ISP640 – COMPUTING PROJECT MANAGEMENT

PART 1 : BUSINESS CASE

FASHION RECOMMENDATION APPLICATION

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1. EXECUTIVE SUMMARY

Fashion is very important in the contemporary society since it is used present our personalities, identity and social class. Other areas also give fashion an easy access to influenced people and these areas include; social sites give fashion an easy way to reach out and influence the way people see fashion trends. As self-conscious consumers of fashion, individuals, particularly those of the teenage and young adults, search for clothing ideas and latest trends online and mostly looking forward to specific recommendations. But looking for the perfect dress through different shopping platforms and going through different profiles of social networks is a tedious and time-consuming task. This is where the Fashion Recommendation Application comes in as a system that offers a solution to the problem of how to purchase fashionable clothes easily in one place.

In fashion industry, the affiliates therefore have a very significant position in the establishment of such trends and utilization in decision making when purchasing. These are social media personalities who post and sell fashion wears, share styling looks and post links to online shopping stores. This way the affiliates get a cut of the commissions on sales generated through people they recommended, and that way it is lucrative. But most of the affiliates face the problem of searching for the place where they will be able to share their conceptions and generate money using their influence. The Fashion Recommendation Application fills this niche need by giving affiliates the ability to upload outfits and to add affiliate links to them so that the affiliates can make incomes while their followers are inspired by the outfits in question.

Much to the users' inconvenience, current online shopping can be quite unstructured with clients having to jump from one website and another just to get trendy outfits, not to mention the fact that even the best and newest styles are rather challenging to determine. The Fashion Recommendation Application fixes this by ensuring that users find the desired fashion items and make their purchases within single interface. Users are able to view a selection of ensembles, with links to purchasing websites for each item. Also, the suggested outfits and styling options can be saved in separate collections which help the customer easily find them and buy later.

Affiliates on the platform also have not only a space for the publication of fashion content but also an opportunity to earn commissions using affiliate links. This leads to the growth of the audience for affiliates and sources of their revenue while the audience receives the content of various trends in a simple and convenient way. In conclusion, the Fashion Recommendation Application improves the fashion industry utility for everyone from creators to shoppers through the automation of outfit search and acquisition and the provision of the creation of a united platform for fashion enthusiasts.
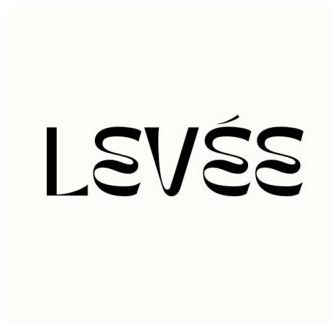
2. INTRODUCTION

Figure 1: Logo

Levée is a unique application for fashion that aims at helping connoisseurs choose the right clothes and create fitting outfits. Attributed to French, the term means 'rise' or 'awakening,' in the context of the newly emerging fashion trends as well as people's individuality. This name also represents the concept of pushing the users to a better level of dressing. In Levée, the logo has an embroidered ribbon, where the letter "e" in the logos is designed to look like a ribbon, again representing fashion as complex. The ribbon design aims at establishing a link with the fashion domain in which aesthetics and quality are considered essential.

It is an application to connect fashion content creators, affiliates, fashion enthusiasts and consumers who can explore unique ensembles and make purchases in the matter of moments. Created by a team comprising of software developers, fashion strategists and digital marketers, buying and selling fashionable clothes at Levée is exciting and straightforward. With functionalities and user interfaces designed by the development team and trends and appealing content by the fashion strategists.

In other words, the essence of Levée is to enable different forms of fashion appeal to be made more attainable as well as more intimate. The slogan "Elevate Your Style" is also quite

