EG Fashion

BRD

Introduced by G12

Introduction

Executive Summary

EG Fashion is an online platform that gathers fresh fashion designers and upcoming stylists as well as small clothes shops. This platform should allow these startups to exhibit their work and products to be available all around the country. It should offer an easy wat for these startups to market their work and make it popular and well-known. **EG Fashion** can be used by everyone who is interested in shopping or designing their own costumes for big events like weddings, engagements, proms, birthdays, graduations, etc. **EG Fashion** is the direct easy way for all designers and small shop owners to exhibit their products for everyone through a simple click.

Document Overview

This document introduces Online clothes site study plan. It introduces general description, technical description, development plan and operation plan

Business Objectives

- offers an enormous platform for fresh fashion designers and small clothes shops to exhibit their work.
- Offers easy and effective online shopping service that connects the customers with these startups that are not yet well known.
- Offers a huge bank of handmade costumes for big events.
- Offers a wide range of different types of outfits and clothes with reasonable prices.
- Offer effective and easy way of online purchasing.
- Offer organized way of connecting customers with the exhibitors.

Background

Introduction [1][2]

Online shopping is a good way for searching for everything that you want. You can browse what you like and ask others for their recommendations as it helps to save your time. Everyone likes shopping and buying clothes. They spend a lot of time searching for good clothes and good shops. Today, Online shopping makes it easy and fast. You can search for shops and their products and contact any one of them easily. You can search for famous fashion designers, contact them and order your private product. customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine. An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores typically enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the E-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the E-tailer typically sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

Online shopping became popular during the Internet boom in 1999-2000. Amazon.com, the online bookstore founded by Jeff Bezos, created history by becoming the first bookstore with a presence only on the Internet. Following the success of Amazon, many bookstores with a physical presence also created an online presence on the Internet. Later, portals such as Yahoo.com and MSN.com also started online shopping channels where people could buy more than just books. Closer home, portals such as Yahoo.com and MSN.com also started online shopping channels where people could buy more than just books. Closer home, portals such as Indiatimes.com and Rediff.com came up with similar options for the Indian consumer.

Customers

Online customers must have access to the Internet to use this service. Generally, higher levels of education and personal income correspond to more favorable perceptions of shopping online. Increased exposure to technology also increases the probability of developing favorable attitudes towards new shopping channels.

Customers can search for the clothes they need in filters of sizes, categories and colors. They can contact the shop or order from the website and cash on delivery.

Customers can contact shops and fashion designers and view their products and choose what they like.

Customers can write their review about any shop or fashion designer and see others' reviews about them.

Shops [3]

Shop owners can show their goods, make their offers available to the customers and announce them quickly. Shop owners can see the reviews of the customers and get feedback about the quality of their products to have progress with their work as 90% of customers read online reviews before visiting a business and 88% of customers trust online reviews as much as personal recommendations. This allows the owners to represent their design easily and with no need for other advertising ways like TV or banners.

Shop owners can view other fashion designers' work and contact them to work together. They can also search for other shops' products and collect information about different prices.

Fashion Designers

Fashion designers can show their work and advertise for it.
The designers can get reviews of different customers and develop a good idea of what customers prefer.
Designers can represent their design easily and effectively by showing photos of their uploads.
They can browse the products of the shops, know the requirements of the market and fill it's gaps.

Searching

the website supports the search for the customers, the designers and the shop owners to make communications between the 3 categories and to be easy, fast and useful.
The searching support Filtering the products with size, color or styles.

Registering & Communications

The visitor can register to make his/her orders easily.

When the visitor registers, he/she writes his personal information to make the communication easy with the designers. Both designers and owners can see this information to know exactly the spec. of the customer and satisfy his/her needs.

System Description

What is EG Fashion

Imagine a huge platform that connects thousands of customers who can reach all what they need of clothes. Designers and small shop owners can show their new stock with just a click , customers can search for shops to get what they need from the stock shown or even search for designers to design their own style, customers can reach shops or designers by searching their regions of work or even by searching for the type of products they want. The shops offer different types of clothes and sort them according to their size, color, and style. And show the available number of pieces. While The designers can show their previous designs to attract customers.

