

# **Project Proposal**

## **Software Engineering CS-360**

Kahanian

Umme Ammara, Hania Rafique, Ahmed Ateeq, Maryam Saadat,  
Mominah Anwar  
Ahmed Ateeq

Advisor: Suleman Shahid

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## 1.0 Overview

### 1.1. *Purpose, Scope and Objectives*

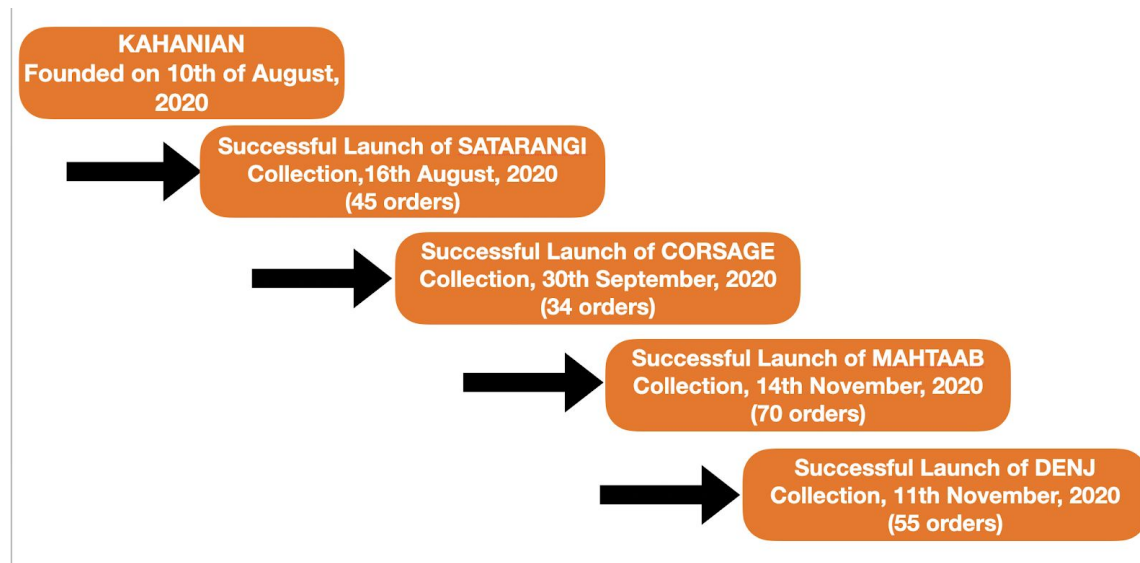
#### **Background**

A booming startup, Kahanian started its humble beginnings through Instagram, and after a successful launch of four different collections throughout six months, it has gained more than 11,000 followers. Kahanian is a clothing brand that offers minimalistic eastern-style clothing for women in Pakistan. Started by two undergraduate students of Lahore University of Management Studies, Kashaf Batool and Hania Rafique, the brand “Kahanian” is an amalgamation of the names of these two young ladies. It is a clothing brand that offers minimalistic eastern-style clothing for women. Kahanian's design collections have established their firm footing as the go-to brand among young women recently.



For the free spirited, modern woman of today,  
Kahanian is a prêt-à-porter label that offers exclusive,  
minimalistic designs for a perfect capsule wardrobe.  
Combining rich fabrics with contemporary silhouettes and laid-back aesthetic,  
Kahanian aims to offer designer wear that is not only minimalistic,  
but timelessly elegant and profusely versatile.





## Purpose and Need

Due to customer service limitations on social media, Kahanian is looking to expand its reach by *easing the ordering system* and introducing a *customizable tailoring service* through a website. The need for such an automated system is twofold, as the software will fulfill the owners' needs along with the customers. Current limitations include the following:

### Customers:

- Having to choose sizes from a standard chart (Small, Medium, Large).
- Manually scrolling down on the Instagram page to browse older collections.
- Having to drop a message and image of the article through Direct Messages each time an order is placed and waiting for replies for confirmation of order.

### Owners:

- Going through each order message manually and entering the customer details on Microsoft Excel.
- Handling customer data, customer analytics, and processing orders to access a particular item's popularity and offer regular customers rewards using Microsoft Excel.

## **Target User Group**

According to monthly Instagram reports, Kahanian is popular among young ladies of Pakistan aged 16 above. These women will use the web application across different cities in Pakistan to order and tailor their clothing sizes online.