appropriate because the website helps people choose new and stylish outfits or find inspiration for individual stylish images. Not only does the platform gave inspiration to young adults or teenagers but also fashion influencers and affiliates who wish to share their curated outfits and earn commissions on the side. Affiliate marketing serves as a good medium through which Levée connects content creators in fashion and the consumer, thus fostering a social shared-value system. Essentially, Levée seeks to be the go-to destination for fashion tendencies and buying while promoting personal style as well as providing users with solutions and genuine, up-to-date fashion trends.
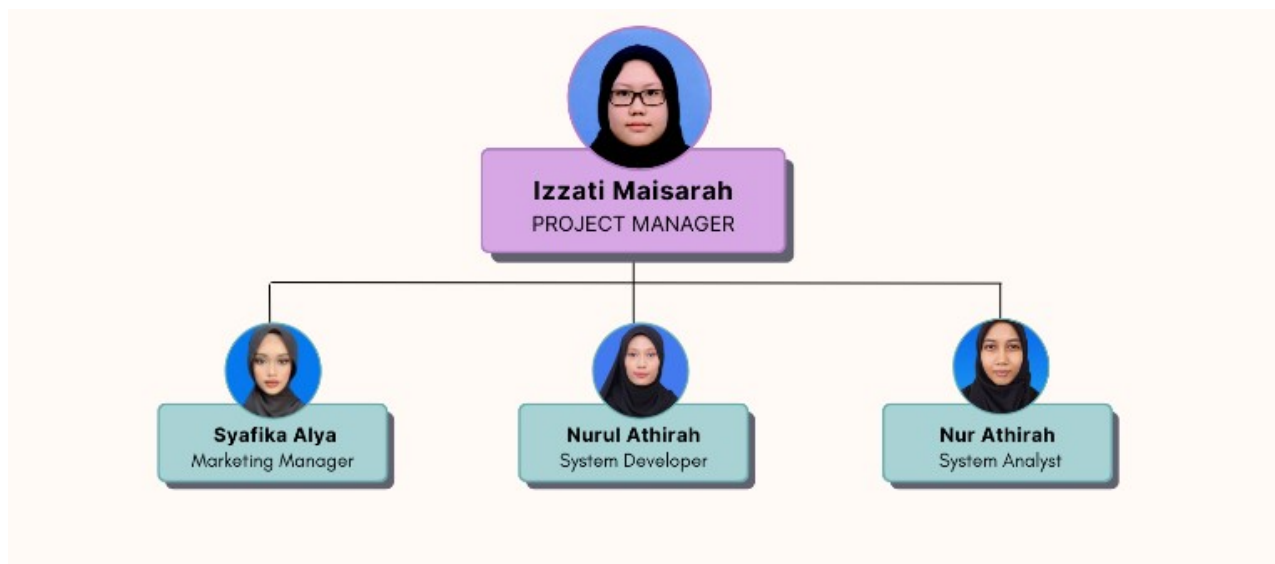

Figure 2 : Organizational Chart

These are our company's team members, managed by Izzati Maisarah, who is in charge of a project's effective initiation, planning, design, execution, monitoring, controlling and closure. Following by Syafika Alya as marketing manager, Nurul Athirah as system developer and Nur Athirah as System Analyst.

Table 2.1 Roles of the team members

Team Member	Role
  NURUL IZZATI MAISARAH BINTI MOHAMMAD PADZIL	- Preparation and conduction of the plan for the completion of the projects. - Mortgaging the fact that the project is properly timed, that it is well costs and that it should remain within the forecasted context. - Responding or cohesively creating strategies and standard operating procedures for communication regarding the change. - Risks and issues management. - Supplier management: It is concerned with the controlling of project quality. - Assigning responsibility and leading a working team.
  NUR SYAFIKA ALYA BINTI MOHD ZAMRI AZHAR	- Preparing and developing operational and advertising strategy for the application. - Co-ordinating the promotional campaigns activities, advertisements and outreach. - Centralized responsibility for managing and developing strategies to engage on social media or partnering with influential individuals in distinct verticals. - Evaluating the marketing trends in order to gain advantages in the battle field. - Being responsible for the management of the company's marketing budget and its spending. - Improving brand recognition and activity level among consumers.

 NUR ATHIRAH BINTI MANSOR	• Identifying the system requirements and needs of the users. • Developing solutions that will satisfy the business needs and the technical needs. • System operational stability and enhancement of the users' satisfaction. • Working along with developers for the incorporation of features into the system. • Participating in decision making processes as regards to project specifications, goals and objectives. • The assessment of the system capabilities in regards to the feedback from the users.
 NURUL ATHIRAH BINTI ASMADI	• Ongoing design and implementation of the system, support and further development of its structures and properties as an application. • Writing and testing the process of the platform's code. • Making sure that technology component of the system is effective, dependable and easily expandable. • Correction of technical problems associated with the application. • Maintaining the corresponding platform as needed for added and improved functionalities.

2.1.   COMPANY BACKGROUND

Levée app is a fashion recommendation app which will bring together young people, content creators, affiliates and fashion enthusiasts individuals as well as online buyers into one application. Thus, when developing the application, its main goal was to make the actual shopping process better, providing the users with the efficient search tools, inspirational suggestions and opportunities to buy the selected outfits quickly and conveniently.

The word itself is French for "rise" or "awakening" thus representing the rise of new fashion looks and the liberation of identity. This name means that the application is aimed to improve users' style and show them trendy, contemporary outfits. The

embroidered ribbon in the logo points out an association even with fashion as an art form. The ribbon in its essence can represent aesthetics, quality and sophistication of fashion.

Levée is an application that connects users to inspiration taken from fashion influencers and themed outfits, as well as letting users buy associated products from fashion items through affiliate links. It also allows the users to post their fashion articles and earn from commissions whenever people use the associated affiliate links from their articles to purchase clothes. This assists the influencers in earning a living as they pass their recommendations to other people while at the same time giving a user facing platform a fashion products discovering, saving, and purchasing platform. The application is intended for teenagers, young people, and people interested in fashion that do not have time or want to be spared the hassle of endlessly searching for stylish clothes.

