**Proposal for Eastern Wear Women's Clothing App**

**Objective:**

The objective of this student project is to create a mobile application focusing on women's Eastern wear. The app aims to provide a basic and user-friendly platform for users interested in exploring and purchasing traditional and contemporary Eastern clothing.

**Key Features:**

1. **Simple Navigation:**

- A straightforward design for easy navigation and selection of products.

2. **Product Display:**

- Clear presentation of Eastern wear items with basic details.

3. **Size Guide:**

- Inclusion of a size guide to assist users in finding the right fit.

4. **Secure Transactions:**

- Basic security measures to ensure safe transactions.

**Target Audience:**

The target audience of a women's clothing shopping app is typically women of different ages, styles, and preferences. However, some common characteristics of the target audience may include:

- Age: typically between 18 to 45 years old

- Gender: women

- Education: at least high school level education

- Income: middle to high income earners

- Fashion-conscious and interested in keeping up with current trends

**Conclusion:**

This student project aims to create a simple yet effective Eastern wear women's clothing app. We appreciate the opportunity to work on this project, gaining valuable experience in app development and contributing to the community's understanding of basic mobile application functionalities.