

BC



Tech4Ward



Menoufia University



OUR TEAM



Rahma Morsy



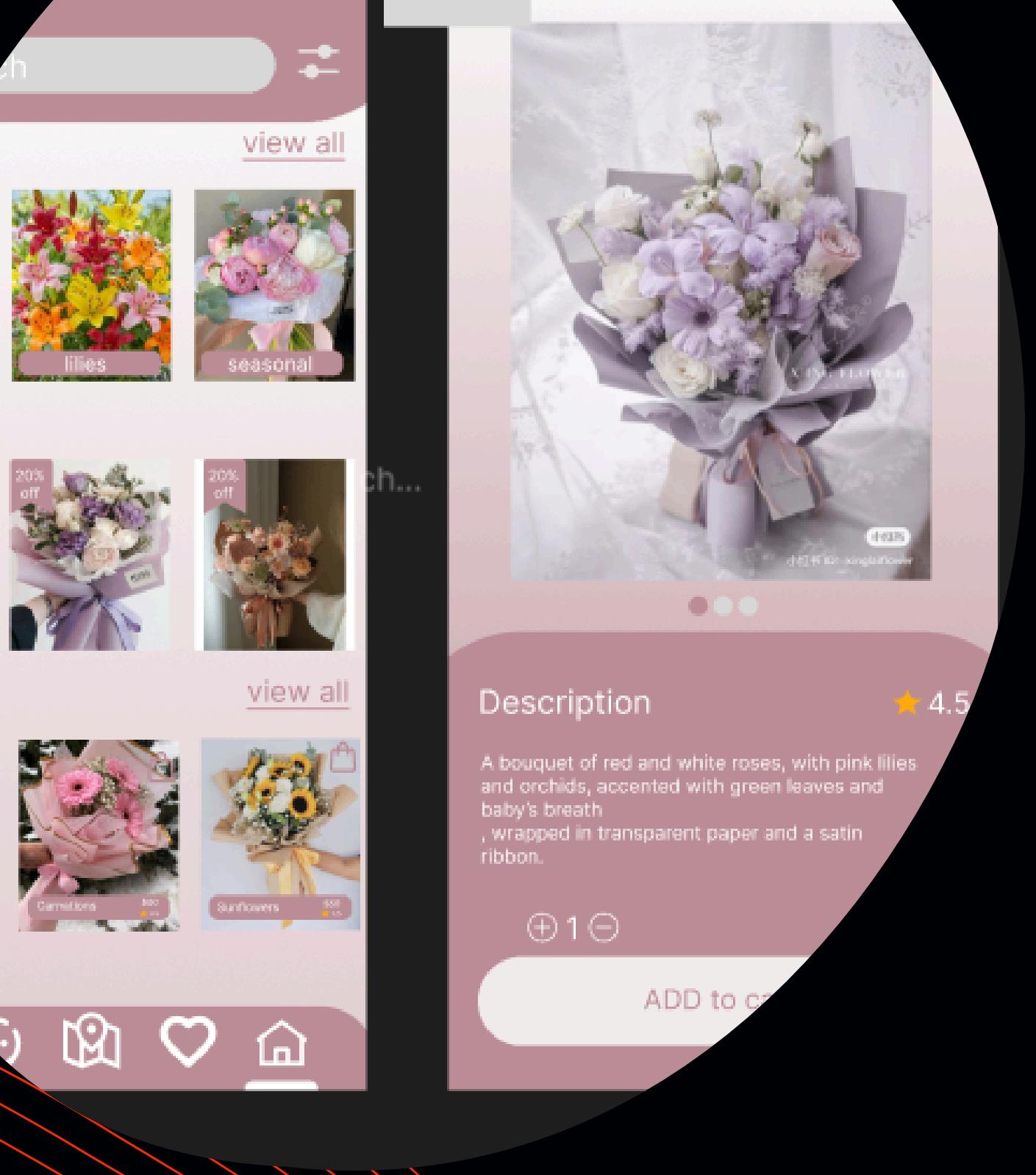
Shimaa Mohamed



Farida Magdy



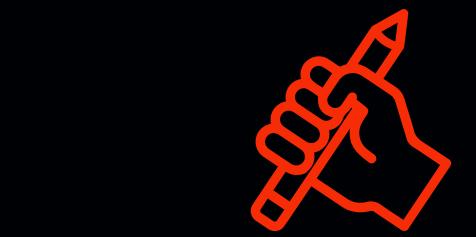
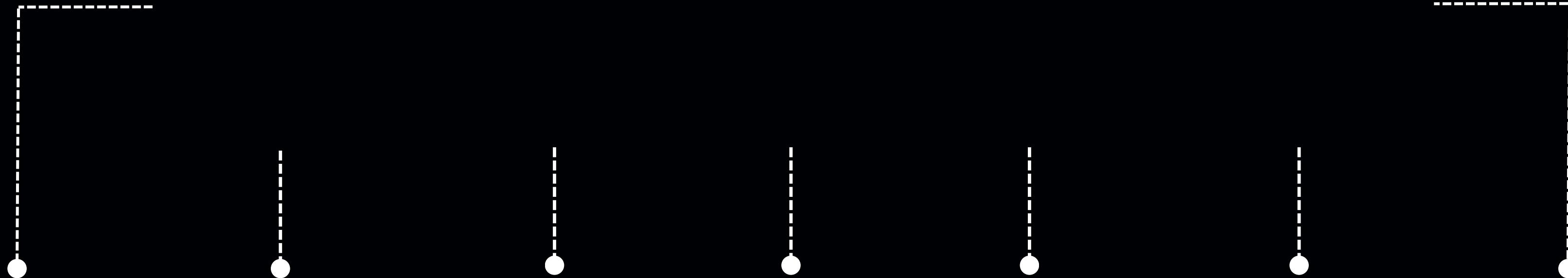
Tasneem Khaled



OVERVIEW

FlowerApp is a modern e-commerce mobile application dedicated to flower lovers. The app provides a seamless experience for users to explore and purchase a variety of flowers, making the process simple, intuitive, and enjoyable.

PROBLEM STATEMENT (BUSINESS FOCUS)



Market Gaps

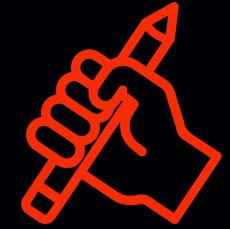
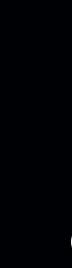
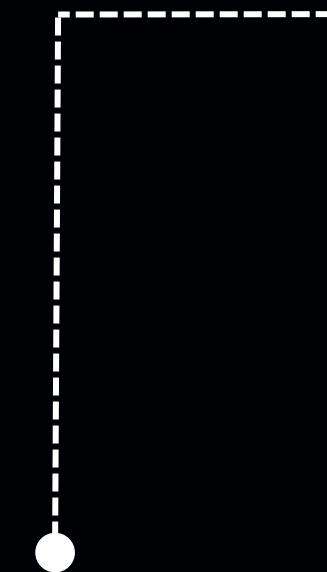


**Customer
Pain Points**



**Target
Audience**

PROBLEMS



**Limited Access
to Flower
Selection**



**Difficulty in
Booking
Orders**



**Difficulty in
Remembering
Favorite
Flowers**



**Limited Customer
Feedback
Mechanism**

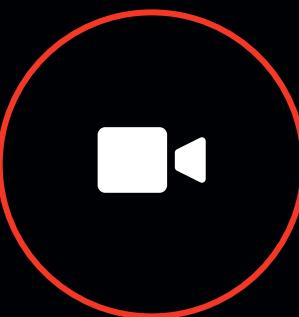
Key Business Features

**Business
Model**

**Value
Proposition**

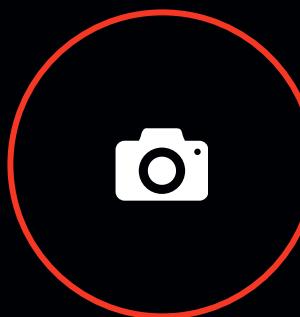
**Competitor
Analysis**

TECHNICAL DEVELOPMENT



Frontend Development:

Designing the UI for
a smooth user
experience



Backend Development:

