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**MODEST MUSLIMAH: A FASHION PORTAL FOR FASHIONABLE AND MODEST MUSLIMAH**

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# **CHAPTER 1: INTRODUCTION**

* 1. ***Introduction***

A Fashion Portal for Fashionable and Modest Muslimah is a portal for every Muslimah to find their modest wear based on syariah compliance. It entails the creation of a Malaysian fashion and modest Muslim portal, as well as its development, requirements, and usability assessment. Additionally, Muslim women should purchase clothing that flatters their body types and sizes because doing so will boost their contentment and self-esteem. Furthermore, because the clothing complies with Islamic Shariah Law, it will increase the comfort of Muslim ladies. In accordance with Shariah, Muslim women must cover every part of their bodies except for their faces and both hands, according to Quran al Kareem (Quran 24:31) (Wahab & Amira Binti Zulkifli, 2018).

Nevertheless, this does not preclude dressing in a smart manner, seeming professional, or selecting colors other than black. It is imperative that the fashion industry either modernize or at the very least keep pace with the ongoing digital transformation. Instead of regular fashion shows, many different organizations are working on developing new tactics to apply in a manner that is deeper and more significant to fulfil the modest fashion expectations of this market. (Hj Hassan Arsyad Ayub Graduate Business School Universiti Teknologi MARA Shah Alam et al., 2018).

Nowadays, many businesses use e-commerce sites to ensure an effective and reliable way of business processing. With the development of new technology, consumer-shopping exercises have shifted from traditional in-store shopping to online shopping. Moreover, the internet has become an essential part for everyone in their everyday life (Theingi Win & Tahir Jan, 2016).

* 1. ***Project Background***

According to the Quran and Hadith, Muslim women are expected to wear clothing that complies with Shariah. The aurah represents the dignity of Muslim women, while preventing them from becoming an object of men's desire. In addition, Muslim women should choose clothing that complements their physique to boost their self-esteem and sense of fulfilment (Kaur et al., 2018). Online marketplaces are one of the most practical tools for modern entrepreneurs to spread word about their wares and streamline their operations. Muslim women still have trouble finding what they need while shopping online, despite the growing popularity of modest clothing and modest businesses. Comfort, quality of clothing, budget, and aesthetics are all factors to consider when shopping for modest apparel (Sumarliah et al., 2022).

In conjunction with the widespread adoption of information technology, e-commerce websites are helpful to users in many ways, as they allow them to save time and readily access the website to buy their desired product. In addition, an e-commerce-based management system makes it simple for business owners to reach a wider customer base and boost their sales. They have a simple time keeping track of stock and communicating with their manufacturers and suppliers (Wahab & Amira Binti Zulkifli, 2018).

* 1. ***Problem Statement***

The lack of a suitable Muslimah-friendly content management system is the site's primary problem. In this situation, it may be challenging for business owners to manage their day-to-day sales, inventory, and sales checks in the system. Businesses may find it easier to keep tabs on operations if they have a management system in place. Additionally, with a good management system in place, a business owner can set daily sales targets and reach them every month. An integral part of every successful eCommerce platform is its management system, which should save time and frustration for the site's owner.

As a result, there is currently no one online fashion retailer in Malaysia that offers items that are 100% consistent with sharia law. If Muslim women keep shopping on fashion e-commerce sites that aren't Shariah-compliant, they'll end up wearing outfits that violate Islamic law by exposing too much skin. Therefore, this system will facilitate the acquisition of shariah-compliant garments for Muslim women (Wahab & Amira Binti Zulkifli, 2018).

* 1. ***Aim***

This study aims to requirement features to find out what the business owner and management need in a muslimah modest management system. It will allow devices like laptops to be used with the web application system.

* 1. ***Objectives***

1. To study requirement features to Muslimah Modest Portal
2. To design web based Muslimah Modest Portal
3. To evaluate the usability of the Muslimah Modest Portal
   1. ***Significance of Study***

The project's importance lies in the fact that it would aid management in streamlining the way they handle regular sales activities. It allows for the recording, updating, and retrieval of sales transactions, as well as the administration of stock levels.