## **Value over status quo**

- Customer queries can be dealt with in a more efficient way
- Will keep track of the users that have spent the highest amount while shopping from Kahanian
- Will show the admin statistics based on their sales for effective analysis of the data
- Offers a customizable tailoring service to the customers

## **Hardware/Software**

The hardware required to access the website would consist of any desktop or a personal computer/laptop; however, a smartphone would also serve the purpose. No additional software is required for usage of the website.

### ***1.2. Project description***

Our goal is to provide Kahanian with a platform for both team Kahanian and their customers to optimize management, purchasing and browsing collections on the website. This will save time for the owners and their customers by offering a better user interface and browsing experience. A primary objective is to introduce the main feature: 'Customizable Tailoring' for the users, which moves away from the standard size charts provided by most clothing sites and prompts the user to input accurate measurements.

## **Features**

To fulfill our goal, some of the features our platform/web-application will be offering are listed below:

- Customizable tailoring – will allow the users to enter their accurate measurements instead of selecting from the current standard size chart (small, medium, large).
- Login – will allow the users to log in to the website.
- Shopping Cart Facility – will allow the users to select items and add them to the shopping cart.
- Online Payment – will allow the users to pay online through credit card.
- Subscription – will allow the users to subscribe to the brand's services to receive updates through email.
- Ordering – will allow the users to purchase/order item(s).
- Browse – will allow the users to browse clothing collections that are currently available.
- Coupon/Voucher option – will allow the users to enter coupon/voucher codes before purchasing item(s).
- Query Box – will allow the users to send their queries through a chat box present on the website.
- Contact Page Information – will allow the users to enter their details such as their full name, phone number, email, address, and credit card detail to be used for delivery and authentication purposes.
- Product Reviews – will allow the users to provide a review for a particular product (which they have already purchased) and view reviews of existing products available on the website.

### **Data Processing/Analysis**

For data processing/analysis we will be using a database to store user credentials, clothing collection/item details, user queries, order details, and user reviews. We will also be using order details and user credentials to keep track of users that are the most frequent customers. The initial content and data that will be displayed on the web-application will be provided by Kahanian's owners.


## **Importance**

This project's importance is that it will provide Kahanian a professional platform to carry on their business activities at ease. This project can increase their reach in Pakistan and help their already growing business grow further into something bigger, especially in times of COVID-19 when a lot of people have shifted to online shopping. Our project does not only benefit Kahanian but also provides its users a better platform. With customized tailoring and easy browsing, the users will not have to suffer the limitations of ordering through social media. The web-application will be freely available and accessible to everyone.


## **Customer**


Our customers are the startup owners, Kashaf Batool and Hania Rafique, junior year students at Lahore University of Management Sciences. While Kahanian is now being run independently by these students, the initial investors of the startup include Mr. Saqlain and Mr. Rafique.


### 1.3. Team profile


Name: Umme Ammara	
ID: 22100100	
Email: <a href="mailto:22100100@lums.edu.pk">22100100@lums.edu.pk</a>	
Interests and strengths: <ul style="list-style-type: none"><li>- Programming: Python, C, C++, php, SQL, CSS, HTML, Javascript (Proficient in Python, C++ and client-side languages)</li><li>- Good documentation</li><li>- Advanced skills in Microsoft Excel including data modeling, automation, macros, and visual basic for applications</li><li>- Research and Script writing</li><li>- Design Tool: Figma</li><li>- Interests: UI/UX and front-end development.</li></ul>	



Name: Ahmed Ateeq	
ID: 22100145	
Email: 22100145@lums.edu.pk	
<p>Interests and strengths:</p> <ul style="list-style-type: none"> <li>- Proficient in C++, Python, Java and Javascript, PHP, HTML, SQL.</li> <li>- Proficient in Adobe Illustrator and Adobe Photoshop.</li> <li>- Proficient in Blender and Unity.</li> <li>- Strong leadership skills.</li> <li>- Good documentation.</li> <li>- Amateur photographer.</li> <li>- Interest in networking, ethical hacking and algorithm theory.</li> <li>- Excellent communication skills.</li> </ul>	

Name: Maryam Saadat	
ID: 22100276	
Email: 22100276@lums.edu.pk	
<p>Interests and strengths:</p> <ul style="list-style-type: none"><li>- Proficient in C++, Python, SQL and PHP.</li><li>- Good at working in teams</li><li>- Good eye for visual aesthetics</li><li>- Interested in 3D animations</li></ul>	