Accounts organization

The system offers three types of accounts: shop owners, designers, and customers. also there is an option to visit the site as a visitor to know the site features and to take decision to sign up and join the site, finally each type of accounts has its own features that helps its user to deal with tasks and issues in easy way

Searching and filters

Customers can find shops and designers by searching in a certain region or searching for clothes directly using the filters made by the site and filled by the shop owner these filters include prices, colors, sizes, styles. Searching has easy interface to make user interact with it in fast way, also filters are made to make user reach what he is searching for in a fast way and don't waste time in searching.

Ordering

Customers can order the clothes by contacting the shop owner or the designers using the data provided by them or by using the online ordering service of the site and paying cash on delivery.

System Architecture

The site introduces huge amount of shops and designers. The system offers the contents and service to both mobile and desktop users via web-based software.

System Features

Getting Started

Visiting the website for the first time, users can either sign up as exhibitors (designers or shop owners) or customers. The system allows the exhibitors to show their products. Customers can browse these products and purchase what they want. If the users don't want to purchase something they can enter as guests, then they can only see the products.

Create Online Exhibition

Designers can create their own profiles. Designers can present their designs by uploading several photos. They can add the suitable description for each design. Shop owners can create profiles too. They can show their different products. Products and designs are categorized according to their type, color, size, fabrics and number of items available. Customers can browse different profiles and search for the type of product of their interest.

Separation of Exhibitors

The system offers the separation between designers profiles and shop owners profiles due to their different types of work and needs. Customers have access to both designers and shop profiles to satisfy their needs and find what is best for them.

Filtration Mechanism

In order to facilitate the searching process, the system provides several filters for the customer. These filters allow the customers to select a specific set of properties to match their interests. These filters include different categories such as prices, colors, sizes and fabrics.

User Profile

There are 3 types of profiles

- 1st type is the customer. they have a new feeds page but they don't have a profile they could upload pictures on. they can search for all designers profiles and shops , but he can't search on other customers .
- 2nd type is clothes designers. They have a profile that they can upload their designs on, and can browse the website and see the uploads of the other designers and shops .
- 3rd type is shops. we support non-branded clothes shops, each one uploads its products &sizes of each product and the available colors.

Visitors

The visitor don't have to log in before surfing the website, he can see what's new from shops and designers but if he decided to buy or contact any shop or designer, he should log in .

Searching Mechanism

The customers can search on the product they need by different ways . they can search by the name of the designer or shop. they could also search by their area(address) or the type of item they need. they can search any item including their interests.
 Without searching there is a new feeds page provides what's new from designers and shops.

Shops and Designers Plans

This feature allows designers and shops provide their plans and announce if there is a sale or discount soon, and the types of products that will be available soon. And if designer will be unavailable for a certain time or the shop will be off.

System Development

Overview

The system development is performed using Agile methodology. Initial R&D activity should be applied to experiments tools and techniques. Later continuous R&D activity will run beside the system development activities. The prototype of the system should take three weeks. the final delivery will be after six weeks.

Development Plan

	1	2	3	4	5	6
Study Requirements	███	███				
Prototype Implementation	███	███				
Prototype Testing	███	███				
Prototype delivery			███			
System Implementation			███	███	███	
Research			███	███	███	
Unit Testing			███	███	███	
System Testing			░		███	███
Final Release						███