This system is only accessible to Muslimah Modest management. To use the system's features and capabilities, administration must first log in with their currently valid system credentials. In addition, there is a special "admin" user with complete control over the system's settings, functionality, and data (including the ability to add, remove, and edit users).

As a result, this system facilitates the administration of stock, transactions, purchases, clients, invoices, and payments. The ability to maintain tabs on everything is a huge aid to business owners.

# **CHAPTER 2: LITERATURE REVIEW**

***2.1 Introduction***

This chapter focuses on defining the important aspects or features that are pertinent to the implementation of A Fashion Portal for Fashionable and Modest Muslimah, as well as establishing whether A Fashion Portal for Fashionable and Modest Muslimah would have a substantial impact on users.

***2.2 Fashion for Modest Muslimah***

Individuality is reflected in one's personal style, which is in turn shaped by one's own creativity, desire, and inspiration in the realm of fashion. The term "Islamic fashion" refers to garments and accessories that adhere to the standards outlined in the Al-Quran and As-Sunnah and the example set by the early Muslims. As a result, shoppers can now choose from a dizzying assortment of options in the Islamic fashion industry, which is flourishing around the world (Al-Ansi & Han, 2019).

The practise of clothing in accordance with the teachings of Islam as outlined in the Al-Quran and the Sunnah, in a way that does not attract undue attention from others, is what is referred to as the Islamic dress code. According to the laws of Syariah in Islam, the specified apparel for Muslim women does not comply to the modest trend currently popular. As a result, fashion that is more subdued is frequently confused with Islamic dress, particularly in the Malaysian fashion industry. Even though modest fashion is not a newly emerging trend, the fashion industry has only very recently begun to take notice of and respect any way of dress. The rise in popularity of modest clothing among young women can be attributed to a confluence of factors, including their religious beliefs and current fashion trends. Hijabs and burqas, as well as tops, trousers, jackets, and dresses of a modest style, can be worn by followers of the modest fashion movement (Kamarulzaman & Shaari, n.d.).

In Islam, clothing is viewed as a combination of religion and modesty that demonstrates a person's self-confidence, social and professional position, identity, and other qualities that are incorporated in fashionable attire. Fashionable clothing is seen as a mixture of religion and modesty. The principle of modesty is applicable to both men and women, and both genders are required to dress in a way that is modest. The head covering known as the hijab is an essential component of the dress worn by Muslim women (Theingi Win & Tahir Jan, 2016).

***2.3 Portal for Fashionable Modest Muslimah***

Modern Islamic clothing has been introduced to the industry with the help of cutting-edge machinery. The rise in internet usage influences the eCommerce sector, which includes online purchasing. If a customer prefers to buy for clothing online, that opens new possibilities for online retailers. Online shoppers use the activity as a kind of amusement while also satisfying their material demands and desires. The web application has widened the possibilities of international trade by turning mass communication from unidirectional to bidirectional. In recent years, online shopping has become increasingly popular among consumers all around the world (Al-Ansi & Han, 2019).

In addition, consumers can read product reviews and comments made by other consumers to help them make more informed buying decisions. Further, it facilitates consumers' ability to purchase online from the convenience of their own homes, avoiding the hassles of going out (such as dealing with crowds, traffic, and parking) at traditional retail establishments. As a result, the main purpose of this theoretical research is to investigate the elements that affect Muslim customers' intent to buy Islamic clothing and accessories online (Theingi Win & Tahir Jan, 2016).

To guarantee an efficient and trustworthy method of doing business, many companies and corporations today rely on e-commerce sites. Users benefit from e-commerce sites because they help them save time and provide 24/7/365 access to their favourite stores through a mobile application, regardless of their physical location. The use of e-commerce allows businesses to increase their sales and reach a wider customer base. Increased customer loyalty and positive brand perception can result from the company's use of this platform to collect and act on customer feedback. In Malaysia, there is currently no shariah-compliant online fashion retailer. It is against the necessity of covering one's awrah in line with Islamic Law for Muslim women to continue purchasing clothes from any non-shariah compliant fashion e-commerce site, and then wearing those items (Wahab & Amira Binti Zulkifli, 2018).

