Creating a Clothing Application

A description of the Topic

The purpose of this paper is to demonstrate the process by which Alaneera intends on creating the developmental phases regarding the project, which is proposing an application that increases branding and satisfaction concerns by both the customer as well as the organization. The functional concept in which this application will fulfill is the streamlining of a high tech, high touch clothing collection systems that will have a forward facing presence on the Internet designed with usable interfaces The application will allow customers to order clothes from their phone and tablets. The object-oriented application will ensure Alaneera has a foundational foundation of creating a function process delivered in a reasonable scope.

Project Objectives

The business is about designing traditional Middle Eastern garments. The business is now using Instagram for the purpose of their marketing and selling functions. However, we lack the ability to track sales effectively as well as creating customer's database information such as demographics. Alaa, the owner, and co-owner Muneera both graduated from Marymount. However, Muneera graduated with a fashion design degree, and Alaa graduated in graphic design and material aesthetics. Alaneera, the brand name, came from the combination of Alaa and Muneera. The application development will provide the organization with the functional knowledge database through perceptiveness and innovativeness of their customers. This application will also administer, gather, calculate, and differentiating outcomes for the survey that will accomplish the sales process.

The primary objective is to satisfy their customers by having on-demand shopping experience without having to speak with a representative from Instagram. Having this application will give them a head start on mobile clothing application in Saudi Arabia, since we

have none. When ordering online the customers will be able to zoom in at products. The application will track sales and identify its loyal clients. Being in business for nearly three years now, Alaneera has identified internal incompatibility within the business system, thus, requiring an installation of a new tracking system application. By accomplishing this project, Alaneera will increase customer satisfaction while tracking personally identifiable information within the structured database that fits the clothing line's needs. Hence it is a win-win situation.

Testable Hypothesis

This assumption derives from the lack of information that identifies itself from our customers, stores data, and allow administrators to retrieve this identifying data. Sales reports will also be furnished by the application. For example, Alaneera will utilize customer feedbacks as well as our administrator creativeness as methods of valuable information. The feedback process will allow us to make changes to satisfy the customers. Hence, happy customers will keep coming back due to their satisfying.
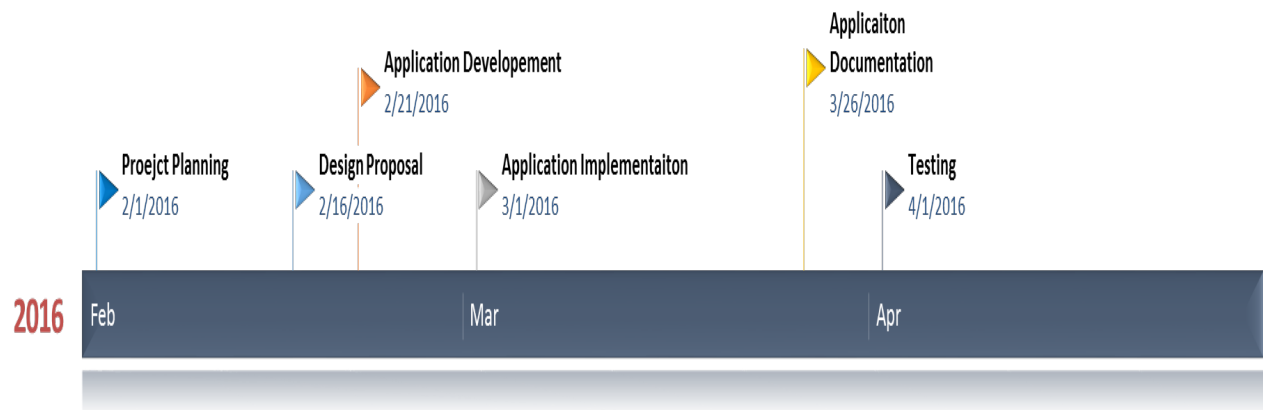
Faculty Mentor

My faculty member is Dr.Liu and she is also my advisor. I have emailed her asking her to be my mentor, and she agreed to work with me.

Project Timeline

The project timeline outlines the phased process of developing, and implementing the proposed application solution. Over the next few weeks, I will gather information regarding the business and what they are looking for in the design of the application and make sure to finish it in time of the end of semester.

Alaneera	Alaneera Sales and Inventory Application						
	February 1st - 15th	February 16th - 20th	February 21st - 31st	March 1st - 15th	March 16th - 25th	March 26th - 30th	April 1st - 15th
Project Planning	■						
Hypothesis Testing		■					
Design Proposal			■				
Application Development				■			
Implementation					■		
Documentation						■	
Testing							■

Relative Referencing

My initial strategy is to develop a process that is facilitated by software application concepts to create, calculate, and generate functional organizational data without using codes. Alaneera's intends on obtaining feedbacks including the organizational needs that will aid in the retrieval process of customer data and business information. There are different platform to build mobile Apps. This will save time and money to build the application, such as, GoodBarber, AppYourself, BiznessApps, metova, Como, AppMachine, and AppMaker. These are good platforms to build iPhone and Android applications, which will allow me to take a control of every detail of the application without using codes.