Fendy

An E-Commerce website for outfits

Status: In Progress

Author and Engineer: Shubham Jain & Vageshwar Yadav

Reviewed by: Prakash Upadhyay

Last Update On: 6 Nov2021

Version: 1.0

Contents

1. Overview
2. Goals
3. Target Audience
4. Scope of Work
    a. Functional Requirement
    b. Non Functional Requirement
    c. Future Scope
    d. Success Matrix
5. Out of Scope
6. Platform Specific Table
7. User Types
8. Tech Stack
9. High Level Design

Overview

E Commerce is a booming sector. It is a kind of sector which always has a room for improvement. That's what our clothing e-commerce does. We have at least once thought of buying a style which we saw our favorite celebrity wearing. We go on website search for the exact style trousers shirts t shirts but never find the exact match. This is what our platform solves. We provide style on our platform.
Clothing E Commerce is one stop Style buying platform with its modern UI and Celebrity, Social Influencers rated styles.

Goals

1. Creating an ecommerce website for clothing which sells a style and not just a bunch of clothes. We want to sell an **outfit**!
2. Tor build a full stack E Commerce application in which the user can select a style, add it to his cart and then finally using available payment modes place orders through it

Target Audience And the problems we solve for them

Audiences having to follow fashion and people who want to follow the trending fashion the main target of this platform as their nature of constantly adapting to global fashion is met with our platform.
It also targets the people who are looking for their perfect style.
Last minute planners , frequent international travellers also cover the major audience.

Scope of work

Functional Requirement

Feature	Description	Priority	Note
Authenticate	Login / Sign up using Email and Password or using Google Account.	P1	A non logged user (anonymous user) can surf the website , see products but will need to login for adding products to cart/wishlist.

Filtering	Ability to filter the data based on Brand, Ratings and Price	P1	The filter will be available whenever a list of products is shown
Outfit Attributes	It will contain all the different products in the page with their corresponding details.	P1	Details like : Product Images, Price Details, Available size and ratings Add to cart and wishlist button
Wishlist	It will contain all the outfits and products which the user likes(favourites).	P2	An Anonymous user cannot have a wishlist
Cart	Users can add/remove product to cart	P2	N/A
	Choose from available addresses or add new address	P3	N/A
	Make Payment using 3rd party integrated Payment gateway	P3	N/A
Address Management	Users can add their address information for delivery and billing purposes.	P3	N/A
Payment Modes	UPI & Card based payment options only.	P3	Third party integration

Non-Functional Requirement

Performance: The application should load fast and can accommodate any no. of active users.
Usability: User Experience should be very smooth with animations.
Scalability: Any number of users can concurrently use the application.
Portability: Application can be migrated easily to different environments without hassle.
Maintainability: Application should be easy to maintain, even by other developers.
Security: The website should be secured from common threats.

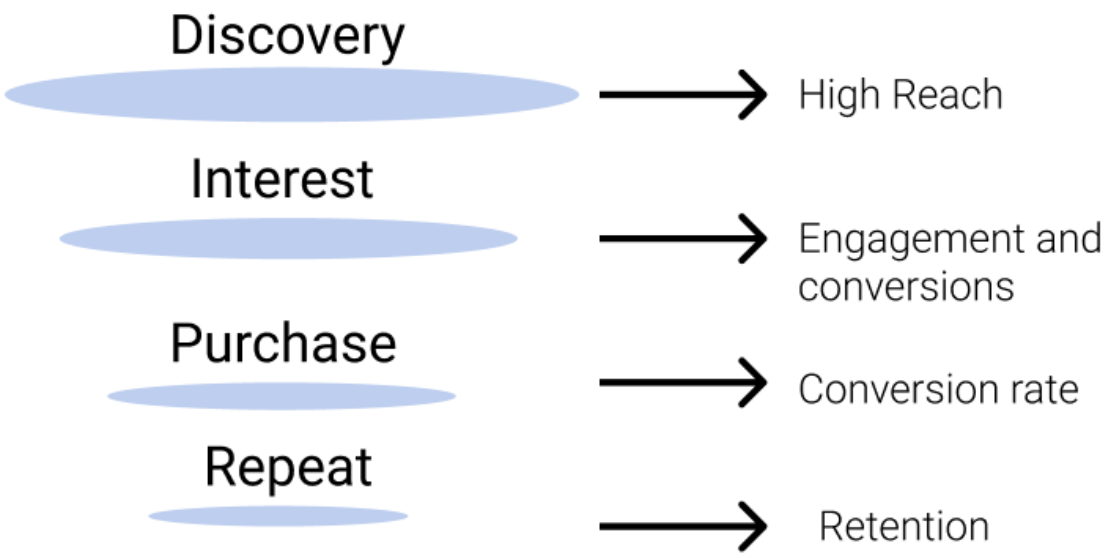
Future Scope

1. Social Media login other than Google
2. Mobile App
3. Recommendation Engine based on previous shopping and cookies
4. Virtual Trial Room to try on the clothes right on the site