███ Operation

███ Milestone

Team

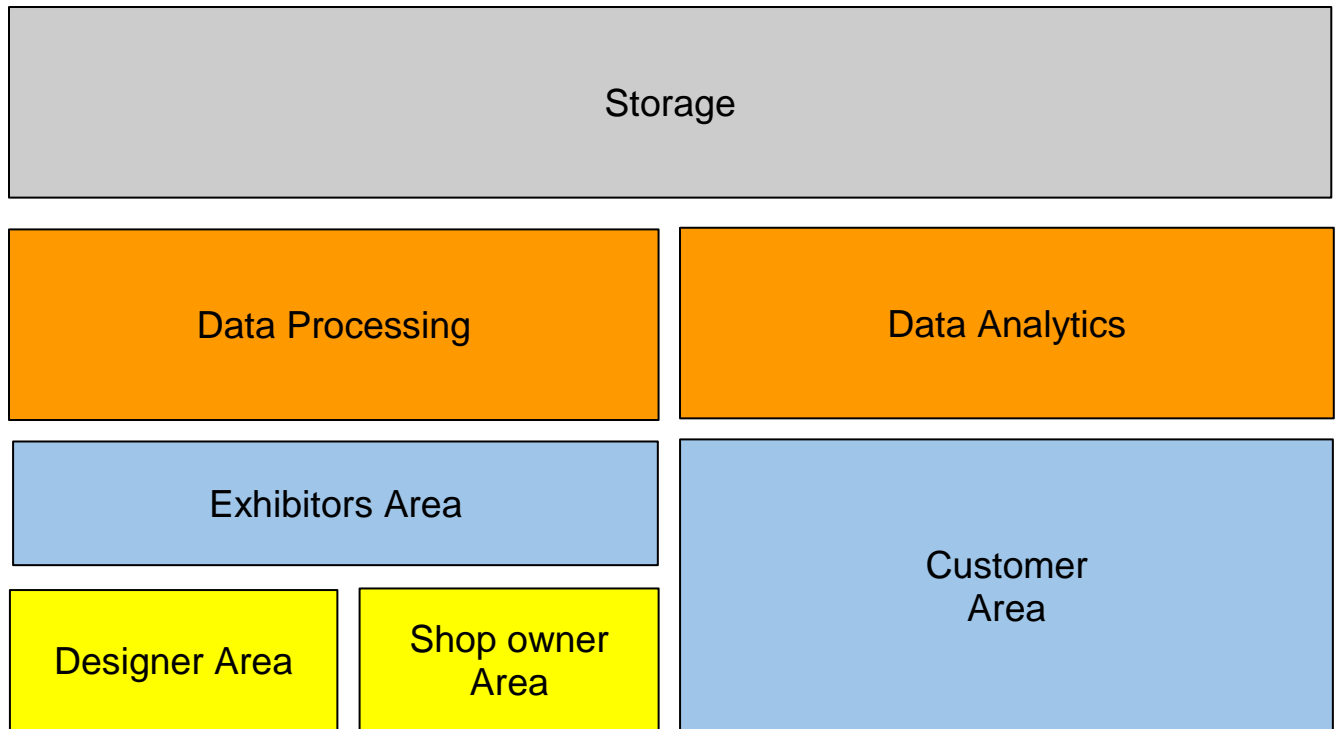| Team	Role	
Development Team	Team Leader	Kerollos Gamal
	Web Developers	Ebram Michel Ramez Magdy Abanoub Entesar Sara Romany

Tools

EG Fashion will be developed using open source tools, languages and servers. Commercial tools will be used in case there is no open source alternative. This will decrease the cost especially for long term operation.

While development only online tools will be used for management, tracking, testing and source control. This will increase the collaboration between team members even they are not located at the same place. Also, this will allow external teams and members to participate.

Operation	Used Tools
Source Control and Versioning	GitHub/Git
Tasks and Issues Tracking	GitHub
Structured Database	MySQL
Programming Languages	HTML, CSS, JavaScript, PHP
Operating Systems	Windows (single license)
Documents	Google Docs

Storage	
Data Processing	Data Analytics
Exhibitors Area	Customer Area
Designer Area · Shop owner Area	

Storage

Our site storage depends on data bases using MYSQL .

Data Processing

Data processing module is responsible on providing all data related services like data modeling and correction, data transformation, data classifier and multimedia processing.

Data transformation is required to allow import and export of different data format. The system supports common data formats supported by common data processors applications.

Multimedia processing is required to enhance the quality of multimedia contents like images . It converts multimedia contents to unified format. Also, this service is required to detect some features required by data classifier service.

Data classifier is required to classify the contents which is important to avoid non-appropriate material.

Data Analytics

Accounts holds huge amount of contents which includes shop products and designs, and user interaction. This module is important to support small projects and upcoming designers. Basically, this module support following data analytics.

Similarity analysis to determine similar designs. This analysis is important to get them together when the customers search on it.

Quality analysis to make it easy to reach the desired product is based on user interaction. High quality contents will be published to all users.

Exhibitors Area

This module provides exhibitors (designers and shop owners) with all tools required to show their products.

i) Designer Area

Designers can upload photos of their designs, add descriptions and features under each photo including

ii) Shop owner Area

Shop owners can upload photos of different products and add properties under each photo including price, color, size and number of items available.

Customer Area

This module provides customer with all tools required to reach his order. Customer can search for the designers and the shops by their names, search by color, size or style, search by his city and region , write his review about designer or shop ,browse in their products , contact them .

Assumptions

- The system completely depends on personal contribution of shop owners and the designers to build their accounts, and the data base of the site.
- The system completely depends on free open source tools and languages.
- Users should approve to give the copyright of their material to the system.
- The system does not provide any links to shop sites, as it supports small projects.

References

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