

MOBILE PLATFORM DEVELOPMENT

MOBILE STORE APPLICATION FOR UZURI K&Y

COHORT 2 - GROUP II

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1. COMPANY BACKGROUND & INDUSTRY TO BE SERVED

a. Company Background

UZURI K&Y is an African inspired shoe brand and manufacturer established in Rwanda in 2013 by two women entrepreneurs, Kevine and Ysolde (K&Y), who met while studying Creative Designs in university. Through deep conversations and shared perspectives, the founders realised they shared a passion for fashion and wanted to create jobs for their communities and thus UZURI K&Y was born. The two aim to create sustainable products and improve people's lives, especially women and youth. UZURI K&Y is one of the vibrant emerging fashion houses in shoemaking with the potential of becoming an international brand.

The company has an online presence with a [website](#) and is on various social media platforms ([Instagram](#), [Facebook](#), [Twitter](#), [Whatsapp](#)) where they showcase their products. The company also has an [online store](#) where customers can view and purchase their products without having to visit their physical stores at Kigali Heights and Kigali Airport Duty-Free shop.

i. Mission

Our mission is to craft sustainable solutions to recycle wastes into functional footwear. We aim to create viable solutions to recycle the tires in order to create functional footwear by also equipping the youth & women of Africa with skills to produce practical footwear out of rubber tires. It is at the heart of our company to create jobs in our communities. ([UZURI K&Y website](#))

ii. Vision

Brand Africa as an origin of fashion items on the international map.” ([UZURI K&Y website](#))

b. Rwanda's Fashion Industry

The Rwandan fashion industry has evolved into a lucrative and vibrant business sector in recent years. Rwandans just like fellow Africans have continually embraced the African print and cloth. Rwandan designers are placing the country on the global scene with their African designs being showcased in global platforms in New York, Geneva, Paris and other major fashion capitals of the world. The recent growth of the industry in the country is attributed to the steady growth of the government's support of the 'Made in Rwanda' branded products.

Few fashion enterprises in the country have a limited number of qualified designers including not more than a few established Rwandan designers, some new other designers from Rwanda, as well as some designers from different countries and cultures.

2. PURPOSE OF THE APPLICATION

The purpose of this mobile application is to allow customers of UZURI K&Y to buy their products directly from their stores using mobile phones. This and other purposes are expanded below:

- **Why the Application is needed:**

This mobile application is needed for many different reasons, top of which is to enable the clients and users of UZURI K&Y to be able to shop for their products of choice, with ease.

Some of the major reasons for the application are highlighted below:

- **Easy accessibility to products:** Through the mobile application, the customers can easily access the company's products and select the ones that they want to buy.
 - **Shopping:** Users of the app can place orders and pay using this mobile application
 - **Window shopping:** Users get to see all available shoes without necessarily going to UZURI K&Y physical stores.
 - **About the company:** This serves as a go-to application, for people interested in knowing more about UZURI K&Y, its history, vision, and any other thing they would like to know about the company.
 - **Contact the company:** Users can contact UZURI K&Y using this application
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- **Who the App will serve:**
- The application is solely intended for customers of UZURI K&Y to shop products and pay with ease. It is intended to make the shopping process for customers a seamless one.

3. FEATURES OF THE APPLICATION

The mobile store application has different features that we have designed to make it user-friendly and easy to use. These features also make it possible for users to be able to shop for their favorite UZURI products with convenience, thereby fulfilling its purpose.

- **Signup:** We designed the signup feature to enable new users to sign up to use the application. The signup page takes the user details, such as email address and their preferred password. These details are then saved in the database that is created for the application. The password is hashed and mapped with the user's email address for verification during login.
- **Login:** After a user signs up to use the application, whenever they want to access their accounts, they will have to login to the application with their email address and password. How the login process works is:
 - The already existing user enters their username and password in the application
 - The authentication process checks for the user's information in the database, and once it finds a match, the user is logged on to the system.
 - If there is no match found, the user is shown an error message stating that the details that they entered are invalid.
- **Database:** We designed the database that stores user information, this is very effective for login and signup processes. The database helps with user login validation and authentication. The database is also very effective to store other user dashboard information, and also information on the user shopping cart.
- **Home Tab:** The home tab shows the different UZURI K&Y products, displayed for users, and their prices. This is a showcasing the products for users to see and explore before they decide to purchase and add it to their cart.
- **Categories:** The categories tab displays the different categories of footwear that UZURI K&Y sells. This is a more streamlined product showcase for the customers than the home tab.

- **Cart:** The cart tab shows the different products that the user has selected to buy. These products are added to cart from the home section and the categories section where users browse products. The cart is not yet integrated with a payment gateway yet, this will come in further development of the application.
- **User Information Dashboard:** There is a tab for user information, where the details of the user are shown; details such as the user name, email. In this section the user can also change their password and logout of the system.

4. FURTHER AREAS OF IMPROVEMENT

There are constraints that make it difficult for the application to be as robust as we would have liked it to be, and so, this section covers some further areas in which this can be achieved:

- **Payment Gateway Integration:** We are yet to integrate a payment gateway system where users can pay for products with their bank cards, and payment platforms such as mobile money, and mpesa.
- **Map Feature:** Although not included in our design of the application, it would be nice to have a map feature, with the UZURI office pinned in the map location, so that users can be able to locate UZURI offices from wherever they are.
- **User Customization:** Another nice-to-have feature would be the user customization feature on the user information page. This would allow users to be able to customize their profile and change their names, and emails; as opposed to just changing their password.

5. CONCLUSION

Our team tried as much as we could to design a robust, user-friendly and purpose fulfilling mobile store application for the UZURI K&Y target users.

We explored the intricacies of the target users to ensure that we meet the users' needs and design the application with the user in mind. This also guided us in the User-Experience (UX) design and engineering of the app.

This application is developed in fulfilment of the Mobile Platform Development course for Year 3 Computer Science students.

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