Success metrics

Goal	Metrics
High Reach and Engagement	# of times ads is presented to someone # of followers on social media # of users engaging within the followers
High Conversion	**Average order value (AOV)** monetary value of an average customer order on site **Average Abandoned Order Value** average value of an order that's abandoned during either the checkout or cart stages of purchase
Retention	**# of Active Users** **Customer lifetime value** amount we earn from customers over the length of their relationship with us **Refund Return Rate**
Successful	**# of transactions** **# Bounce rate** percentage of customers that abruptly leave site after visiting only one page

All of the above metrics can be perfectly represented with E commerce funnel diagram as follows:



Out of Scope

1. Push Notifications

Platform specific table

Platform	Availability
Web	Yes
Android	No
IOS	No

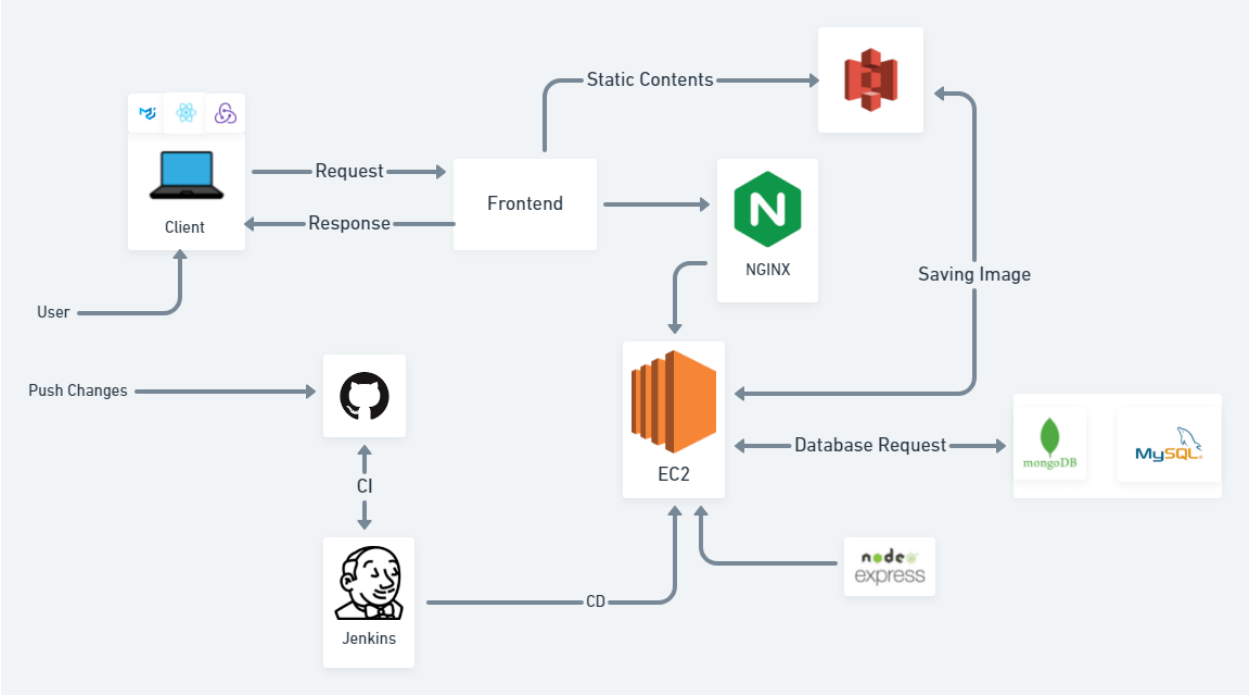
User Types

Non-Registered Users: People that have not yet registered on the platform can still explore our platform, add their desired outfits into carts and can use our quick checkout.
Registered Users: Registered users can have a smooth checkout experience.

Tech Stacks & tools

Frontend Stacks: ReactJS, Redux, CSS, HTML
Backend Stacks: Nodejs, express
Database: MongoDB, MySQL
Tools: VS Code, Figma(Visual Design, GitHub
Deployment Strategy: Either Jenkins or other CI/CD tools for seamless deployment
Payment Gateway: Razorpay

Architecture (HLD)



Wireframe

https://www.figma.com/file/HryTzlZ4gC1NqH07t10iTM/Wireframes-teamZeta?node-id=0%3A1

MIT License

Copyright (c) 2021 Prakash Upadhyay

Permission is hereby granted, free of charge, to any person obtaining a copy of this software and associated documentation files (the "Software"), to deal in the Software without restriction, including without limitation the rights to use, copy, modify, merge, publish, distribute, sublicense, and/or sell copies of the Software, and to permit persons to whom the Software is furnished to do so, subject to the following conditions:

The above copyright notice and this permission notice shall be included in all copies or substantial portions of the Software.

THE SOFTWARE IS PROVIDED "AS IS", WITHOUT WARRANTY OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE WARRANTIES OF MERCHANTABILITY,FITNESS FOR A PARTICULAR PURPOSE AND NONINFRINGEMENT. IN NO EVENT SHALL THE AUTHORS OR COPYRIGHT HOLDERS BE LIABLE FOR ANY CLAIM, DAMAGES OR OTHER LIABILITY, WHETHER IN AN ACTION OF CONTRACT, TORT OR OTHERWISE, ARISING FROM, OUT OF OR IN CONNECTION WITH THE SOFTWARE OR THE USE OR OTHER DEALINGS IN THE SOFTWARE.