# Alaneera

## IT-489

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**The Alaneera Clothing Store Application Project**

**1.0 Project Description**

The Alaneera Application project is about designing a digital application where customers can shop online for traditional Middle Eastern& Arab clothing. There has been a growing wave to conserve traditional Middle Eastern cultures and customs. This has led to increased demand for Middle Eastern fashion among the 205 million Middle Eastern populations. Most people seeking traditional fashion have a hard time getting a store or digital platform of the clothing. This project seeks to close this gap and ease access to this beautiful fashion choice. The application seeks to create an application where Middle Eastern fashion produced by the Alaneera Company can be sold online. The application will be accessible to Tablets and mobile connected users.

The project details include an enterprise network for Alaneera Inc. this will enable system interoperability between the internal and external enterprise data, facilitating the system to connect with customer devices. This will enable the company to update its product range, keep track of stock, manage inventory, post available products online and accept online transactions using credit cards and other online payment systems.

The second feature of the application is a customer database that stores all customer information from their online transactions, financial details and customer preferences. The database will be secure with financial data encrypted to protect it from unauthorized users. The database will also enable the company to analyze customer preferences and determine the needs and demands for individual customers to enable

individual promotions and marketing (Whittaker 146).

The other feature of the application is connecting the application to social media platforms. This will enable the company to market its products on Facebook, Twitter, Instagram and other social platforms. This platform will link the company to billions of social media users, with web analytics tools to analyze customer preferences and determine their needs for targeted marketing. Users who click the company link in social media platforms will be redirected to the company website where customers can view the wide array of products with an option of shopping online.

This application will enable the targeted customers with the company's digital commerce platform. Content within the system will be managed using the hybrid content management system which will enable both computer based users and mobile connected and smartphone based users to access content.

**2.0 Project Objectives**

The main objective of this project is to develop a digital application for Alaneera Clothing Company where customers can access and buy Middle Eastern clothing online. The platform will connect the company's production line with the online customer base. The application is set to increase accessibility for Alaneera products, help in management of client information, collecting orders for products and taking care of customer feedback.

One of the project objectives is the creation of an inventory and product database that will keep tabs of company products and update these products on the company website. This will be updated regularly to ensure only available products are available at the platform.

The other objective of the project is the creation of a secure customer database, which will contain financial information, addresses and client preferences. This will be stored in a secure database to ensure no sensitive information is available to unauthorized personnel. The network system will also have other security functions such as firewalls, intrusion detection systems, anti- malware, anti-viruses, data encryption, password protection and other security protocols to ensure that information in the system is secure and reliable (McConnell 516).

There is also need to create a functioning, friendly and easy to use interface for Alaneera clients. This will ensure customers have easy access to the various features in the application.

The main objective of the project is to increase the business distribution and

outreach to its target market. The online platform will create a good avenue for Alaneera to market and promote its products to online clients. It will also provide a good platform to connect Alaneera to its client base enabling swift distribution through Aramex, FedEx and DHL to ensure online customers get their products fast.

The project will also link the company's website with social media platforms. As a clothing firm, it is important to have a presence on social media. This will enable the company to post images on social platforms to keep the product list updated. It will also enable interaction between the company and its customers enabling the company to get feedback, which is important to improve its operations and services. The social media platform will also be a good customer care platform where customer needs and complaints can be addressed on real time.

**3.0 Project Benefits**

The application project promises many benefits to Alaneera Clothing Company. It will increase market presence for Alaneera Middle eastern cloths line to the billions of online users mostly lovers of Muslim fashion in the Middle East and the rest of the world. This will increase the market translating to increased revenue for the company.

The project will also provide secure connections to the Alaneera Clothing Application. This will protect all sensitive data and information within the system. The project also promises access of the company systems for both computer users and mobile connected device users. This will be achieved through hybrid content management to ensure content is available in different formats depending on the type of connected device being used.

The project will also increase online presence through social media platform. Social media will increase outreach of Alaneera with fashion lovers globally. Social media platform use analytics to determine user preferences and links users with products they need. Social media presence will also help Alaneera to handle customer orders, complaints and collect feedback to further improve their products (Rozanski 98). Alaneera customers will also be able to buy products online through credit cards and online payment portals. This will ease accessibility of Alaneera products to lovers of Middle Eastern fashion all over the globe and link these customers through shipping companies to transport products.

**4.0 Project Risks**

As an online project, the Alaneera Application faces various online-based risks, which may affect effective implementation of the project to achieve stated objectives. One of the major risks is system incompatibility. The new application program might not be compatible to the stated project objectives. This means that the application might not be able to offer an online sales platform, which might compromise the company and its client base.

The other risk relates to cloud service providers who will be used in the project. Cloud computing presents a lot of benefits for companies. It provides virtual host, secure database and strong Internet connectivity to host Alaneera Application. Some of the risks identified with the cloud platform is that some small cloud providers are unreliable and can run out of business at any time which means that the company network ceases to exist. Some cloud platforms are insecure with many weak spots, which may provide easy gateways to the network by unauthorized users (Xiao 126).

