**NORTH SOUTH UNIVERSITY**

**CSE 299 Section 08**

**Project Requirement Analysis**

and **Feature Description**

Online Fashion Store

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**Project Specification**

**Online Fashion Store**

In this growing world of technology, it is now a matter of seconds for a company to reach out to their customers with their brand-new line of products. Online shopping is now a key part of the business industry because of its popularity among the customers in the national and international market, and also how easy it is for a company to display their products to a customer sitting anywhere around the globe. Many companies have more than doubled their revenues just by integrating ecommerce into their business. Customers, on the other hand, not only gets attracted because online shopping is convenient, but also because they can now have broader selections, can view and compare the pricing, or can easily have access to much more information about a product.

Our hypothetical company is also taking its step towards this modern era of marketing by introducing their first ecommerce website, an Online Fashion Store, where they would showcase their latest fashion wears, like apparels, traditional, formal wears etc. to the millions of customers worldwide. Since this is a highly competitive market, to attain a sustainable position in the market and mark itself as a reputative brand with their high-quality products, our task would be to guide the company so that it can provide a seamless, unique and immersive shopping experience to its customers.

The website would be open for any customer to view the products and pricing but only allow registered users to perform any purchase. To register, customers would have to provide with their basic information and phone numbers and passwords for their new accounts. Their phone numbers, with certain modification, would be set as their user id to log into their accounts. Once registered, customers can enjoy the full shopping experience the website would provide by simply logging into their respective accounts.

The administration would have complete access to the website (except confidential data of the customers). They can add or remove administrators, can modify the contents of the website, would be able to reset the password of a customer in case of forgotten password, can view the financial statement, the monthly / yearly revenues; thus would be able to monitor the whole system.

**The website**

**Home Page**

This would contain some links and pictures of some of the latest collections. And also links to Create Account, Login and Products Pages.

**About**

This page section would contain a small description about the company, and the products. There would be some statistics about the company and paragraphs about how they started and what their objective is. The section might contain some insights of their factories and where and how the products are made. This might include what changes the company is bringing in the near future and so on.

**Contact Us**

This section would contain some useful contact links, such as email addresses of the managing bodies, or location to the stores and their contact information.

**Products Pages**

There would be two separate pages containing categorized products. One is for women and another is for men. Different types of products like dress, shoes, accessories will be there.

All the products would be available in four sizes, Small (S), Medium (M), Large(L), Extra Large (XL). Each product would have pricing attached to them. Visitors would NOT be able to make select any items or make any purchase without being logged into their accounts.

Each of the product would have the following attributes:

* Category ID
* Product ID
* Name
* Picture (The picture used would have a unique ID, associated with each product)
* Cost
* Price

**Products Categories**

|  |  |
| --- | --- |
| **WOMEN**  Saree  -Cotton -Moslin  -Silk -Katan -Jamdani  Shalwar Kameez  -3 piece(cloth) -2 piece(cloth) -Readymade  Kurta  Taaga  Shawls  -Cotton -Silk -Kashmiri  Shoes  -Sandals  -Flats  -Heels  -Nagras    Accessories  -Bags  -Purses  -Wallets  -Belts    Ornaments  -Nose pin  -Ear rings  -Rings  -Bangles  -Payel  -Necklace | **MEN**  Panjabi-Casual -Exclusive  Coati  Shirts -Ethnic -Casual -Exclusive  Tee Shirts  Polo  Fatua  -Casual  -Dressy  Shawls  Shoes  -Sandals  -Shoes  -Nagras  -Loafers  Accessories  -Belts  -Wallets  -Card Holders  -Key case & ring  -Exclusive bag |

\*\* Product Categories may change during implementation.

**Create Account**

This page is for users to register for their purchase. Users would have to provide with the following information:

* First Name
* Last Name
* Address
* Cell Phone Number
* Email Address
* Password

The cell phone number would be used as the Unique Customer Identity (UCI), and the users would have to login with their cell phone number and password to access their account.

**Login**

Login section would require two fields to let and user enter to their account:

* Username
* Password

Singing in to the account would enable the product cart, and the user would be able to select the desired product in order to continue the purchase.