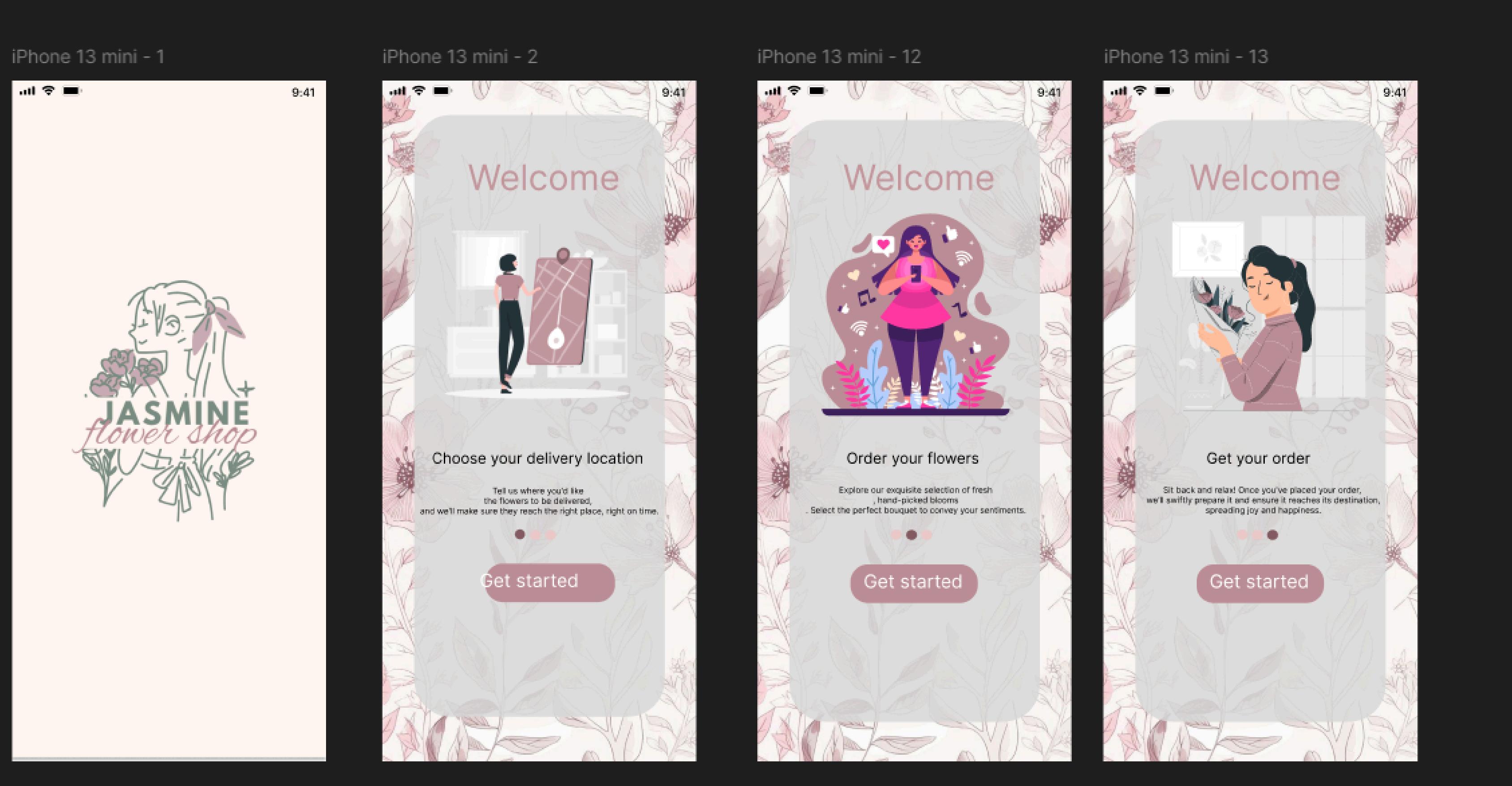
Integrating Firebase
for authentication,
database, and real-
time updates



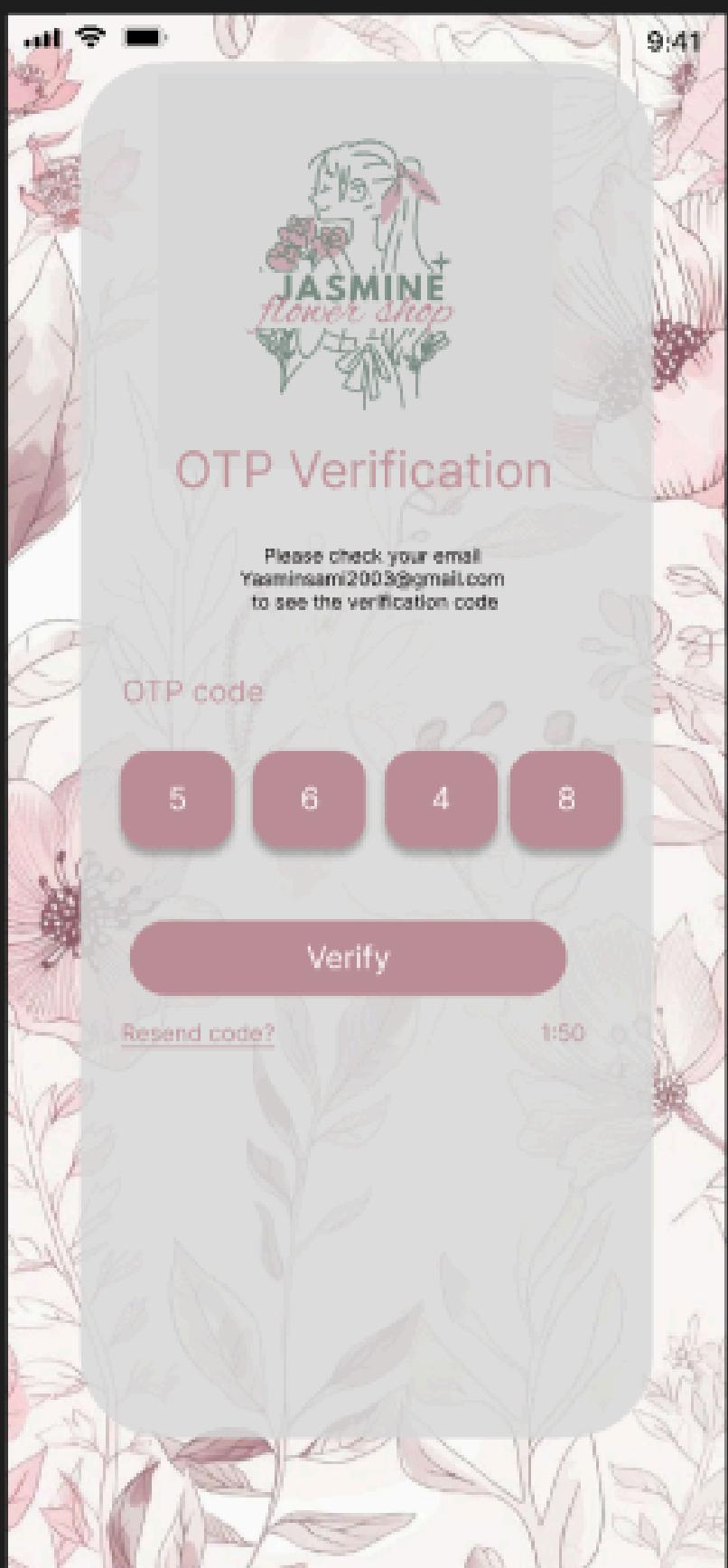
Testing & Debugging:

Testing features for
performance,
security, and user
experience

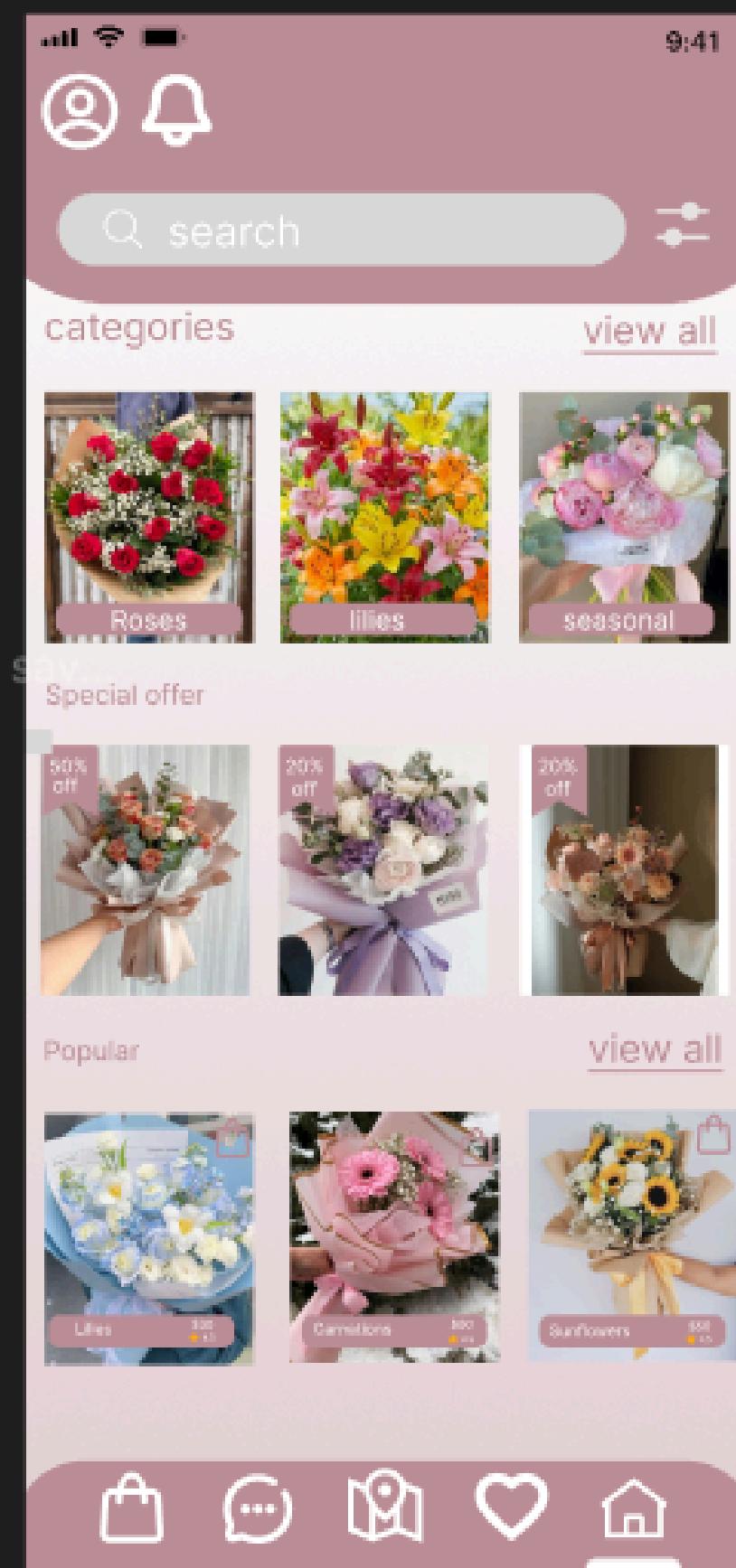
UI- Front End



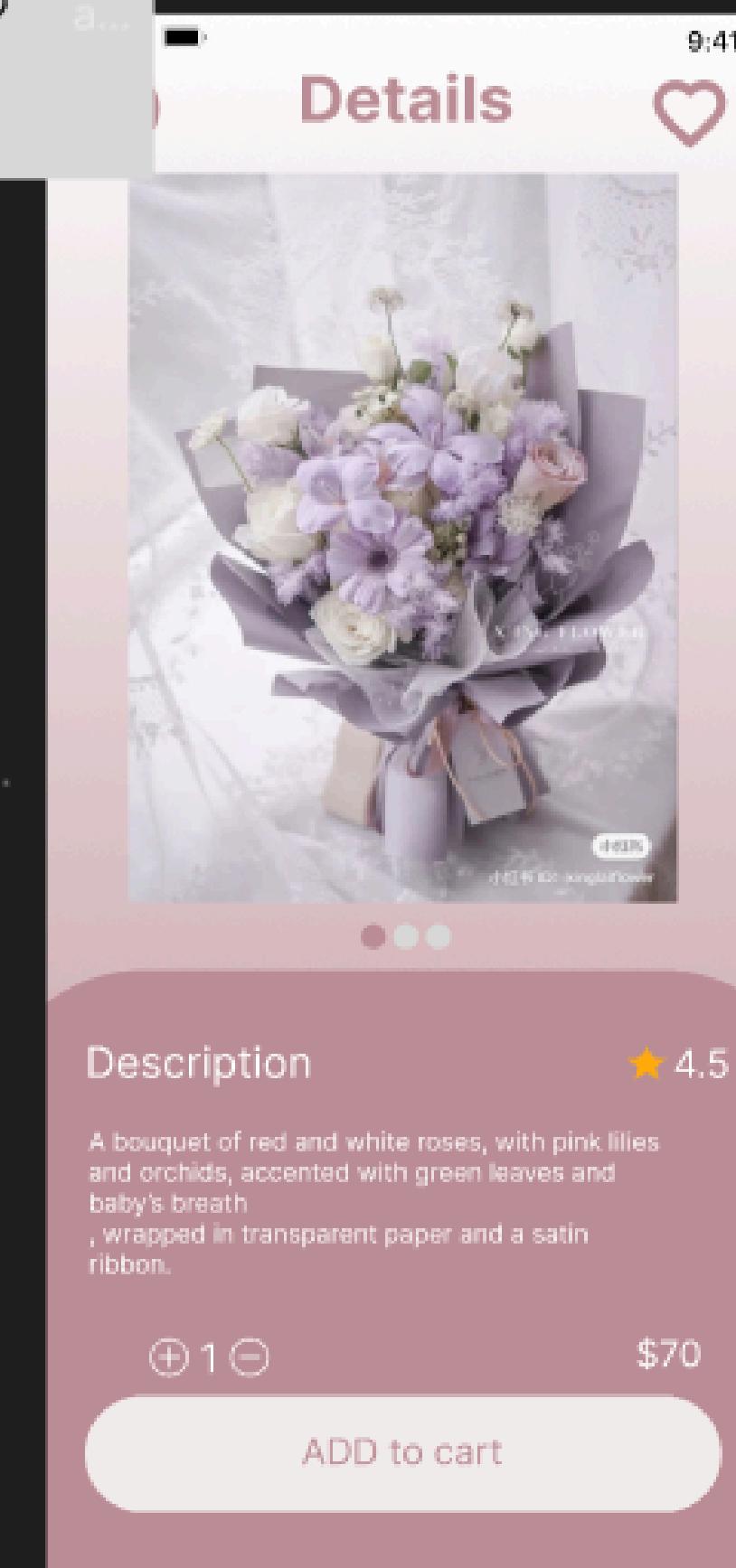