Name: Hania Rafique	
ID: 22100231	
Email: <a href="mailto:22100231@lums.edu.pk">22100231@lums.edu.pk</a>	
<p>Interests and strengths:</p> <ul style="list-style-type: none"> <li>- Proficient in C++, Python , PHP, HTML and SQL</li> <li>- Proficient in Adobe Illustrator and Adobe Photoshop</li> <li>- Strong Communication Skills due to various leadership roles</li> <li>- Good experience in Customer Service and Management</li> <li>- Highly Experience in Digital Marketing especially through facebook business manager</li> <li>- Excellent in managing and organizing events</li> <li>- Interest in Web Development</li> </ul>	

Name: Mominah Anwar	
ID: 22100316	
Email: <a href="mailto:22100316@lums.edu.pk">22100316@lums.edu.pk</a>	
<p>Interests and strengths:</p> <ul style="list-style-type: none"> <li>- Proficient in C++, Python , PHP, HTML and SQL</li> <li>- Proficient in Adobe Photoshop, Figma.</li> <li>- Good documentation skills</li> <li>- Proficient with Microsoft Excel, including use of vba.</li> <li>- Interests: UI/UX, graphic design, animations.</li> </ul>	

### **1.3.1 Expertise in a specific tool**

1. Trello
2. Slack

#### **1.4. Assumptions and Constraints**

- It is assumed that the system will be secure and the credit card transaction process will be similar to already existing similar websites.
- There are time and budget constraints as the project has to be completed in 13 weeks. As the client is an undergraduate student herself, the developer team is not being provided with any monetary rewards for developing the website.
- The team is constrained by limited expertise in software development tools.
- The client will be providing us with the customer data and required information for the database. Apart from the usage of data, no existing customer software will be incorporated in the project; however, we might need to take a look at client's Excel sheets containing Kahanian's customer information.
- The developer team might not be able to include all the features during the development phase. In that case, the developer team will inform team Kahanian beforehand.
- The team has available resources in terms of the content to be included in the system: this includes the brand logo, design and photographed images of the released collections, and sales history.

## **1.5. *Project Deliverables***

Deliverables include

- Software Project Proposal
- Requirement Specifications
- Design Specifications
- Development Plan
- Test plan
- Demo + source code
- Final document
- Final presentations

## **1.6. Budget Summary**

### **Budget**

The budget calculation is done as follows:

Average Salary of a full stack developer in Pakistan = Rs. 1044.83/-

Earnings of a software developer per month in Pakistan = Rs. 75,000/-

Average hourly rate = Rs. 841/-

<b>Item</b>	<b>Hours</b>	<b>Budget</b>
Project Proposal	12	10,092
Proposal Presentation	8	6,728
SRS Document	25	21,025
Design Specifications and development plan	25	21,025
Development	80	67,280
QA Plan & Testing	30	25,230
Final project report	30	25,230
Presentations	8	6,728

### **Total Budget**

The total estimated budget is Rs. 183,338/- excluding hosting services. Depending on the paid hosting service used, those extra charges will be included in this final amount.

## **2.0 Project Organization**

- 1) Hania Rafique- Cofounder of Kahanian
- 2) Kashaf Batool- Cofounder of Kahanian

All of the brand management is done by Kashaf and Hania including Marketing , Social media management , designing , handling deliveries and other kinds of logistics.



### **3.0 References**

The following websites were browsed to gather core functionality details for our own system:

- <https://dyot.pk/index.php?route=common/home>
- <https://pk.sapphireonline.pk/>
- <https://www.junaidjamshed.com/>
- <https://www.salaryexpert.com/>

## 4.0 Definitions

Term	Definition
Microsoft Excel	A spreadsheet that provides features such as graphing, calculation and tables.
VSCode	Visual Studio Code is a code editor for writing code.
Web Browser	A web browser is an application used to access and view websites such as Google Chrome.
Backend	Refers to the server and database that deliver and handle user information.
Front end	Refers to the interface visible to the user/customer.
Web Security	It basically means protecting a website or web application by detecting, preventing and responding to cyber threats.
Cookies	Cookies are commonly used to "maintain the state" of a browser session. For example, users can place items in a shopping cart, switch to another page or even another site, and when they come back, the site recognizes them and the current state of the cart
Cache	A cache is a temporary storage space for data. When you visit a website, the files that you request are automatically stored in the cache. If you return to that same website in the near future, your browser will retrieve the necessary files from your cache rather than from the original server — so the webpage will load quicker.
CSS	CSS stands for Cascading Style Sheets. It is a markup language responsible for the visual elements of a website. HTML (another markup language) is used to determine the structure and content of the webpage.
Deployment	Deployment is a key step in the web development process. Once a website or an app has been developed and tested, it's ready to go live; in other words, it's ready to be deployed.
UX Design	UX design stands for user experience design, and it's all about providing a smooth, user-friendly experience for the end user as they navigate around a website or an app