***2.4 Comparison among the existing system***

The proposed method will be improved based on the analytical results. Three pre-existing systems are under consideration. Table 1 shows the differences between the current system and the proposed system.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Features | Shopify | Amazon | Shopee | This Project |
| View catalogue | Easily to make view of catalogue into Shopify | Easily to make view of catalogue into Amazon | Easily to make view of catalogue into Shopee | This project able to create to view catalogues in system |
| View Point of Sales (POS) | Easily to view Point of Sales (POS) at Shopify | Features not available | Features not available | This project able to view Point of Sales (POS) for admin user |
| View inventory management | User friendly to view inventory management into Shopify | User friendly to view inventory management into Shopify | Features not available | In dashboard, admin can view inventory management for checking stock |

***Table 1: Comparison of the existing system***

1. ***Shopify***

Table 1 shows that Shopify does offer three useful features for online stores. Most if not all online marketplaces have these functions on their homepage. However, each aspect of this software will be enhanced in some way.

1. ***Amazon***

Amazon has features for catalogue viewing and inventory management. In contrast, Amazon lacks functionality such as point-of-sale systems (POS). This software can do so.

1. ***Shopee***

Shopee does not provide a POS and inventory-management-based perspective from which to browse product listings. With this software, the administrator may monitor stock levels and examine the status of the cash register.

# **CHAPTER 3: METHODOLOGY**

**3.1 Introduction**

This chapter describes the project's development methodology. Numerous approaches are available, each with its own set of norms, values, processes, and activities. The nature of the project determines the methodology that will be employed. The objective of selecting a method is to optimise the utilisation of available resources and time. In other words, no single solution will be appropriate for every project. As there are a range of shapes and sizes of projects, the optimal approach will also vary.

**3.2 System Development Model**

This section will describe the system development paradigm utilised for this project, as well as each step. Systems development is the process of planning, analysis, designing, implementing, and maintaining a new software application or programme.

Models of system development specify how the development process's activities are organised within the overall system development effort. Each model is constructed for a particular function or has a distinct life cycle, yet they may have similar objectives and tasks. There are various System Development Life Cycle (SDLC) methodologies that can be used to develop a system. Waterfall, Agile, Lean, Spiral, V-model and Iterative are a few of the methodologies that are frequently utilised. This project is built on the Waterfall method because it is the most effective of these five approaches. Each phase's descriptions will be discussed in further depth in the subsequent section for a complete understanding. Figure 3.1 shows the stages in SDLC.



***Figure 3.1: System Development Life Cycle (SDLC)***

**3.2.1 Planning**

The objective of planning is to outline the problem’s scope and suggest possible solutions. In the planning phase, considerations such as resources, expenses, and time will be considered. During the SDLC planning phase, the project plan is also created, which identifies, prioritises, and assigns the tasks and resources required to establish a project’s structure. Business Model Canvas will be incorporated into the planning phase of this project.

**3.2.1.1 Resources**

The system requirement list, as depicted in Table 3.1, covers all hardware, software, and other needs that will be required during the duration of the project. This system necessitates hardware, software, and other requirements, as depicted in the diagram below.

**3.2.1.2 Budget and Costing**

The table below show the estimated budget and cost over the development of A Fashion for Fashionable and Modest Muslimah system. The item show in the table included hardware, software and other that related to the development of the system.

***Table 3.1: Budget and Costing***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Item** | **Price (RM)** | **Quantity** | **Total (RM)** |
| **Hardware** | | | | |
| 1. | Laptop | 3000 | 1 | 3000 |
| **Software** | | | | |
| 1. | XAMPP Control Panel (Database) | Free | 1 | - |
| 2. | Adobe XD | Free | 1 | - |
| 3. | PHPMyAdmin | Free | 1 | - |
| 4. | MySQL | Free | 1 | - |
| 5. | Diagram.io | Free | 1 | - |
| **TOTAL COST** | | | | **RM3000** |

**3.2.1.3 Business Model Canvas (BMC)**

Figure 3.2 shows the BMC for this project. There are 9 components which are Key Partners, Key Activities, Key Resources, Value Propositions, Customer Relationships, Channels, Customer Segments, Cost Structure, and Revenue Streams.