iPhone 13 mini - 11



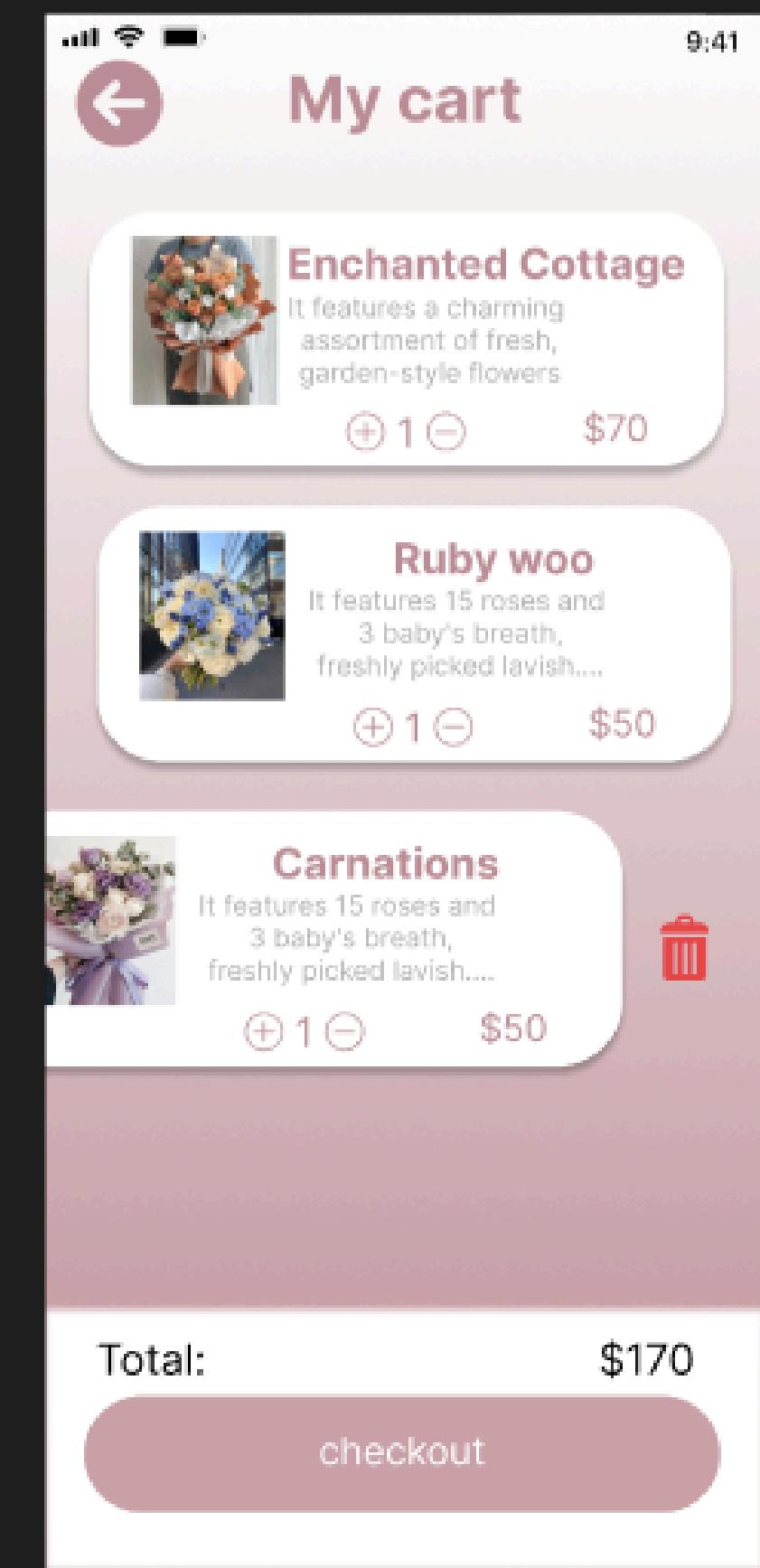
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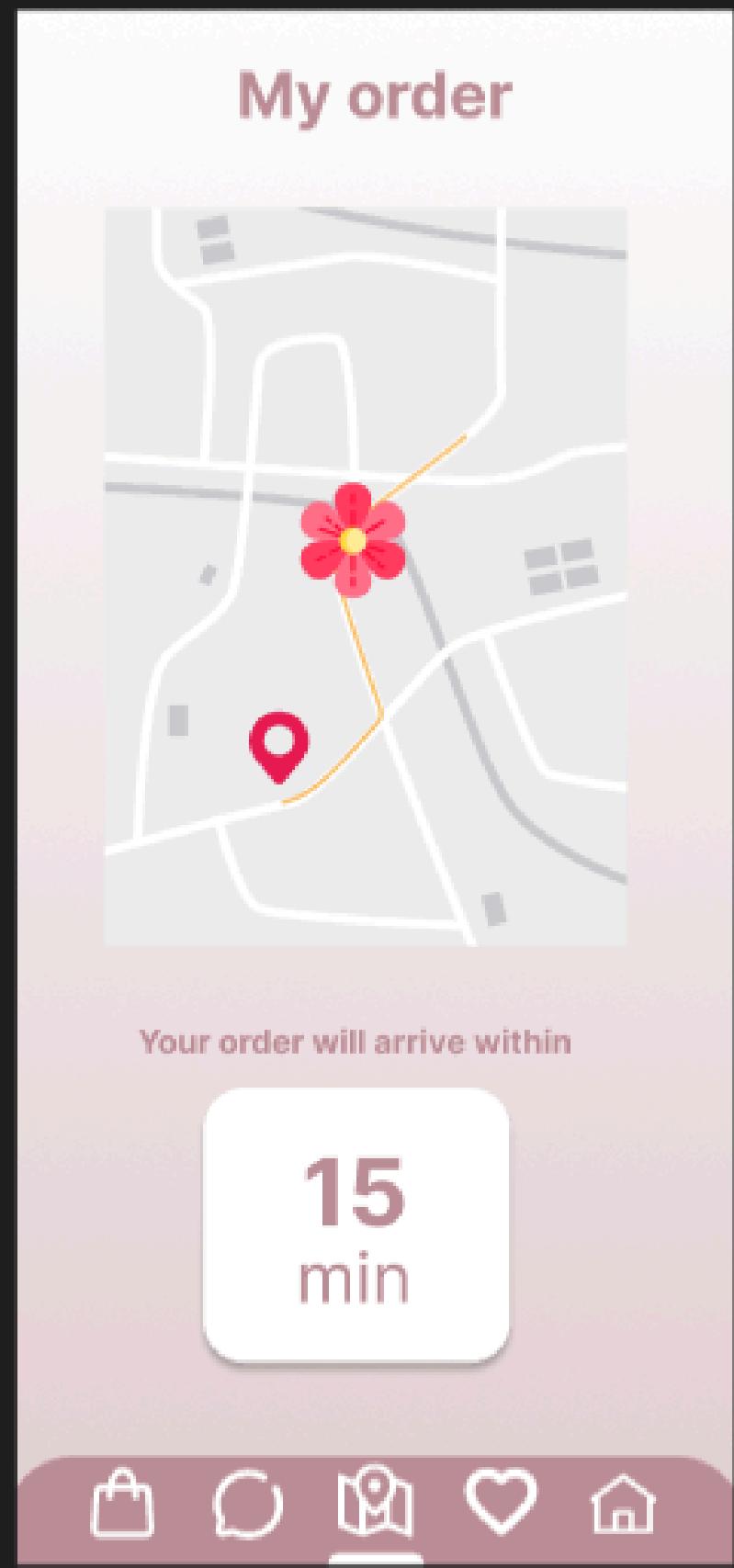
iPhone 13 mini - 4