This application was created by a professional team of software developers and fashion enthusiasts that also specialize in fashion strategy and digital marketing to make the platform not only functional but also relevant in terms of styling. Izzati Maisarah is assigned to manage the project, while Syafika Alya runs the marketing strategies, Nurul Athirah developing the system and Nur Athirah on system analysis.

2.2.   DESCRIPTION OF PROBLEM OR OPPORTUNITY

1. Problem: Slow and Time-Consuming Fashion Discovery

Fashion enthusiasts, especially young people, have the problem of choosing the right clothes, primarily because they have to go to several sites. Owing to the frequent trends changing in the fashion Industry, the clients spend a considerable amount of time browsing the internet for inspirational outfits and links to products. The fragmented style of the packaging leads to fatigue and unnecessary time consumption making the shopping event unsavoury.

Opportunity: The Fashion Recommendation Application has unfolded this problem solution by providing one powerful app where customer or users can search, follow and buy fashion, new trends and recommended outfits. It minimizes user's inconvenience

by integrating all product links in one location so that users do not have to jump from one site to another to find the clothes they are interested in.

2. Problem: Resources of fashion inspiration are not centralized

Although there are social networks, which enable influencers to rebroadcast outfit suggestions, there is no single place where audience can look for more influencers outfit compilations, look up for inspiration and buy clothes directly. Many of the influencers do not have the capacity to make direct link to an online store that the followers can use to purchase items recommended by influencers.

Opportunity: The Fashion Recommendation Application addresses this concern by providing creators with tools to post outfit suggestions with links to purchase the clothes. It provides an opportunity for influencers to show off their look to followers and let consumers browse for outfits suggested by influencers. It also offers influencers an opportunity to receive commissions, where they put affiliate links into their posts as well.

3. Problem: Inefficient Purchasing Process

At the moment consumers struggle with purchasing since seeking information about certain fashion ideas is followed by search on various shopping platforms. This leads to a fragmented buying process or in this case, users dropping out of the purchasing process because of a difficult process.

Opportunity: The Fashion Recommendation Application make purchasing easier by providing clickable links on the outfit items, where users can easily access and order from that particular shopping app. They can easily scroll down, read product description, price and purchase from the recommended outfits right from this feature, hence making the whole process of shopping much easier.

4. Problem: Influencers' posts are not well monetized

Social media influencers and other content producers reveal their fashion choices and concepts while having few opportunities to make money from their audience, thus

having the ability to monetize, for example, through affiliate links to clothes brand pages.

Opportunity: The Fashion Recommendation Application presents an ability monetize for influencers to promote curated looks of outfits with affiliate links added to them. Whenever users decide to buy something that is recommended to them by these influencers, they receive commissions. This makes it easy for influencers to make money from their fashion content, at the same time creating a platform to interact with fans.

5. **Problem: Incomplete Outfit Selection for Events or Daily Wear**

A lot of customers sometimes have difficulty in getting full suits for such occasions or general wear because then have to search for items like the top, pants, shoes, accessories on different platforms. Such an approach does not allow for the conception of a unifying theme and the match making of an outfit takes longer than it should.

Opportunity: This can be solved by the Fashion Recommendation Application through coming up with full looks sets where the users can make their orders starting from the head to toes and the looks being categorized according to the occasion for example casual wear, work wear or formal wear etc. Such selected outfits can encompass all the relevant type of wear and accessories, making the shopping process much easier. It is easy for customers to check and patronize outfits without having to go through a lot of unnecessary items, thus it is convenient for clients to finds outfits suitable to their occasions.

2.3. MEASURABLE ORGANIZATIONAL VALUE (MOV)

Table 2.2 Customers Impact

Area of Impact	Explanation
Customer Impact	The reconstruct Fashion Recommendation Application targets customers and its goal is to improve the customer experience by providing one place for fashion inspiration and purchasing. Thus, the added value of the application can be found in saving the users' time and effort due to an easy navigational menu with links to purchase the recommended items. This approach promotes the value of putting the customer first through appealing to their needs to ensure that they stick to the platform, and this will in one way or the other increase users' satisfaction as it encourages the continued use of the platform by shoppers.

Table 2.3 Desired Value of the Project

Desired Value of the Project	Explanation
Better	Enhance user experience and reduce search efforts by presenting fashion offers in one place. Helps users to discover their preference style, while minimizing their time and effort to browse multiple browsers hoping their find them.

Table 2.4 Appropriate Metrics

Metric	MOV Target	Estimated Revenue
Money (MYR)	Monthly Revenue	Monthly revenue from 1,000 users based on the premium and basic model
Percentage (%)	Conversion Rate	Conversion rate of 5% of the target market
Numeric Value	Monthly Active Users	1,000 active users by the end of Year 1

Table 2.5 Time Frame for MOV Achievement

Time Frame for MOV Achievement	Explanation
6 months	A 6-month period is set to determine user engagement, track the growth of influencers, monitor revenues, and make necessary adjustments to the platform.

