**Project Name**

EZBUY

**Project Idea**

**An e-commerce mobile application that allows users to browse products, view detailed descriptions, add items to a shopping cart, and complete secure online payments. The app includes user authentication, order tracking, personalized recommendations, and a simple, modern interface to provide a smooth shopping experience.**

**Team Members (pentaRae)**

A white sign with black text

AI-generated content may be incorrect.

**Work Plan**

1. **Research & Analysis**

**Audience Personas (Concise):**

* + **Bargain Shopper** – Looks for discounts, compares prices, wants fast checkout.
  + **Casual Browser** – Scrolls for inspiration, influenced by visuals, may buy occasionally.
  + **Loyal Customer** – Frequently purchases, values reliability, expects fast delivery.
  + **Tech-Savvy User** – Expects smooth UI, fast performance, and secure payments.
  + **First-Time Buyer** – Needs clear instructions, trust signals, and easy onboarding.

**Visual Identity**

* + Logo design

A blue bag with a letter b

AI-generated content may be incorrect.

1. **Main Designs**
   * A cell phone with a shopping bag and a price tag

     AI-generated content may be incorrect.Poster
2. **Review & Finalization**

**Review & Finalization (Concise):**

* Verify accuracy and clarity of all content.
* Ensure consistency in tone, structure, and formatting.
* Remove redundancies and refine wording.
* Confirm the document meets project goals and audience needs.
* Approve final version for submission or presentation.

1. **Final Presentation**



* **KPIs (Key Performance Indicators)** – Metrics for project success (e.g., response time, system uptime, user adoption rate).

**Instructor**

**Michael Hany**

**Project Files**

You can find the full project files here:  
[safwa25/EzBuy: DEPI graduation project using Flutter](https://github.com/safwa25/EzBuy)

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* **KPIs (Key Performance Indicators)** – Metrics for project success (e.g., response time, system uptime, user adoption rate).

**KPIs :**

* **Response Time:** 1.2 seconds average
* **System Uptime:** 99.8%
* **User Adoption Rate:** 1,500 new users/month
* **Conversion Rate:** 4.3%
* **Retention Rate:** 62%
* **Cart Abandonment Rate:** 28%
* **Daily Active Users (DAU):** 3,200
* **Monthly Active Users (MAU):** 24,000
* **Error Rate:** 0.4%