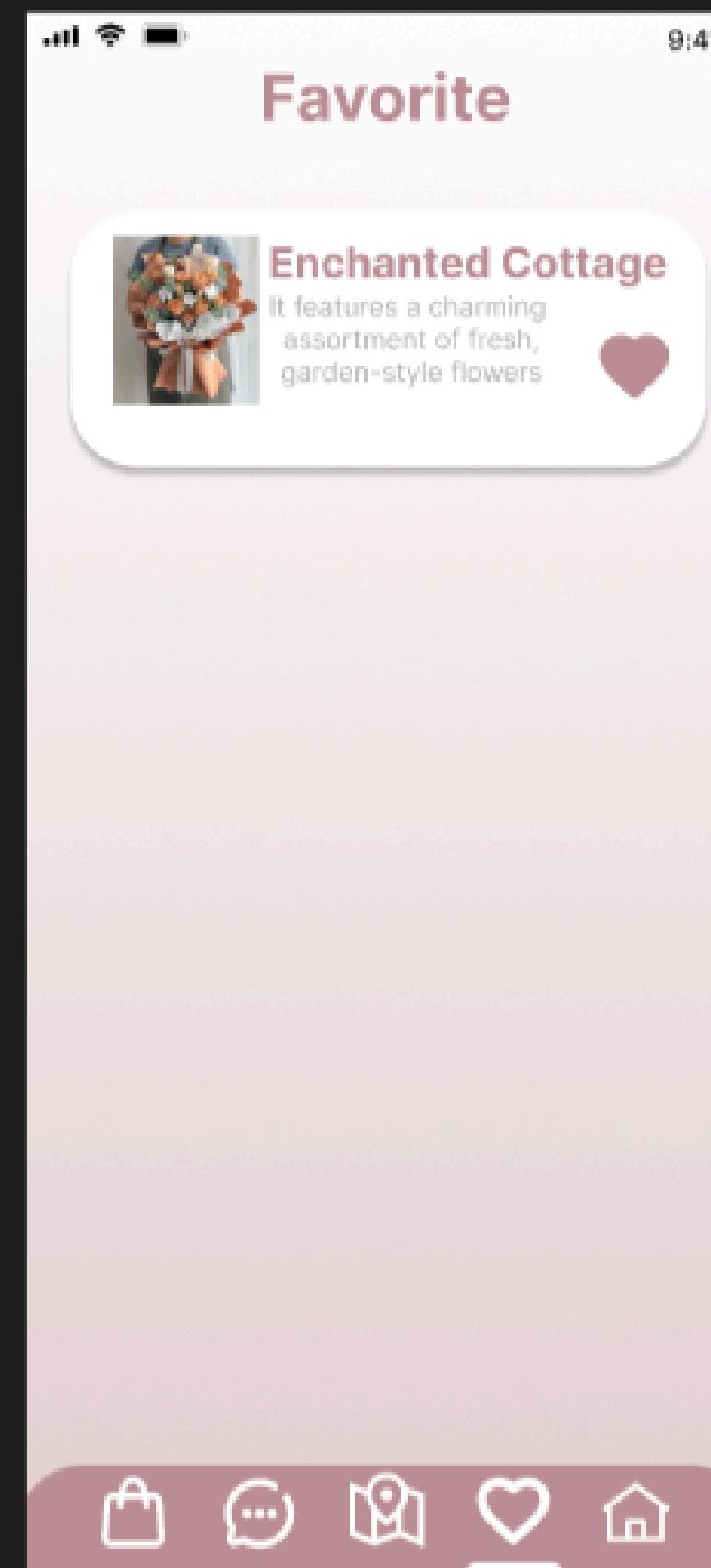
iPhone 13 mini - 14



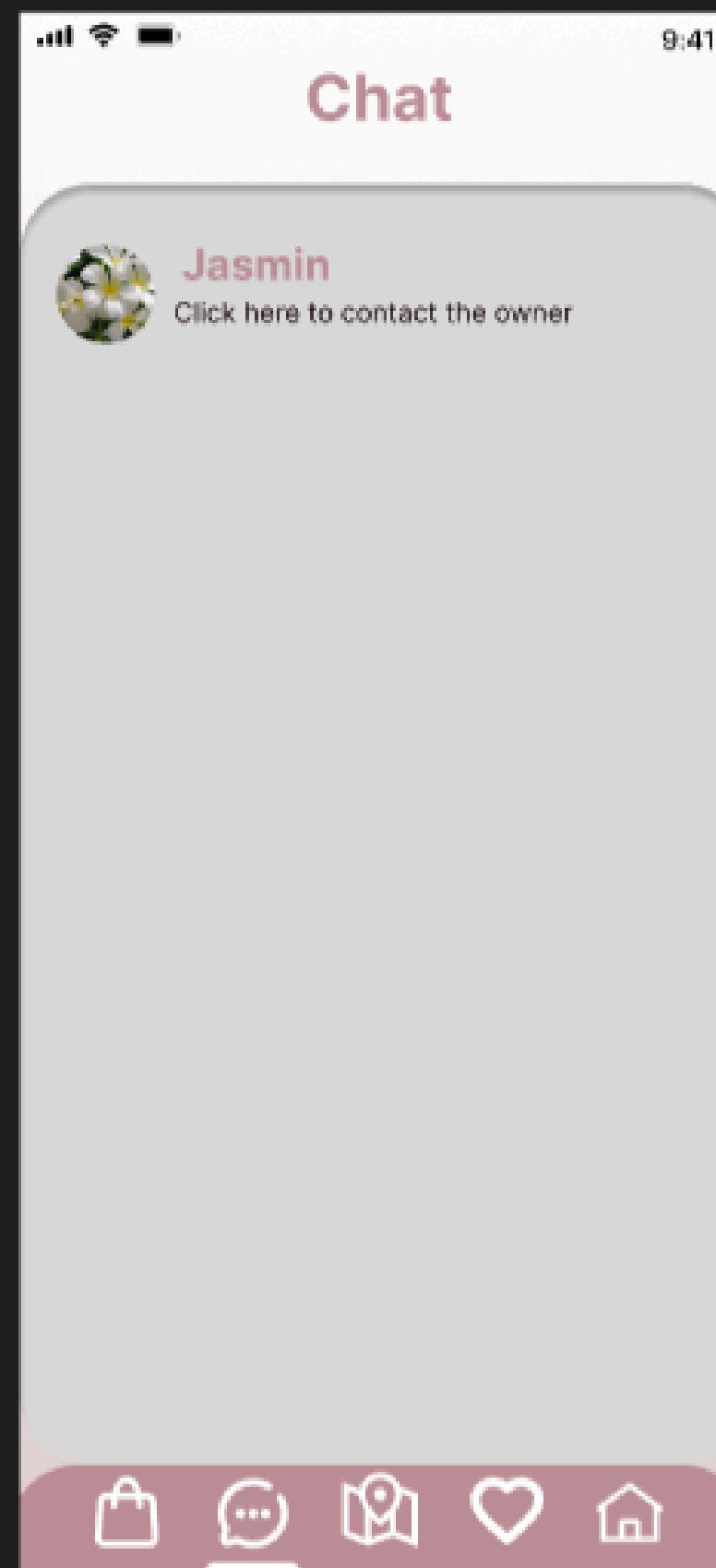
iPhone 13 mini - 15



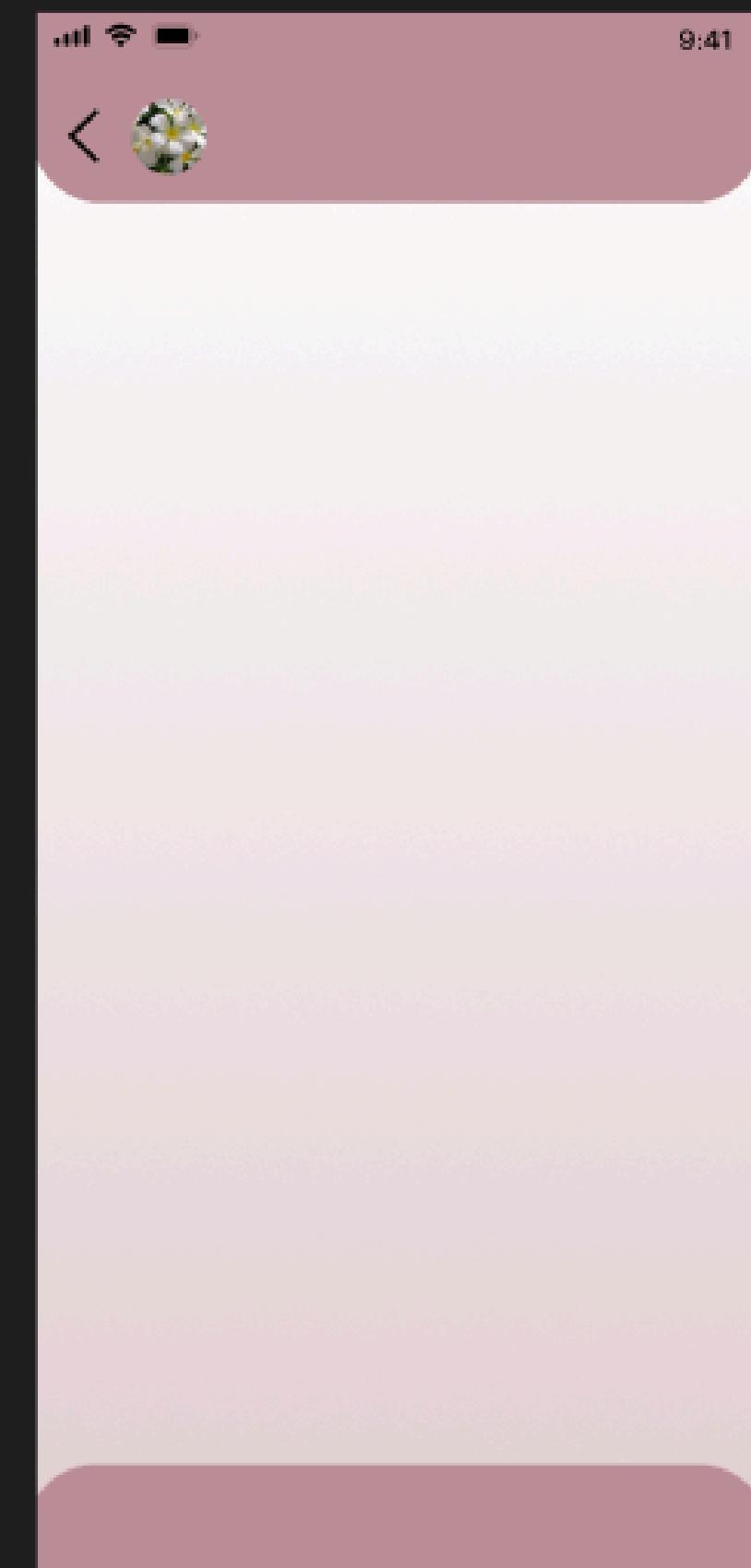
iPhone 13 mini - 16



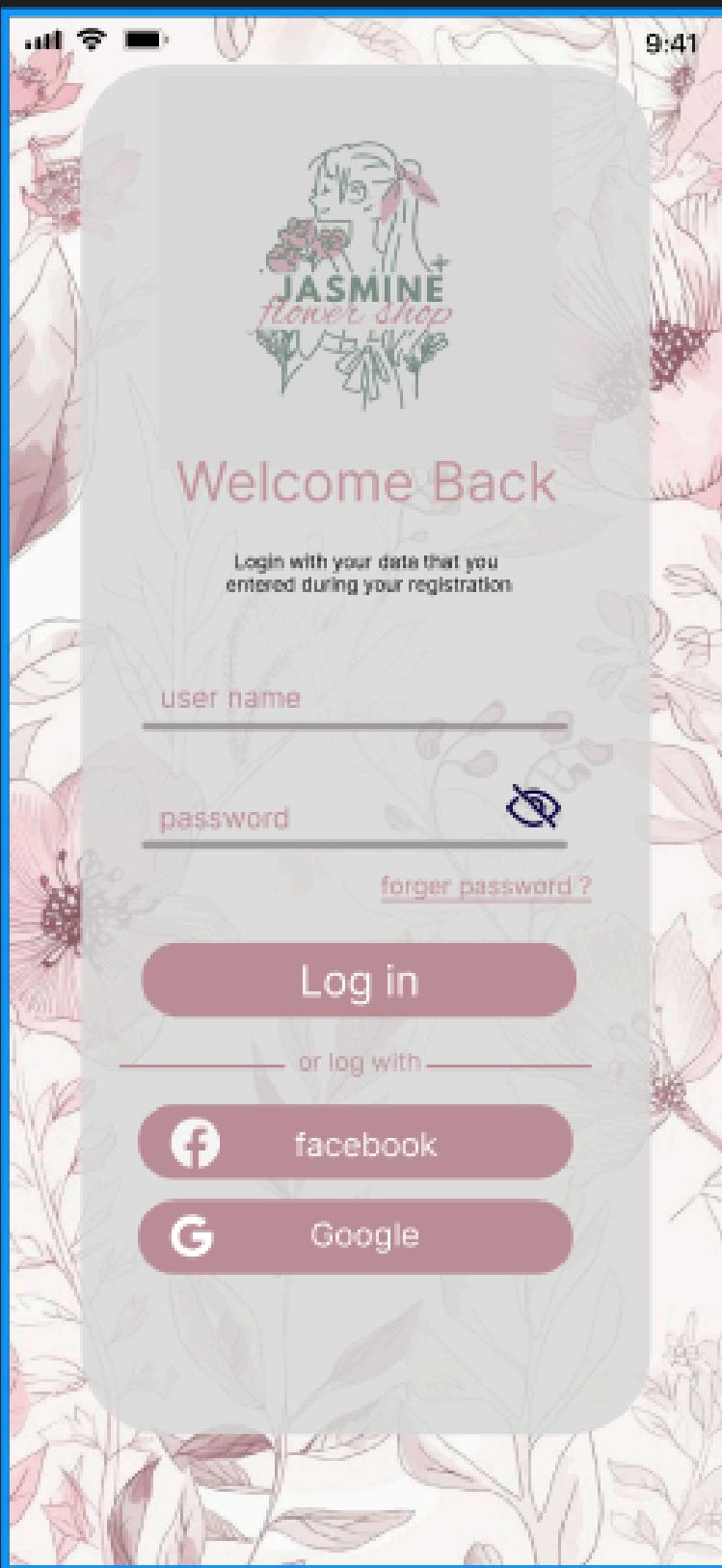
iPhone 13 mini - 17



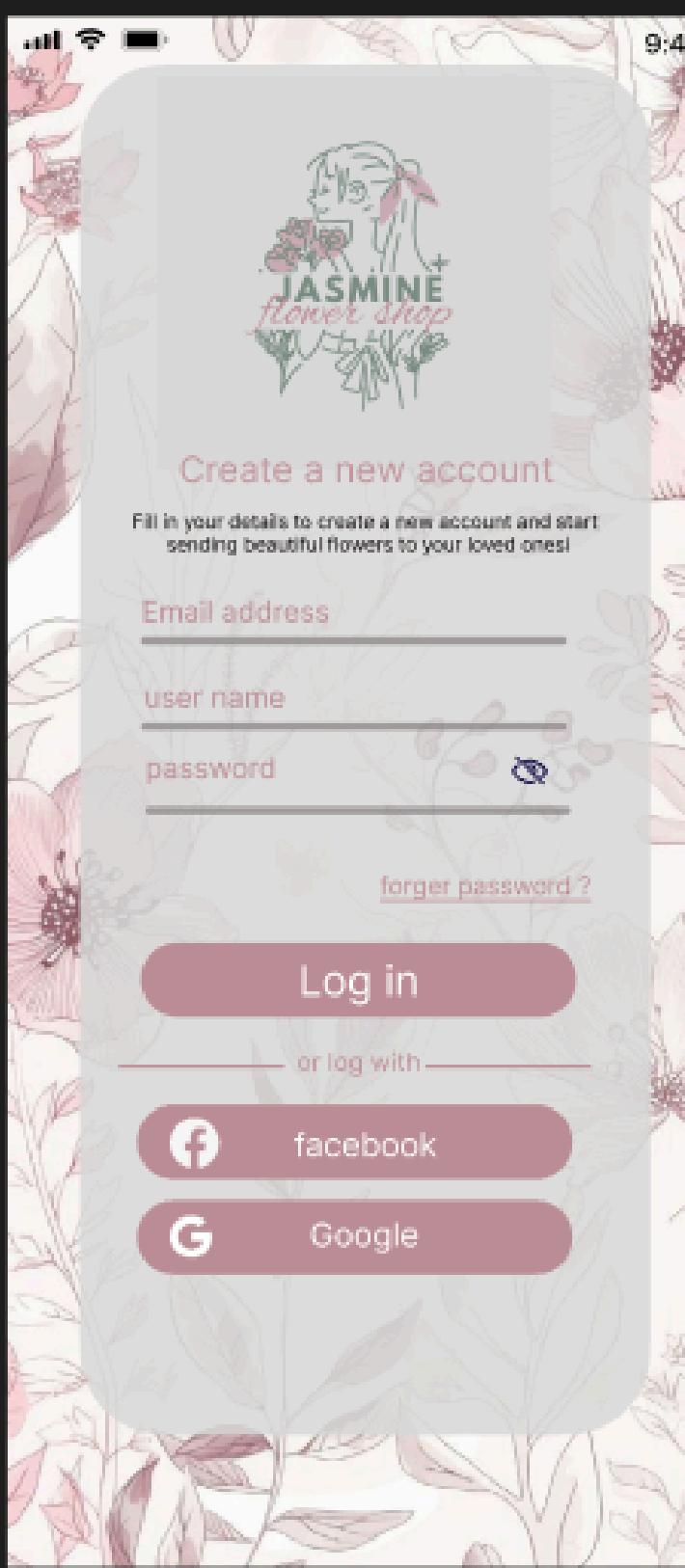
iPhone 13 mini - 18



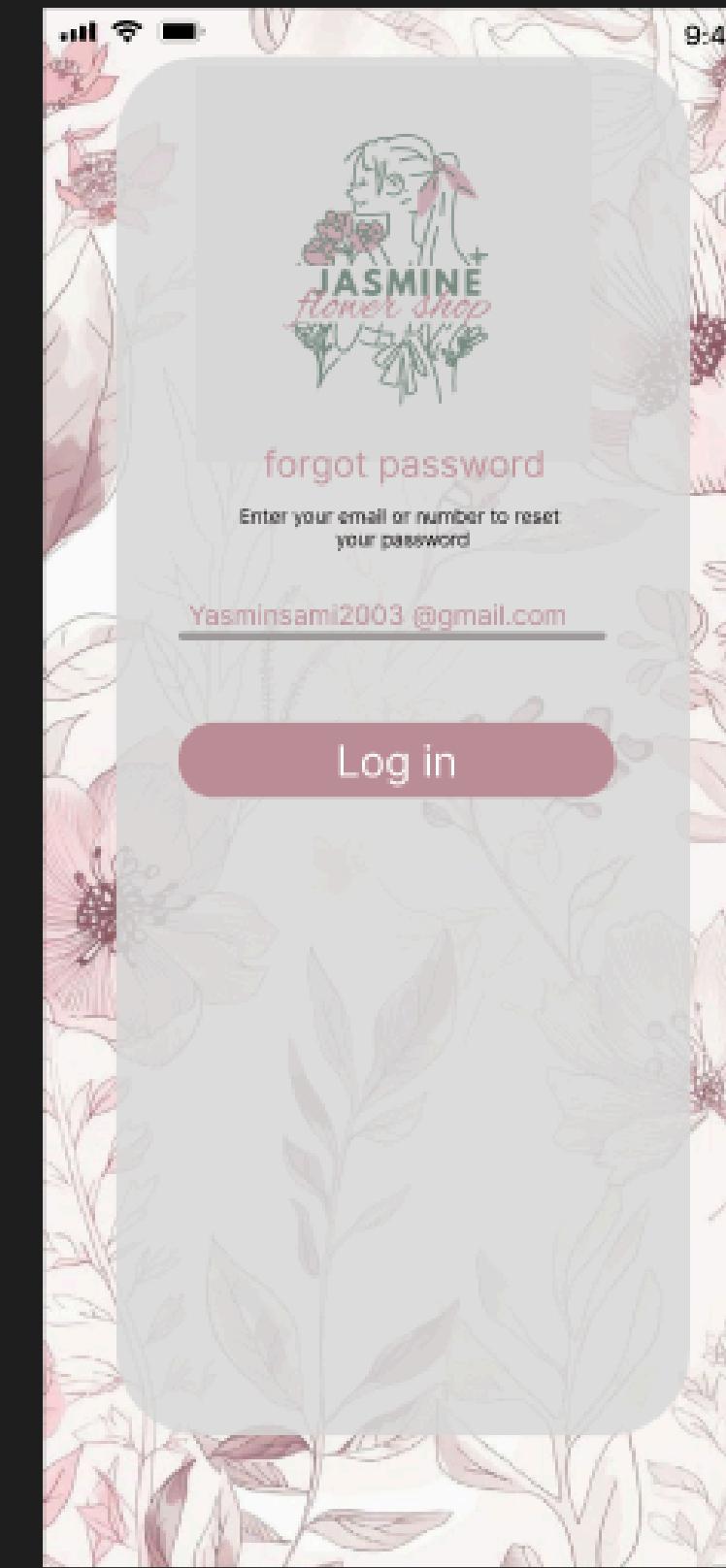
iPhone 13 mini - 5



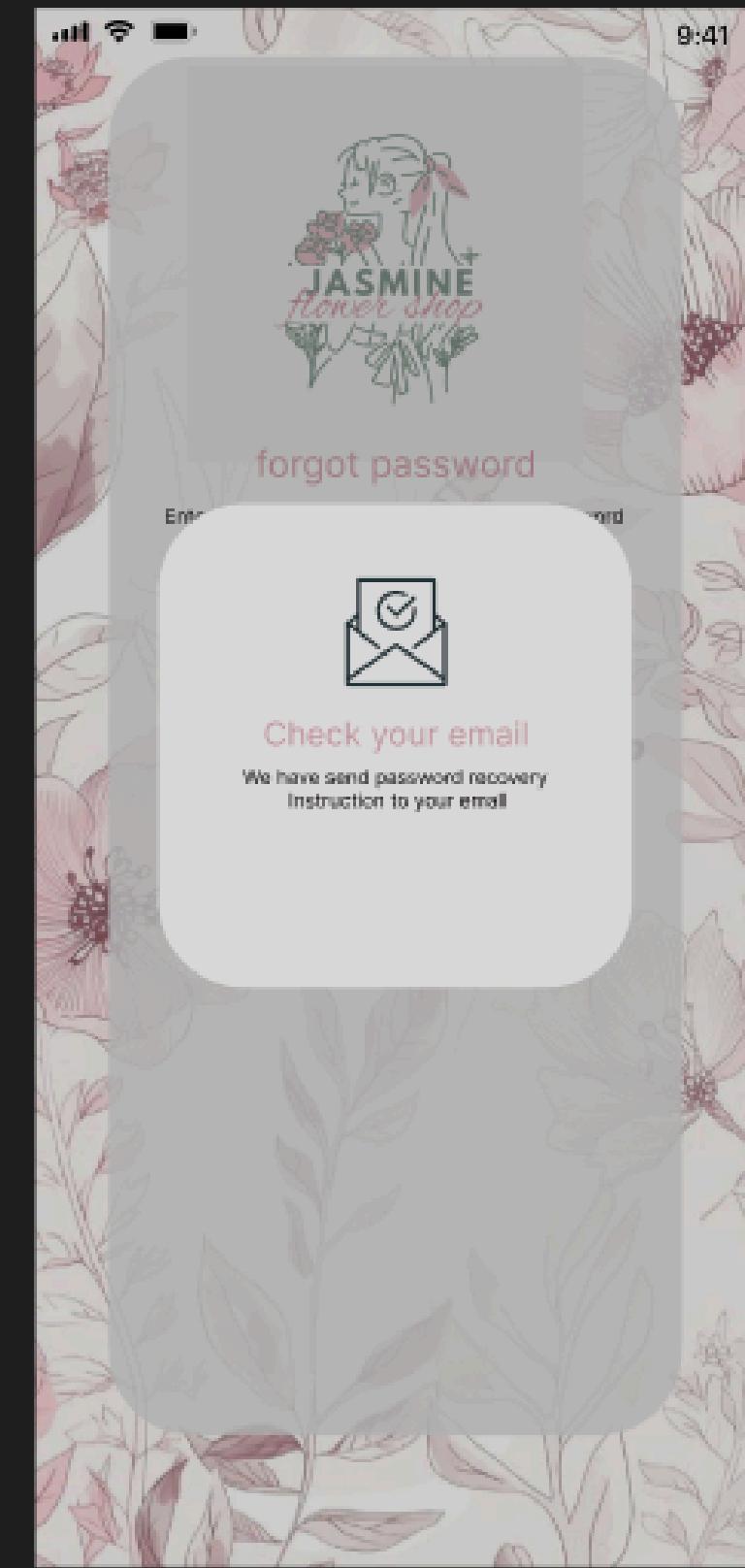
iPhone 13 mini - 7



iPhone 13 mini - 9



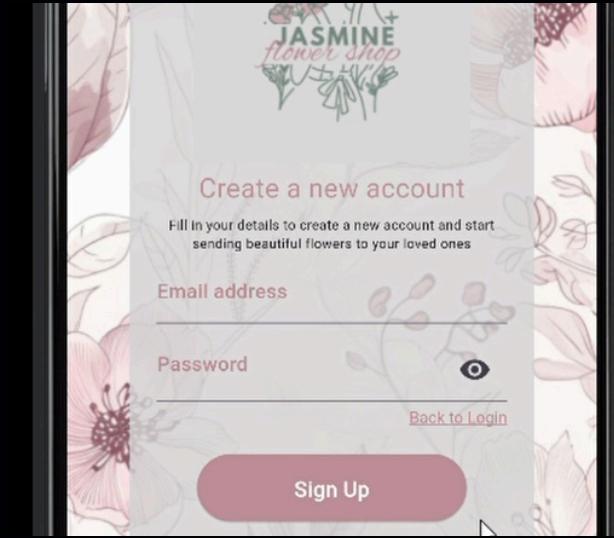
iPhone 13 mini - 10



SOLUTION

