20MCA246

MAIN PROJECT

**REQUIREMENTS ANALYSIS**

***DreamDress***

***Online Women’s Dress Store***

**Project Guide:**

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***DreamDress***

***Online Women’s Dress Store***

1. **Project Overview:**

The "DreamDress" project aims to create an online platform for women to browse, customize, and purchase dresses from the comfort of their homes. It provides a wide range of dress categories and styles, and user-friendly interfaces to enhance the online shopping experience.

1. **To what extent the system is proposed for:**

The system is proposed to cover the entire lifecycle of an online dress store, from product catalog management and user authentication to order processing, and customization. It aims to provide an end-to-end solution for both customers and sellers.

1. **Specify the Viewers/Public involved in the System:**

The primary viewers/public involved in the "DreamDress" system are:

* + Customers (users) who visit the online store to browse, customize, and purchase dresses.
  + Sellers (users) who manage their dress listings and interact with customers.
  + Tailors (users) who receive customization orders and create tailored dresses.

1. **List the Modules included in your System:**

The modules in the "DreamDress" system include:

* + User Authentication and Registration
  + Product Catalog and Management (for Sellers and Admin)
  + Product Detail Page
  + Shopping Cart
  + Payment Gateway
  + Search Optimization
  + Wishlist
  + User Profiles
  + Promotions and Discounts
  + Admin Dashboard
  + Filtering and Categorization of Products
  + Order Management
  + Social Sharing and Reviews Customization
  + Customer Support

1. **Identify the users in your project:** The users in the "DreamDress" project include:

* Customers (shoppers)
* Sellers (dress vendors)
* Tailors (customization and tailoring services)
* Administrators (system managers)

1. **Who owns the system:**

The "DreamDress" system is owned and operated by the company or organization responsible for its development and management. Ownership may lie with the project's founding team or a specific company established for this purpose.

1. **System is related to which firm/industry/organization:**

The "DreamDress" system is related to the e-commerce and fashion industry, specifically targeting the online women's dress retail sector.

1. **Details of the person contacted for data collection:**

Information about the person contacted for data collection would depend on the specifics of the project. Typically, data collection may involve market research analysts, fashion industry experts, web developers, and potential end-users to gather insights and requirements.

1. **Questionnaire to collect details about the project:**
2. **What inspired the creation of DreamDress, and what are its primary objectives?** DreamDress was inspired by the desire to provide women with a convenient and enjoyable online shopping experience for dresses. Our primary objectives are to offer a wide range of dress options, promote customization, and make online dress shopping more interactive and personalized.
3. **How do you envision the user experience on DreamDress, and what features are you prioritizing for the initial launch?**

We envision a user-friendly and visually appealing interface that simplifies dress browsing and customization. Prioritized features for the initial launch include user authentication, product catalog management, shopping cart, and payment gateway to ensure a seamless shopping journey.

1. **What technology stack and tools are being used for the development of the platform?**

DreamDress is being developed using HTML/CSS, Bootstrap for the front end, and Python with Django for the back end. These technologies provide a robust foundation for our platform.

1. **What is the target market for DreamDress, and how do you plan to reach and engage customers?**

Our target market is women who prefer online dress shopping. We plan to reach customers through digital marketing, social media, and partnerships with fashion influencers to create a strong online presence.

1. **How do you plan to ensure the security and privacy of user data on the platform?**

We will implement secure authentication mechanisms, encrypt sensitive data, and regularly update security protocols to protect user information.

1. **Have you conducted any market research or competitor analysis to understand the competitive landscape?**

Yes, we have conducted extensive market research and competitor analysis to identify market trends, customer preferences, and potential gaps in the online dress shopping industry.

1. **What are the revenue streams and monetization strategies you have in mind for DreamDress?**

Our revenue streams include product sales, customization fees, and promotional partnerships. Monetization strategies will also include offering premium features to enhance user experiences.

1. **What is the timeline for the development and launch of DreamDress, and what are the key milestones you aim to achieve?**

Our development timeline includes a phased approach. We aim to launch the basic platform within six months, with key milestones such as user registration, product catalog setup, and payment gateway integration as priorities. Subsequent phases will focus on advanced features and scaling the platform based on user feedback and demand.

1. **What level of customization will users be able to achieve when designing their dresses?**

Users will have the ability to customize various aspects of their dresses, including fabric, design details, size, and fit. Additionally, we will offer interactive visualization tools to allow users to preview their customized dresses before making a purchase.

1. **Can sellers and tailors on DreamDress showcase their portfolios or previous work?**

Yes, sellers and tailors will have the opportunity to showcase their portfolios and previous work on their respective profiles. This will allow customers to evaluate their expertise and style before making a purchase or booking.