The company will also be forced to relinquish its control of its network to the cloud company, which means that the company will have minimal control for its presence online. Lack of control exposes the Alaneera network to risk of intrusion from unauthorized parties.

The other project risk is that Alaneera internal staff may not be well skilled in operating and managing the proposed project. This exposes the project to malfunctioning and possible threats of intrusion due to low security.

The project requires an expensive budget to fund the application development. Alaneera shareholders plan on receiving funding from the bank. However there is the risk of the project lacking funds, which might derail the project. This is the greatest risk, which might disable the whole project from its initial stages.

**5.0 Project Activities**

Project activities describe the various stages to be taken during the application development project. This segment will outline all the stages during the project development process from its inception to the final launch.

**5.1 Analysis of Requirements**

This stage involves outlining all the project requirements from the bottom down. This will enable the project team to have a list of system requirements to ensure full project and system implementation to minute details. There is need for safe payment gateways, online purchases, inventory management, customer database, data protection and encryption, security and integrity within the network and integration with social media platforms (Robinson 451).

**5.2 Specification**

This section will outline the application program language to be written for the application software. It is important for the specifications for the various interfaces to ensure successful execution of the application software (Robinson 312).

**5.3 Architecture of the Software**

This will outline the exact system design including software and hardware requirements for the network. The architecture should be flexible enough to accommodate future needs and expansion of the system.

**5.4 Implementation**

This stage involves deign of the software and integration into the organizational culture and mission. This will involve planning on how to manage the project integration, inclusion of various stakeholders. The implementation stage is a very crucial part of the project process requiring resource planning and time scheduling to create a timetable for project implementation and consultations with the project's various stakeholders.

**5.5 Testing**

It is important for the application software to be tested before the official launch into the online customers. This will ensure that the project team tests and analyzes all aspects of the software to determine whether it fulfills the set objectives and stated requirements. In the testing stage all coding, programming and branches of the software will be examined from its initial stages in a bottom ups fashion using white box and black box testing design. This will show the flows and weaknesses of the software program and enable changes and improvements to be made before the launch. This will reduce intrusion of the system by unauthorized users and test performances of the system to

evaluate whether it can handle projected traffic and remain stable and efficient (Jenny 201).

The tests to be carried out with the Alaneera Clothing Application include performance tests, functional testing, DOS tests, intrusion tests, installation testing, certification testing and security tests to determine if the application is up to the requirements and system needs.

## 5.6 Documentation

All the Alaneera Application software and hardware will be documented for future maintenance, updating, improving and auditing. This will ensure the system administrator and IT support staff know all the system components and whether they are working at optimum levels.

## 5.7 Training and Support

In any project it is important to consider the aspect of human resource needed to ensure successful project implementation. There is need for initial training for all Alaneera staff before the launch of the application. This training will equip all Alaneera staff with IT skills to handle all aspects f the application. The Information Technology staff will be trained on the basic coding and program running the Alaneera Clothing App to enable them maintain and monitor daily system uses. Training programs will be conducted regularly depending on need to keep the skills intact according to system requirements and future changes (Gregory and Beale 189).

**5.8 Maintenance**

Information technology and trends keep changing with time and there is need to ensure the application is up to date with IT trends. Online threats also keep evolving and there is need to keep the system up to date to new security trends to counter emerging threats. There is also need for regular maintenance and checks on the application to determine arising weaknesses and needs for improvement. Monitoring of the application software on a daily basis will provide the IT team with information on which parts of the software need maintenance (Leffingwell 312).

**6.0 Project Costs**

The Alaneera Clothing Application is basically software with minimal need for an on premise hardware. The application software will be hosted on cloud reducing the need for web servers, database servers and other hardware (McConnell 268). The only project requirements are software development fees; cloud hosting costs, training costs, wages and security software purchase.

**7.0 Conclusion**

The Alaneera Application project will bridge the gap between demands for Middle Eastern fashion with Alaneera Company, which designs this fashion type. Middle Eastern fashion lovers will be able to access products online, customize designs, pay for the product online and await shipment to any destination. This will open up the market for Alaneera clothing line enabling it to access online customers through integrating the

application with social media platforms for a wider audience.

The company will also be able to interact on a real time basis with its customer base and be able to receive feedback and act upon it. The user interface will be friendly and easy to use to enable fast and easy access to the various products available at the Alaneera online store. There is also need for a secure system which provides confidentiality and privacy of data within the system. There will also be a safe payment gateway for online purchases. Automating services at Alaneera will also improve management and decision making process for the company management.

This platform will increase market outreach for Alaneera products thus increasing revenue. There is also need for continual improvement and maintenance of the app to keep it relevant to changing IT technology and needs.

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