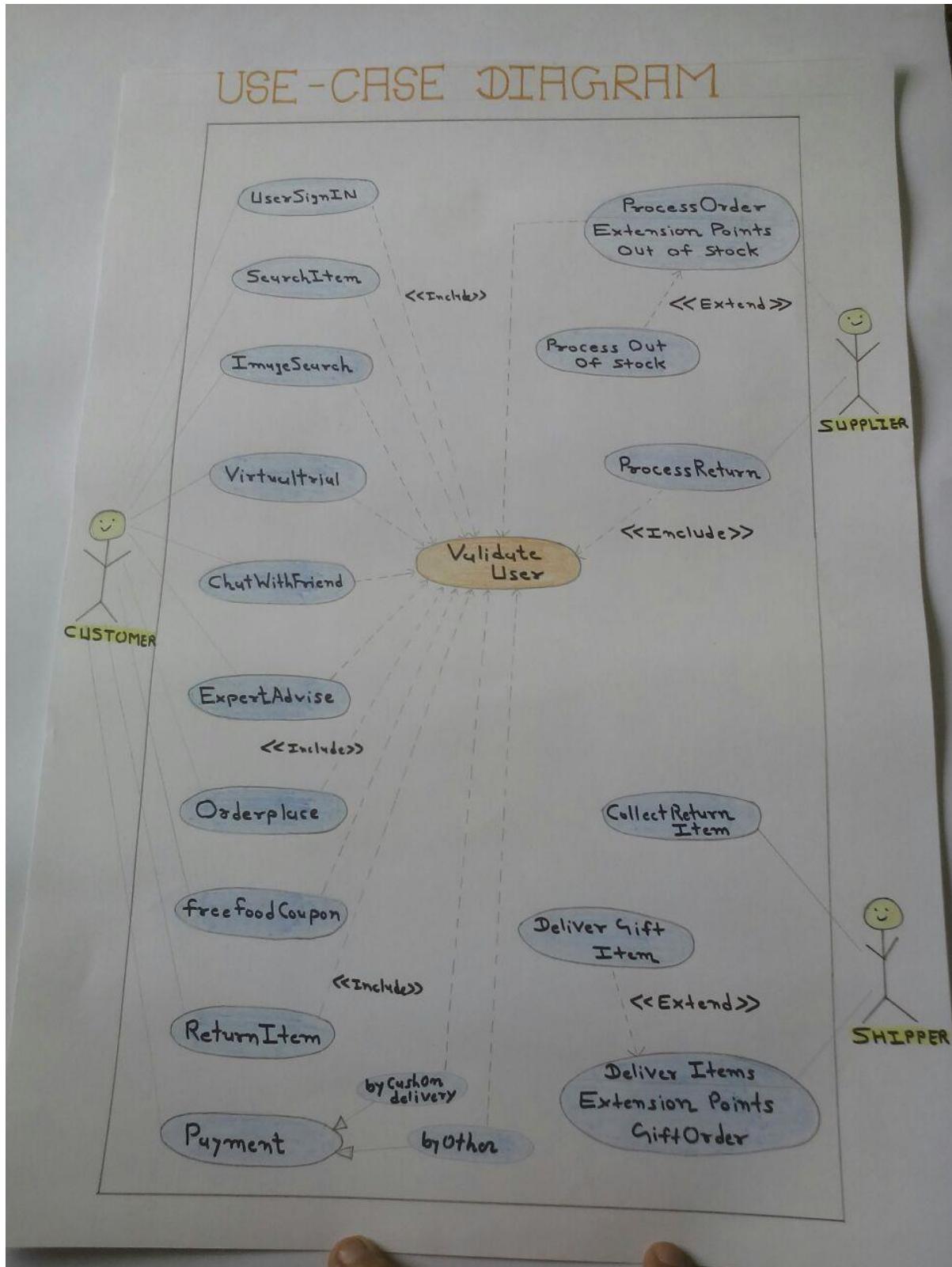
Generally we women have the habit of asking for the advice from someone trustworthy before buying anything so here comes one feature called expert advice through which women are able to view expert advice of each and every thing from professional experts. Even we have the most favourite feature for women i.e chat with a friend through which women can enjoy shopping with chatting.

## CLASS DIAGRAM

# CLASS DIAGRAM



## USE CASE DIAGRAM



## ER DIAGRAM



## DATA FLOW DIAGRAM



## **Conclusion**

In this booming sector of technology, online shopping experience has not been able to fully overshadow the real world shopping experience. So we are trying to bring online shopping parallel to the real world shopping.