Table 2.6 Estimated Revenue for MOV Target

Time Period	MOV Target	Estimated Revenue
Year 1	Capture 5% of the market (1,000 users)	**Premium Users (20% of the total):** 200 users x RM 264 = RM 52,800 **Basic Users (80% of the total):** 800 users x RM 40 = RM 32,000 **Total Revenue:** RM 84,800
Year 2	Expand reach to 10% of the market (2,000 users)	**Premium Users (25% of the total):** 500 users x RM 264 = RM 132,000 **Basic Users (75% of the total):** 1,500 users x RM 40 = RM 60,000 **Total Revenue:** RM 192,000
Year 3	Capture 15% of the market (3,000 users)	**Premium Users (30% of the total):** 900 users x RM 264 = RM 237,600 **Basic Users (70% of the total):** 2,100 users x RM 40 = RM 84,000 **Total Revenue:** RM 321,600

MOV Summary: The Fashion Recommendation Application will be successful if, within 6 months, it reaches 3,000 monthly active users, achieves MYR 5,000 in monthly affiliate revenue, and has 100 active influencers participating regularly.

3. PRELIMINARY PROJECT REQUIREMENTS

3.1 Project Scope

    A. Functionalities

1) Outfit Upload Feature

- Affiliates & members can upload image of outfit along with items details (name, brand, & price) and tagging to filter outfits in a better manner.

2) Affiliate Link Integration

- Affiliates can link their commissions to the items for purchase, and they get earnings from the sale.

3) Outfit Browsing

- Users can view ordered clothing assortment and set a keyword range relevant to the style they are filtering.

4) Product Redirection

- Links to websites where shopping platforms are detailed, as well as having a purchase description.

5) Favourites and Collections

- There is an option to save favourite outfits as well possible posts with a goal to make shopping more individual.

    B. Non-functionalities

1) Performance

- The site load quickly, database query run faster and browsing is fine even when there are many visitors online.

2) Security

- TPD – use encryption for the transmission of data and TPDS – observe data protection act, laws (for instance, Malaysia PDPA).

3) Scalability

- Cloud architecture to address an increasing the number of users and transactions.

4) Accessibility

- Compliance with various standards that include WCAG standards who guide website content creators in order to avoid discrimination from disabled persons is advised to have a font that can be adjusted as well as the degree of contrast.

5) Reliability

- Use load balancing mechanisms as well as always update the application to reduce the time when the system goes off.

C. Target Market

1) Teenagers and Young Adults

Teenagers and young adults are selected as the major target segment since the group is most likely to give consideration to their dressing code as well as contemporary social culture. These demographic stays tuned to different styling ideas and spends a lot of time on applications such as Instagram and TikTok. Convenience and personalised curation is important to them which makes our platform appealing because it is a single boil down to a location to go to when one wants to find out what is trending at the moment. Also, they use options such as saving and liking outfits and considerate of personalization that they get to enjoy in their shopping.

2) Affiliates and Influencers

Partners and opinion leaders are essential to the platform because they influence the choice of clothes using their followers on social networks. These tend to seek out how to make some more bucks from their content at all times: Our platform offers this through affiliate commisions for recommended outfits, in this case. This is because they are able to access a friendly user interface that makes them post outfits without necessarily going through many rigorous processes of creating content. Having analytics and tracking implemented into the platform, influencers can track the level and type of interactions and conversions, which makes this environment adaptive for creativity and subsequent monetization.

3) Online Shoppers

Thus, overs during the online shopping since these people are looking for the convenient and fast services when shopping. The main reason they look forward to Levée is because with the many options available on different online shops, Levée gives them a system that recommends outfits. Our platform is that we reduce shopping entertainments' search and purchase up to the item to mere clicks. This demography comprises computer-literate people used to the internet purchasing experience who appreciate smooth switching between the two activities as a way of improving their overall experience.

D. Competitors

Competitors	Strengths	Weakness
Zalora	- Localized platform catering specifically to Southeast Asian markets. - Offers a wide variety of brands, including local and international options. - Frequent discounts, flash sales, and fast delivery options.	- Primarily focuses on traditional e-commerce and lacks a strong social or community-based feature. - Limited in offering user-generated outfit recommendations.
Shopee	- Massive user base in Malaysia. - Offers affiliate marketing opportunities with Shopee Affiliates Program. - Affordable prices and frequent promotions, including cashback and free shipping.	- Overwhelming product variety without curated recommendations. - Interface lacks fashion-centric browsing tools or styling ideas.
Instagram shops	- Popular among fashion influencers and small businesses in Malaysia.	- Limited to individual sellers and does not aggregate outfit recommendations.