**Chart, waterfall chart

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***Figure 3.2: Business Model Canvas***

1. **Customer Segments**

The customer segments participating in this initiative are end-users, women, and personnel administration. This project's intended customers require a system that identifies their consumers' needs and desires. The portal provides a catalogue for customers to choose and can recommend suitable clothing based on their sizes.

1. **Customer Relationship**

Email and customer service are utilised to establish, maintain, and cultivate relationships with our customers. Customer service is useful for post-sale service assistance, ensuring that consumers get the most out of their purchase, while email allows us to offer them a discount during the festive season.

1. **Channel**

This project is utilising either a portal (website) or pop-up stores to engage with and reach its consumer group to convey its value proposition. Using a portal to contact our customers enables us to deliver more product information from our system, whereas pop-up stores enable us to create relationships with our customers face to face.

1. **Value Proposition**

Staff Management/Administrator

This system ensures that customer data can be viewed, and it is simple to manage the inventory system.

Customer

The value proposition for customer is easy and convenient to look up our project.

1. **Key Activities**

Essential to the system's proper operation are the key activities. Key activities include the development of mobile and web applications. These two programmes share a database connection. This will also include the app's design, which is required for the app to be easily utilised by its users. Aside from that, the new system will be superior to the current system.

1. **Key Resources**

Software, a programmer, and an internet connection are the most important resources or assets required to produce this value for customers. Software is utilised to implement the system on its own, while a programmer is used to correct coding errors. Internet is utilised for the development of this project, including research, coding, testing, system implementation, and more.

1. **Key Partners**

Staff Management or Admin for Administrator web application system, as well as the customer or end-user of this project, are the primary partners of this endeavour.

1. **Cost Structure**

Cost structure outlines the expenses associated with the project's development. Costs include web hosting expenses to upload a system to the internet, as well as hardware costs for a laptop and Wi-Fi.

1. **Revenue Streams**

Purchasing fees will produce the revenue streams. Fees made from one-time projects with existing or new clients.

**3.2.2 Requirement Analysis**

During the analysis phase, system requirements are collected, and potential risks are determined. This SDLC phase also consists of a feasibility analysis, which summarises all the project's strengths and flaws to determine its overall viability.

**3.2.2.1 Activity Diagram**

Figure 3.3 depicts the administrator and user activity diagram (customer). It describes the activity process flow of admin and user based on the preceding diagram. First, both the administrator and the user must access the login page. The system will then determine whether the information entered is valid. The user can then view the list of items and offers, select an item, purchase the item, select the kind of delivery and payment method, and complete the transaction. Administrators can examine the system's dashboard, where they can check stocks, track sales, and update inventory.

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***Figure 3.3: Activity Diagram for Admin & User***

**3.2.2.2 Use Case Diagram**

The use case diagram for the Modest Muslimah: A Fashion Portal for Fashionable and Modest Muslimah is depicted in Figure 3.4. The actors in this system are Administrator and User. This system feature is represented by eight use cases in total. Each actor engages with a particular use case. The administrator can only manage orders, transactions, sales, and inventories, whereas the user can purchase items, make payment transactions, select delivery methods, and update their account.

Diagram

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***Figure 3.4: Use Case Diagram***

**3.2.2.2.1 Use Case Diagram for Login**

Figure 3.5 depicts the login use case diagram. User and administrator functions and interactions with the system and its actors are comparable. Both users can log in to the system. In the login function, there will be additional features such as a remained sign-in if the user does not sign out and an authentication verification to confirm each user's email address and password.

Diagram

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***Figure 3.5: Use Case Diagram for Login***

**3.2.2.2.2 Use Case Diagram for Inventory in Administrator**

Figure 3.6 depicts a use case diagram for inventory in the administrative system. This system can verify inventory data. This use case demonstrates that the system can handle product information and status, as well as verify product inventory, new product information, and quantity remaining.

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***Figure 3.6: Use Case Diagram Inventory in Administrator***

**3.2.2.3 Class Diagram**

Figure below depicts the database class diagram for Modest Muslimah: A Fashion Portal for Fashionable and Modest Muslimah. This diagram illustrates the connection between each table and every other table.