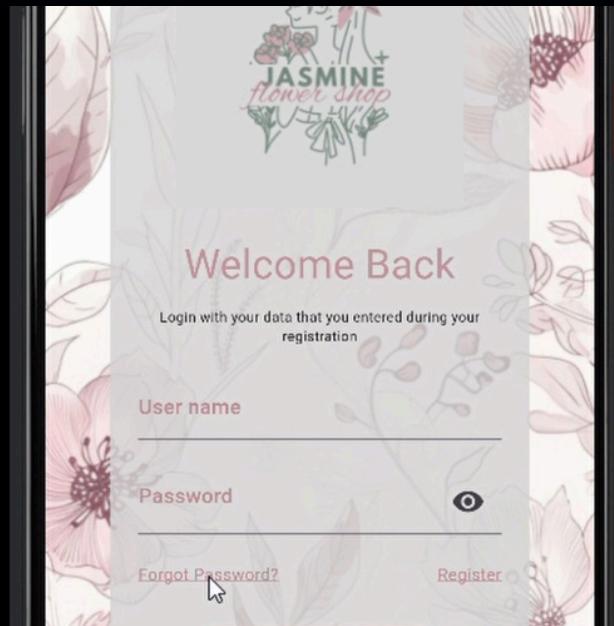
1

Easy flower browsing and selection



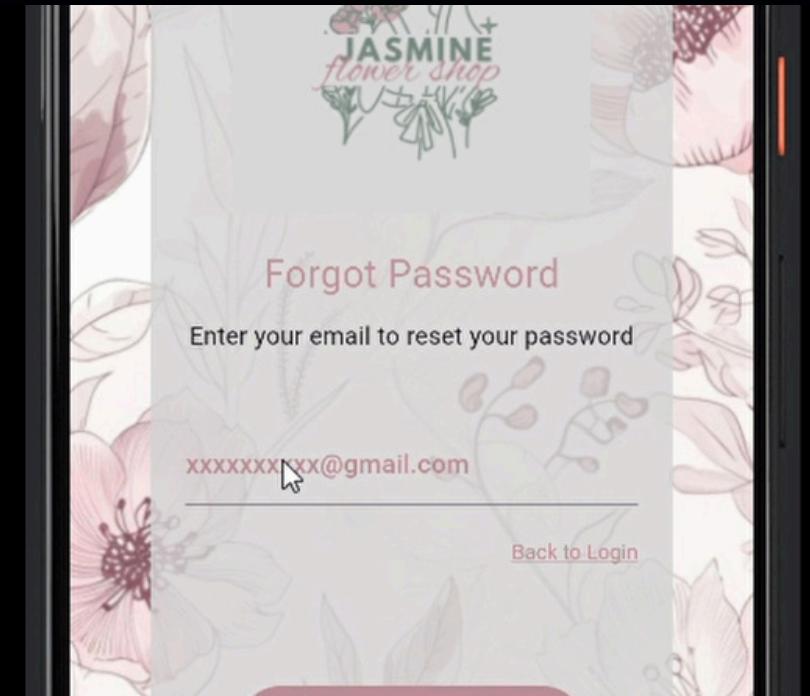
2

Secure order booking



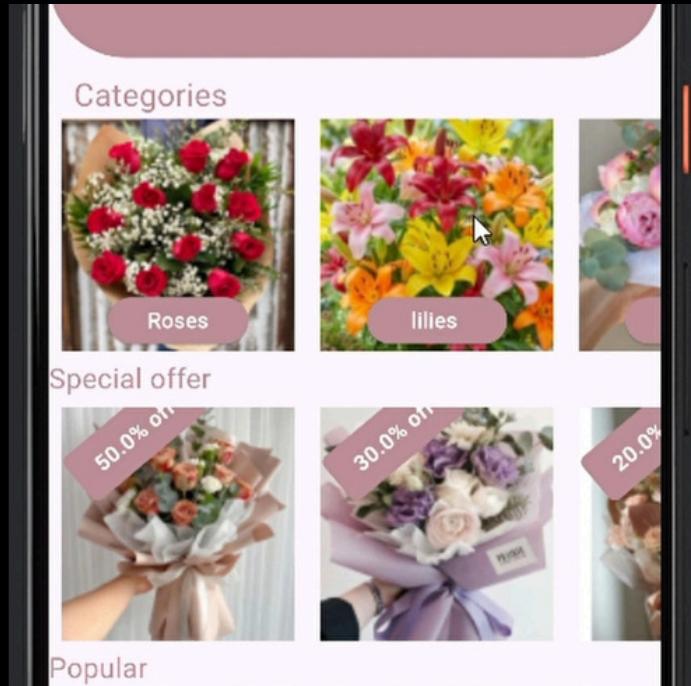
3

Real-time order tracking



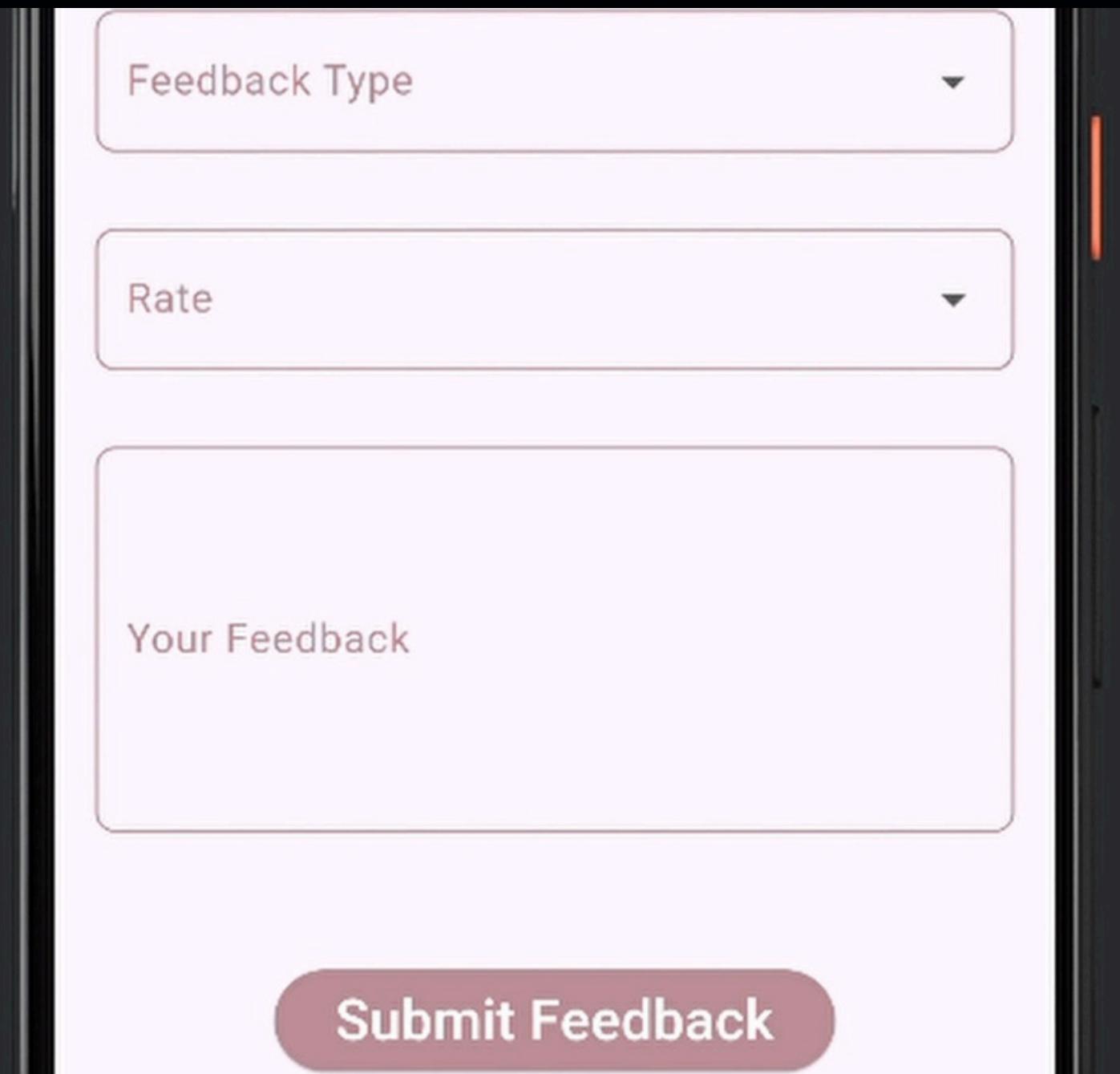
4

Favorites page for personalization



5

Customer feedback and ratings



The image shows a smartphone screen with a white background. At the top left is a red circular icon containing the number '5'. To its right is the text 'Customer feedback and ratings' in a large, bold, black font. Below this, the phone displays a user interface for submitting feedback. It features three input fields: a dropdown menu labeled 'Feedback Type', another dropdown menu labeled 'Rate', and a text area labeled 'Your Feedback'. At the bottom is a large, rounded rectangular button labeled 'Submit Feedback' in white text.

Feedback Type

Rate

Your Feedback

Submit Feedback

show the app

FUTURE PLAN



Enhance User Interface

Improve the app's design to provide a more seamless and visually appealing experience, with a focus on faster navigation, intuitive menus, and enhanced mobile



INTRODUCE REAL-TIME GPS ORDER TRACKING

Implement real-time GPS tracking so that users can follow their delivery live on a map.



ADD AI-BASED FLOWER RECOMMENDATIONS

Leverage AI to personalize the shopping experience by offering tailored flower recommendations



EXPAND PAYMENT OPTIONS & SECURITY

Integrate more payment gateways, including digital wallets and international payment methods, to cater to a wider audience.



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THANK YOU