	- Offers real-time engagement and curated outfit inspirations through influencer posts.	- No direct system for tracking affiliate commissions.
TikTok shop	- High engagement rate among Malaysian youth. - Content creators promote and link outfits directly, blending entertainment with e-commerce.	- Shopping experience relies heavily on individual creators rather than a centralized outfit recommendation system.
Carousell	- Local marketplace for second-hand and new fashion items. - Often features affordable options and unique finds.	- Lacks a polished and curated fashion experience. - No affiliate or direct shopping link integration.
Pinterest	- Visual inspiration platform; global reach.	- No direct shopping links; user experience fragmented across platforms.

4. BUDGET ESTIMATE AND FINANCIAL ANALYSIS

4.1 Budget Estimation

No	Cost Items	Year 0	Year 1	Year 2	Year 3
Management					
1	Project manager	73,200			
2	Developer	70,200			
3	Staff	61,200			
	Total management cost	204,600			
Software					
4	AWS cloud	4,720			
Hardware					
5	Laptop	10,800			
6	Printer	500			
7	Mobile devices	3,799			
8	Wifi	1,748	1,748	1,748	1,748
	Total software and hardware cost	16,847	1,748	1,748	1,748
Maintenance					
9	AWS cloud maintenance	7,320	7,320	7,320	7,320
10	Marketing expenses	20,000	15,000	13,000	11,000
11	Hardware maintenance	4,080	4,080	4,080	4,080
	Total maintenance cost	31,400	26,400	24,400	22,400
Facilities					
12	Office rent	19,200	19,200	19,200	19,200
13	Utilities cost	4,800	4,800	4,800	4,800
14	Printer Ink	580	580	580	580
15	Office supplies	380			
	Total facilities cost	24,960	24,580	24,580	24,580
16	Miscellaneous cost	800	800	800	800
	Total	**283,327**	**53,528**	**51,528**	**49,528**
Total cost of project (RM)		**437,911**			

Table 4.1.1 Budget estimation

Table 4.1.1 provides a summary of cash outflows for the Fashion Recommendation Application at RM 437,911 for four years at a discount rate of 10% for financial planning. The highest cash outflow is from initial year, approximately RM 283,327, which covers major preliminary investments that include management costing RM 204,600, hardware purchases amounting to RM 16,847, AWS cloud amounting to RM 4,720, and the setting up of facilities at RM 24,960. More important is the fact that the estimated cash outflow will be grossly reduced to RM

53,528, RM 51,528, and RM 49,528 over Years 1, 2, and 3, respectively. These costs include mainly maintenance expenses, regular facilities costs, and charges from cloud services. As a matter of fact, those subsequent years have to incur operational and maintenance expenses in exclusion of major capital investments.

4.2 Financial Analysis

Net Present Value (NPV)

Time Period	Calculation	Discussion Cash Flow
Year 0	$(283,327)^0$	(283,327)
Year 1	$84,800 \div (1 + 0.1)$	77,090.91
Year 2	$192,000 \div (1 + 0.1)^2$	158,677.69
Year 3	$321,600 \div (1 + 0.1)^3$	241,622.84
Ney Present Value (NPV)	194,064.44	

Initial investment = 283,327

Discount rate = 10%

Year 1 = 84,800

Year 2 = 192,000

Year 3 = 321,600

$$NPV = -283,327 + \frac{84800}{(1 + 0.10)} + \frac{192000}{(1 + 0.10)^2} + \frac{321600}{(1 + 0.10)^3}$$

$$= -283,327 + 77090.90909 + 158677.686 + 241622.84$$

$$= RM\ 196064.44$$

Payback Period

Year Revenues	Cash inflow (RM)	Cumulative Cash inflow (RM)
0	0	- 283,327
1	84,800	- 198527
2 [A]	192,000	- 6527 [B]
3	321,600 [C]	315,073

$$A + \frac{B}{C} = 2 + \frac{6527}{321600}$$

$$= 2.02$$

The cumulative cash inflow reaches a positive value in Year 3, indicating a payback period of 2.02 years.

Return On Investment (ROI)

Year	Revenues/Cash inflow (RM)
0	0
1	84,800
2	192,000
3	321,600
Total (RM)	598,400

$$ROI = \frac{Total\ Expected\ Benefit - Total\ Expected\ Cost}{Total\ Expected\ Cost} X\ 100$$

