**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.