

Ideation Report

Classic Designer Fashion Website

1. Introduction

My father owns a fashion boutique for men and I have always wanted to help his company out with the help of technology. He is an old fashioned man and due to which is missing out on the wide opportunities of our generation. Actually in the world we live in right now, anyone who is not up with the latest technologies are left behind while others race forward.

This website is an official website for the Classic Designer company which will display all the fashion services/ products. It will also contain other important information like about us, contact and feedback pages. It will showcase the company for a wider outreach across the city.

The web application will help the well deserved and long lasted fashion company to increase its outreach and attract new customers.

2. Expected List of Features

- A brief list of features that you expect your website to support:

Home Page

Showcase

About us

Products

Contact us

Feedback/ Review

- Brief justifications for including these features:

This website is to mainly showcase the wide range in fashion outfits and display the history of the company(Since 1986) and it's happy customer reviews.

3. Market Survey

- Five web sites that might have similar ideas as yours:

1. <https://www.pnrao.com/PNRAO>
2. <https://www.myntra.com>
3. <https://www.shoppersstop.com>
4. <https://www.maxfashion.in/in/en/>
5. <https://www.lifestylestores.com/in/en/>

- Briefly compare the features of these applications with your application idea:

All of the above websites except number 1. provide online shopping, which is currently not required to be added to the Classic Designer Website. This website will be a showcase only website as of now.

4. References

- Give references to any material / websites / books etc. relevant to your application idea:

Websites: <https://www.pnrao.com/PNRAO>

<https://www.shoppersstop.com>

Books: The Little Dictionary of Fashion ~ Christian Dior