$$= \frac{598400 - 437911}{437911} X\ 100$$

$$= 36.65\%$$

5. SCHEDULE ESTIMATE

Task	Duration (Day)
Fashion Recommendation Application	210
Initialize and Conceptualize	
Define Project Goals	2
Identify Stakeholders	2
Draft Project Charter	3
Conduct Feasibility Study	5
Review and Finalize Project Charter	2
Milestone: Project Charter Approved	
Develop Project Charter and Project Plan	
Develop WBS	5
Develop Detailed project Plan	7
Scope Management Plan	3
Develop Schedule	4
Plan Resource Allocation	3
Approach Stakeholder	3
Define Quality Standard	4
Plan Procurement	3
Change Management Plan	2
Stakeholder Engagement Plan	3
Identify Potential Risk	4
Plan Budget Estimation	4
Milestone: Project Plan Completed	
Execution	
Manage Project Resources	8
Manage Stakeholder Engagement	10
Implement Quality Assurance	8
Monitor and Control Project Scope	8
Execute Procurement	5
Milestone: Execution Completed	
Design	
Develop System Architecture	10
Create Detailed Design	12
Design Review and Approval	5
Milestone: Design Approved	
Development	
Develop System Component	12
Unit Testing	6
Integrate System Components	10
System Testing	10
Milestone: Development Completed	

Monitoring and Controlling	
Track Project Performance	10
Control Changes	6
Risk Monitoring and Control	6
Monitor and Control Quality	5
Milestone: Monitoring and Controlling Completed	
Closure	
Complete Final Deliverables	6
Obtain Formal Acceptance	2
Close Contracts	4
Conduct Post-Project Review	5
Close Project	3
Milestone: Project Closed	
Application Completed	

Table 5.1 : Schedule Estimation

Gantt Chart
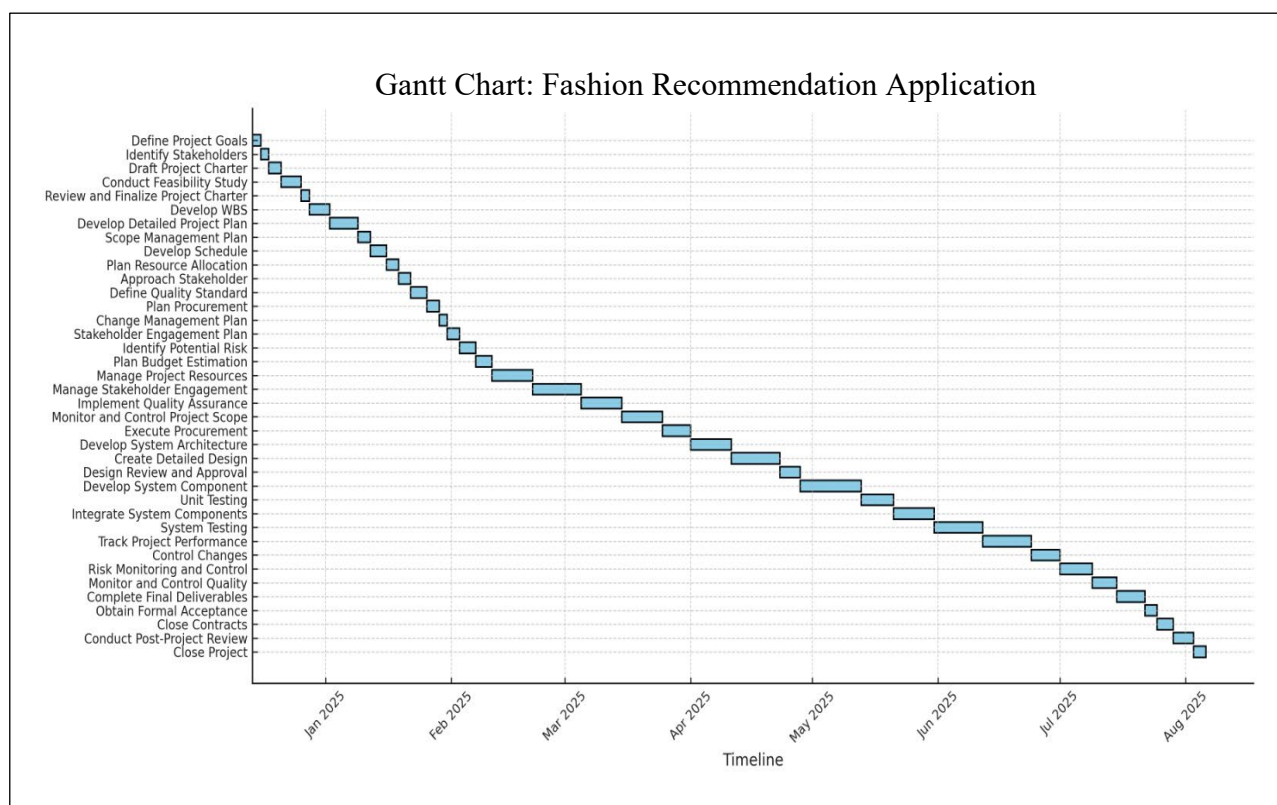
Image 5.1: Gantt Chart of the Fashion Recommendation Application Project Timeline

6. 3 CRITICAL ASSUMPTIONS (POSITIVE) & 3 POTENTIAL RISKS & 3 CONSTRAINTS

6.1 3 Critical Assumptions (Positive)

Assumption 1: High User Adoption Rate

In other words, it is assumed that fashion recommendation application will be actively adopted by teenagers, young adults and online shoppers due to usefulness and convenience. Since more people are now able to shop online and due to the influence of social media, customers will be able to adopt to a solution that provides outfit ideas but with an easy checkout process. The integration of the browser and the buying process will satisfy their desire for time, and cost optimality. In turn, this assumption contributes with high initial utilization and retention rates that are key to the platform's growth.