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***Figure 3.7: Class Diagram***

**3.2.3 Design**

The Modest Muslimah's interface and system architecture: During this time, a Fashion Portal for Modest and Fashionable Muslimah is created. The design will be developed in accordance with the system's outlined needs and functionality. Users interact with the prototype and provide feedback until the final product is accepted. This strategy allows for the modification of the model until a good design is achieved.

**3.2.3.1 System Architecture Design**

The system architecture of Modest Muslimah: A Fashion Portal for Fashionable and Modest Muslimah is depicted in Figure 3.8. The user, the web server, and the database comprise the three layers of this system architecture. The user will enter data into the web server, after which the web server will upload and store the data in the database. Afterwards, the website pulls database results and displays them to users.

***Diagram

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***Figure 3.8: System Architecture Design***

**3.2.3.2 User Interface Design**

**3.2.3.2.1 Homepage Interface**

Figure 3.9 shows that the user can their homepage with a few buttons’ icon in homepage. Button icons are search, login/signup, add to cart and favourite items.

Graphical user interface

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***Figure 3.9: Homepage***

**3.2.3.2.2 Admin Login Interface**

Figure 3.10 shows that the admin interface is only allowed to admin only since his/her can access to login a portal system. The login has email address and password to ensure the safety and authentication of the admin to access the system.

***Graphical user interface

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***Figure 3.10: Admin Login***

**3.2.3.2.3 Dashboard Interface**

Figure 3.11 shows that the design admin of dashboard in a portal. This interface showing the activity feed, listing name of admin, sales record and delivery time for customer.

***Graphical user interface, application

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***Figure 3.11: Dashboard***

**3.2.3.2.4 Stock Interface**

Figure 3.12 shows that the design admin of stock or inventory. This interface showing the stock of each item in the system. It easier for admin to view the stock level in a portal and can add the stock.

***A picture containing graphical user interface

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***Figure 3.12: Stock/Inventory***

**3.2.3.2.5 Sales Record Interface**

Figure 3.13 shows that the sales record that has been updated into the system. This interface shows the months of sales, profit, number of sales and expenses in the system.

***Graphical user interface, application

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***Figure 3.13: Sales Record***

**3.2.3.2.6 User Login Interface**

Figure 3.14 shows the user login into the system of portal. This interface shows the email address and password for user to enter the system.

***Graphical user interface

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***Figure 3.14: User Login***

**3.2.3.2.7 Shopping Bag Interface**

Figure 3.15 shows the cart of shopping bag has been added into system. This interface shows the user add to cart of their favourite items.

***Graphical user interface

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***Figure 3.15: Shopping Bag***

**3.2.3.2.8 Checkout Interface**

Figure 3.16 shows the checkout item has been added into the system. This interface shows the shipping address, shipping method, and order summary of user purchase the item.

***Graphical user interface

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***Figure 3.16: Checkout***

**3.2.3.2.9 Shipping Address Interface**

Figure 3.17 shows shipping address has been added into the system for user to enter or update their address. The interface shows of shipping address such as country, first name, last name, telephone, state, city, zip code and address line for user to key in their information.

***Graphical user interface

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***Figure 3.17: Shipping Address***

**3.2.3.2.10 Payment Interface**

Figure 3.16 shows the payment has been added into the system. This interface shows for user to do their payment after they added their favourite items that include of summary of transaction.

***Graphical user interface, application

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***Figure 3.16: Payment***

**3.2.4 Implementation**

This process begins once the user has tested and accepted the system. During this phase, the system is installed to support the specified business functions. Comparing the system's performance to the performance objectives established during the planning phase. Notifying users, training users, installing hardware and software on production computers, and integrating the system into ordinary work activities are all components of the implementation process. This phase will continue until the system is ready for production and meets the predetermined user requirements.

**3.2.5 Maintenance**

In The Waterfall Model's last phase, the completed product is released. It includes data migration, testing, and system migration. One of the activities is evaluating and coaching the user through the system's use. As a result, the system is developed and assessed by users to solve the identified issue. In terms of the project, this phase will commence once all preceding phases are concluded. After the system has been implemented, any upgrades, enhancements, and alterations, such as the addition of new features to the operating software, can be accomplished. Constant maintenance and modernization of the system is essential for its future adaptability.

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