The users would also be able to view their previous purchase history and also their personal information; which they would also be able to change. Users may not have access to change their username and may have to contact the administrator in order to do so. Users are recommended to log out of their account when they leave the website for security reasons.

**Product Cart**

This would contain any product that is selected and added to the cart during a purchase and is only activated after a user has logged into the account. The cart would contain the details about the selected product: Name, Product ID, Category ID, Quantity and Price. If a purchase is completed successfully, this information would be then stored into user’s database and this information along with the user’s ID would be stored into the company’s database. The users would be able to cancel a purchase and clear the cart anytime they want. In that case, the Product Cart would simply clear itself, deleting everything stored into it.

**Manager Login**

Managers would have a separate URL to login to their accounts. Manager Account may be created from an Administration Account only. Managers would be able to perform the following tasks:

* View all products.
* View all information about the products.
* Add a product.
* Remove a product.
* Modify a product.
* View the number of sales for each product.
* View the monthly sales datasheet.
* Retrieve and User’s account by resetting and setting a default password upon request.
* Delete User’s Account.

Managers would not be able to view any confidential data of the users or of the company itself. They would only be able to ensure that the website is always updated and the customers are not facing any issues.

**Administration Login**

Administration would have full access to the website and its database (except the confidential information of the users). There would be a default administration account, and with a separate URL. The authority is advised to change the default administration ID for security reasons.

List of activities associated with this type of accounts are:

* View all products.
* View all information about the products.
* Add a product.
* Remove a product.
* Modify a product.
* Retrieve and User’s account by resetting and setting a default password upon request.
* Delete User’s Account.
* Add Manager’s Account.
* Delete Manager’s Account.
* Modify Manager’s Account.
* View the number of sales for each product.
* View the monthly sales datasheet.
* View the financial statement of the company.

Creating Manager/Administration Accounts would require:

* First Name
* Last Name
* Address
* Cell Phone Number
* Email Address

The financial statement may include the total expenditure behind buying the products or paying the employees, and also the revenue earned from the sales.

**Why This Service?**

As stated earlier, each day, more and more business organizations are incorporating e-commerce into their service. But sometimes, due to not up to the par implementation, some companies or customers have to go through various sort of hassles.

This service tries to look into the very small details and both the organizations and customers are valued equally. This product tries to ensure the organization a secure and an easily maintainable website, whereas also a pleasant environment for the customers so they can also have a unique, immersive and seamless shopping experience with our service.

**Business Model   
and Market Deployment**

**Business Partners**

Any apparel brand could become our business partner. Each brand would be provided with their own, unique and specialized websites that they can customize as per their own desire.

Though the brand does not require to provide us with any confidential information, as they would be provided with administration panels that are easy to use and the company can monitor their website on their own, but the partner needs be aware that, under routine maintenances or any other service upgrades, the following data might become visible to us.

* Product name.
* Product price.
* Product cost.
* Customer details.
* Employee details.
* Sales history.
* Financial statements.

The functionalities available to the business partner is already listed under the Manger Login and Administration Login headings.

**Banking Partners**

Since this is an e-commerce website, there would be banking partners, as the product would utilize their online payment systems. Our service would try to incorporate as many banking partners as possible to ensure a seamless experience for the customers.

The banking partner needs to be aware that the product would have access to these information

* Transaction ID.
* Transaction time.
* User making the transaction.
* Transaction amount.

**Security Service Partners**

The product would also require additional partner those provide security services for the online world, and make sure that our provides a secure environment for both the organizations and the customers.

**Revenue**

The main costs incurred by our product are listed below.

* Acquiring a domain name.
* FTP service if required.
* Incorporating banking partners.
* Incorporating security services.
* Including additional features (like paid fonts, themes, APIs).
* Employee charges.

The business partner would have to provide with an initial subscription fee to buy this service. They would also have to provide with monthly subscription fees for maintaining the website, keeping it secure, and also for the banking services they would be using. Any upgrade to the exiting product would require a fee of its own depending on the proposed workload.

**Market Deployment**

The product would be released as Website into the online world. The website would feature our information so that any willing organization would be able to contact us.