Assumption 2: Influencer Participation

Another assumption is that fashion influencers and affiliates shall find the platform useful in generating revenue from the same. The compounding of commissions from outfit posts with affiliate links evenly woven into the posts are likely to make the influencers engage with the platform. Social media supporters already have active social account and as result of participating in the app, they will bring in their supporters. This assumption, however, seems to be an important one, considering the fact that influencers are relied on for both the acquisition of the target users and the generation of the content.

Assumption 3: Rising Trend of Selective Fashion

It is widely assumed that people appreciate targeted fashion tips much than when using conventional shopping websites with long lists of products. As a result, candidates developed targeted tagging and categorized views of assortments, which contributes to the overall convenience in contrast with other platforms that are more interesting to users who want ready-to-shop outfits. It is quite natural and goes with the current trends like individualisation of online shopping and increasing popularity of community trends in fashion inspiration. Still, the fact that many users appreciate the idea of personalized selection in terms of clothing and accessories, the usage of the application will only increase.

6.2 3 Potential Risks

Risk 1: Low User Engagement

One of the severe threats is the lack of application usage despite its rather specific and unique functionalities. Some of the users may experience sever lost when switching from the platforms that they frequently use such as Shopee or Instagram in particular may fail to see the flexibility of fashion outfits or different facets that they may be missing. The implied risk could lead to low retention levels and decreased traffic flow, and hence low revenues. To avoid this, the app has to provide tangible, special benefits – for instance unique opportunities in clothing or else reasons to use the app time after time.

Risk 2: Inadequate Influencer Participation

One risk exists in the fact that fashion influencers and affiliates may not engage themselves in the platform. In the same concern of the commission structures or the reach of the audience, the influencers may faded to use other platforms including TikTok or Instagram Shops. If new high quality content is not continually being posted, the site's users may lose interest. Mitigating this risk means providing better value to influencers, offering more precise data and higher commissions than many other platforms already do.

Risk 3: Security and Privacy Breaches

Since it deals human readable personal data of users and wherever, financial transactions are being processed through the affiliate link then a tiny mistake or hack is very dangerous for this App. Malicious users such as hackers or unauthorized individuals can also go for the user data seeking legal consequences and customers' distrust. These dreadful consequences of using low-quality datasets could range from user attrition and loss of credibility. To minimise this, there should be anti-virus protection measures with high class encryption, securityHealthChecks & Checks, and compliance with data protection laws such as the PDPA of Malaysia.

6.3 3 Constraints

Constraint 1: Limited Budget

A low budget could have a negative impact on the company by preventing growth of features beyond minimum usability, or preventing the funds needed for effective marketing campaigns. For instance, there can be limitations regarding the purchase of quality AI systems for rendering personalised recommendations. To overcome this, the project can work around the initial few basic functions of the application during its start phase and then work on the upcoming additional applications in the upgrades of the current application. Other means of increasing visibility, which can be achieved at a very low cost include, partnership with local brands or influencers.

Constraint 2: Time Constraint for Development

More over time constraints for development are another major factor which is also the core of most of the global developmental issues. This might place pressure on the development team because the application needs to be out on the market at some point in time. This could effectively result into delayed feature release or low quality features to the market. To control this, the project team has the following options: the application of agile development methodologies, necessary elements are provided as priority. Another way is to have constant progress reviews, and make focusing on the priority tasks maintain the project without the detriment of its quality.

Constraint 3: Use of Third Party Tools
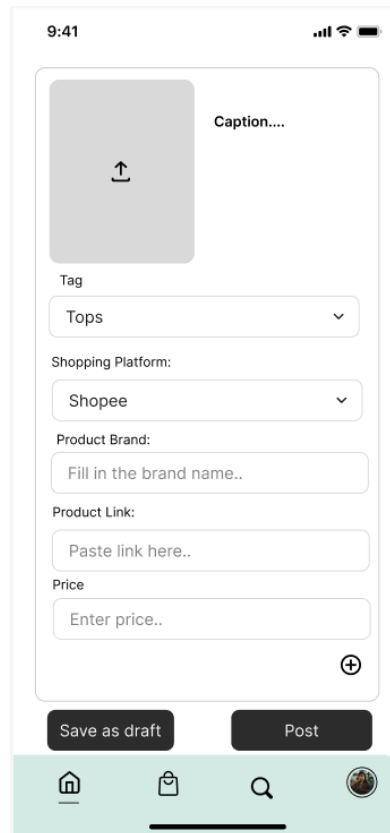
There could be problems in using affiliate links from third party e-commerce sites on which the platform is built, especially if they change the terms or APIs of their site. It may interfere with the redirection process or the affiliate revenues. To solve this, the app should spread across other ground platforms of shopping so that there is no complete dependence on the particular provider. To enhance further protection of the operations, other contingency plans include the compilation of a catalogue of backup links.

