**IPMC TAKORADI-PROJECT WORK**

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**COURSE TITLE : SOFTWARE ENGINEERING**

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1. **INTRODUCTION**

The Fashion Home Website Project (Fashion Home) aims to create a platform for users interested in fashion and style to explore and get inspiration. This website is intended to be user friendly, interactive, easy to navigate while providing a unique and engaging experience to its dynamic users. Our marketing orientation strategy requires a prioritisation of our market segment and customer-centredness hence customers were factored into every stage of the development process. In effect, Fashion Home will offer superior value by providing products more efficiently and effectively than its competitors.

1. **REQUIREMENTS**

The interface of the Website was designed to enable its users navigate with ease to make preferred choices that resonates with their tastes and preferences.

1. **DESIGN**

Branding is a name, term, design, logo and slogan, among others that businesses use to differentiate their products and services from that of competitors. The design of this website took into consideration many aspects of branding for easy identification by its target market.

1. To differentiate and position Fashion Home in the keenly competitive fashion market, Fashion Home was branded predominantly in Fuschia pink colour with a hint of black. The choice of a diamond as a logo was to give Fashion Home a brand identity and a visual representation that would be imprinted in the minds of its target market, being the first thing at sight.
2. The choice of a diamond as a logo, tends to establish a sense of ownership and brand association while safeguarding the brand against imitation, cheap and fake brands. Diamonds are rare, priceless gems and a symbol of purity and fidelity. It encourages truth and trust. The diamond represents perfection, importance and class as important elements in dressing and clothing.
3. Fashion Home had customers at the heart of all the stages of its product development and the diamond as a logo was to foster mutual loyalty between the company and its esteemed customers. While Fashion house promises to satisfy its customers to exceed their expectations by positioning itself as trustworthy, it is very much aware that through customer experience could lead to retention and loyalty, repeat purchases and customer lifetime value. Customer lifetime value would translate into profitable relationships in the long term to create a steady flow of revenue to keep Fashion Home in business and competitive.
4. By way of demographics, the website is designed as unisex to target both male and female markets. It is very functional as it provides a catalogue of the following.

They are:

* Clothes
* Footwear
* Bags
* Watches
* Jewellery

The above-listed items are easily assessable at Fashion Home with emphasis on its rarity. The layout of the website is clear and simple focusing more on high quality images to showcase various fashion trends and styles. A scrollable layout is made available to view different pages.

1. **IMPLEMENTATION**
2. The website was created using courses from the various modules that were used to teach the class such as Hyper Text Markup Language (HTML), Cascading Style Sheet (CSS) and Java script programming languages.
3. The website was developed using the agile software development model which allowed for flexibility and iteration.
4. The website was built using a Content Management System
5. **PERFORMANCE TESTING**

Performance testing, a general testing practice, is important in website design and performance to test and determine a system’s responsiveness, stability, speed and reliability among others given a particular workload. Fashion Home website serves as an interface and a medium through which customers would come into contact with the products in stock.

To continuously build the trust and loyalty for value-laden relationships, Fashion Home was proactive to test the performance of the website to avoid minor errors that could impact negatively on the business resulting in loss of customers which has the tendency to dwindle the fortunes of the company. Fashion Home intends to stay in business for sustainable profitability in the long-term.

The website therefore, underwent performance testing subjecting it to multiple loads and stresses to ensure that the loading time was reasonable. Performance testing is necessary in designing a website since it helps in the following.

* To minimise imminent bugs and errors on the website
* To make the website accessible and user-friendly
* To win the trust and confidence of users
* To encourage repeat visits and navigation
* To enhance overall performance

1. **MAINTENANCE AND FUTURE IMPROVEMENT**

Launching Fashion Home would only be the beginning of its lifecycle. Maintenance of a website is a process that requires continuous improvement in terms of security, performance and user experience among others. Besides, maintenance would ensure an up-to-date software, faster log in time, reliable and usable web and avoid customer churn.

Fashion Home has a Website Development Plan depicted in the figure below.

**Figure 1**

**FASHION HOME’S MAINTENANCE PLAN**

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| **SECURITY** | * Fashion Home will install a Secure Sockets Layer (SSL) certificate to protect customers’ sensitive information and avoid breach of trust. * We will perform quarterly security audits for customer data protection. * We will manage user permission. * We will remove unused users. * Bug fixes will be handled quickly to ensure the website is free from imminent issues. |
| **UPDATES** | The website will be updated periodically to reduce the risk of system bugs, unreliable performance and malware threats. |
| **CONTENT MARKETING** | * To keep up with industry trends and be relevant in the fashion business we will create contents to post at least once a week. * We will audit contents by analysing old posts periodically to update, remove or re-write content where necessary. * Review of posts-we will review pages and provide up to date information to product pages , description and about Fashion Home (about us.) * The target market for Fashion Home is dynamic, vibrant, trendy and sensitive therefore, an up-to-date information will resonate with their tastes and preferences. |
| **BACKUPS** | Fashion Home will institute a monthly backup plan considering the size of its content. This is to prevent data loss and recover a premium version in case there is an issue. |
| **USER EXPERIENCE** | * Fashion Home is committed to positioning itself as the best provider of Customer Experience. It costs more to attract new customers than retain existing customers. * With the best customer experience strategies in mind Fashion House is poised to constantly review its design to effect changes where and when necessary. * A re-branding based on customer feedback at the growth and maturity stage of its lifecycle will make it more attractive, functional and easily assessable. * Page elements like pop-ups and contact forms will be checked to ensure they are efficient and effective. |
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**CONCLUSION**

The fashion home project, a marketing-oriented interface, offers a convenient, stylish and user-friendly platform for fashion enthusiasts of all sexes with varied interests. While the Brand is projected to provide users with visuals and easy-to-navigate fashionable and trendy styles it also secures and protects its customers from both internal and external threats through a well-orchestrated maintenance plan for continuous improvement and customer retention. With the customer at the centre of its product lifecycle plan, Fashion Home, having created a value-laden relationship with its customers and other stakeholders, would strive to maintain and enhance same for a lifetime value through a relationship marketing strategy.