7. EXHIBITS

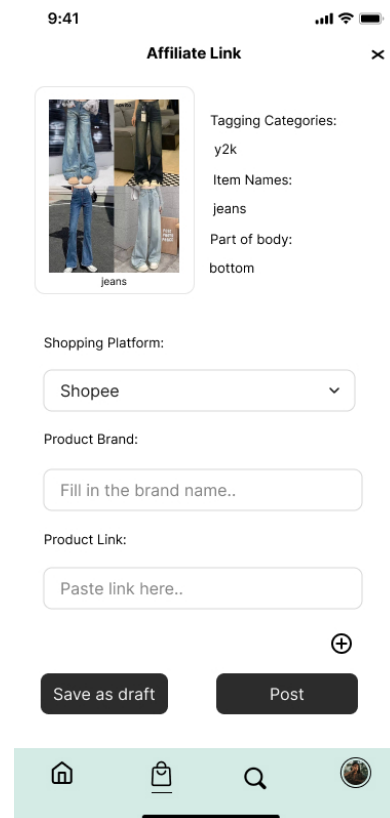|	
1) Outfit Upload Feature: Users with affiliated registered account can upload outfit images along with detailed information, including item name, brands and prices. Additionally, a tagging system allows users to categorize items, such as tops, bottoms, accessories and more, making it easier for others to browse and discover outfits.	
2) Affiliate Link Integration: Affiliates could add affiliate links to their uploaded outfits allowing them to earn a commission on sales generated through those links in the shopping platform for their item.	

3) Outfit Browsing: Standard users can browse through a diverse collection of outfits uploaded by affiliates and content creators in the browse section. They have the option to search for specific styles using keywords, ensuring a tailored shopping experience.	
4) Product Redirection: Each outfit item features clickable links that redirect users to attached shopping platforms for purchasing. This functionality also allows the user to view the specific items description and price in the shopping platform.	
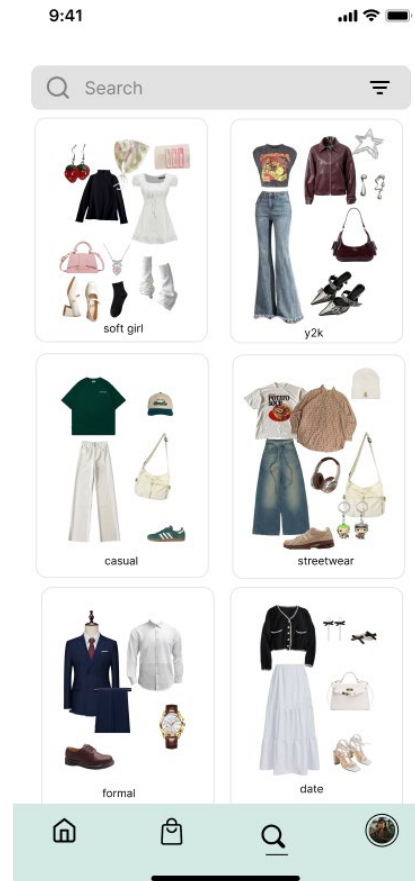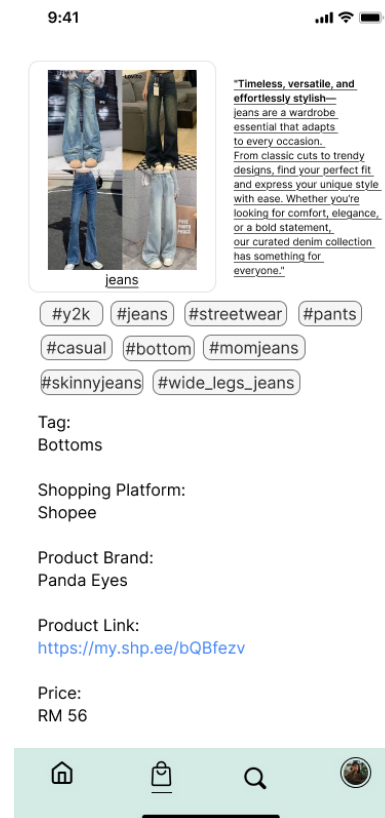
5) Favourites and Collections:

Users can save their favourite outfits to a personal collection for quick access at any time. They also have the option to like any outfit post that they interested in.