**بِسْمِ اللهِ الرَّحْمٰنِ الرَّحِيْمِ**



**“Online Clothing Store”**

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## Problem Statement

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| The problem of | Non-availability of all clothing components in one website, poor quality products and limitation to variety and unique needs. |
| affects | People and Clothing Industry |
| The impact of which is | People still buying from shops and spend in search of variety rather than just spend to buy. People’s lack of trust and interest on online shopping of clothes avoiding clothing industry to be more efficient and people facing inconvenience. |
| A successful solution will be | a website or app with user friendly interface allowing smooth flow and variety of clothing components in all of its categories and ensuring quality check and balance. Allowing user to provide his needs and instructions accordingly for satisfaction. Allowing user to visualize his selections all together on the interface and bridge the gap between buyer and seller. |

## Features

Essential :

* Product Categories
* Shopping Cart
* Browsing
* Product Pages
* Checkout
* Account Management
* Payment Systems
* Order Tracking
* Email Newsletter
* Login / Signup
* High Quality Images
* Profile Management
* Social Media Integration
* Data Analytics
* Filter
* Product Info
* Customer Support
* Reviews and Stats
* Return & Exchange

Optional :

* Virtual Dressing Room
* Personalized Style Recommendations
* Fit Guide
* Lucky Draw
* Chat Bot
* Virtual Assistant
* Customer Requests
* Custom Orders

## User Stories

1. Browse Products: As a customer I want to search and browse products so that I can find my what I am looking for quick and easily.
2. Product Information: As a customer I want to be able to read detailed product information and reviews, so that I can make informed purchased decisions.
3. Customer Support: As a customer, I want to easily communicate with customer support, so that I can resolve any issues or concerns that may arise**.**
4. Reviews and Feedback: As a customer I want to be easily provide reviews and feedback of my experience, so that I can help the company improve its product.
5. Virtual Dressing Room: As a user I want to be able to see a complete outfit created with the clothes I have selected, so that I can visualize how pieces look together and make a more informed purchase decision.
6. Performance Analysis: As a brand manager I want to be able to easily track and analyse key performance metrics for my brand so that I can make data driven decisions to improve brand performance
7. Presenting Information: As a salesperson I want to be able to quickly access and present product information and pricing to potential customers so that I can effectively communicate the value of our products and close more sales.
8. Good communication; As an account manager I should to be able to collaborate with other internal departments, such as sales and customer support.
9. Providing updates to clients; I should easily communicate with clients, such as scheduling regular check-ins to provide timely updates on relevant industry news and trends.
10. Reviews and Stats; As a brand manager, I want to be able to monitor and manage online reviews and reputation to keep check.
11. Easy and reliable transactions; As a cashier, I want a fast and efficient point-of-sale (POS) system, so that I can quickly process transactions and minimize customer wait times.
12. Show Sales and new arrival; As a brand administrator, I want to have dedicated sale and new arrival section in which i can show items that are on sale and new so customers can easily access different type of cloths easily.
13. Specific Category section; As a brand administrator, I want to have dedicated men, women, boys, girls, kids, newly born section in which cloths are displayed for specific section.
14. Specific Category section; As a brand administrator, I want that each section i.e. men, women etc has sub section like shoes, jackets, hoodies, pants, trousers, Formal cloths, button down shirts, tees, polos and accessories etc.
15. Collaboration; As a fashion model, I want to be able to easily collaborate with stylists and designers.
16. Social Media and trends; As a brand manager I must be able to create and manage social media content calendars and campaigns
17. Social Media page links; As a brand administrator, I want to show over Instagram page and Facebook page on the website.
18. Easy Browsing; As a customer, I want to browse the store's collection online so that I can see what items are available before visiting the physical store.
19. Availability of Items: As a customer I want to be able to see the availability of an item in my preferred size and colour before adding it to my cart.
20. Getting notified about restock: As a customer I want to be able to receive notifications when items I'm interested in are back in stock so that I can purchase them as soon as they become available.
21. Return and exchange policy: As a customer, I want to be able to return or exchange items if they don't fit or if I change my mind so that I can feel confident in my purchase.
22. Purchasing Gift Cards: As a customer, I want to be able to purchase gift cards for friends and family so that they can also enjoy shopping at the store.
23. Receiving Recommendations: As a customer, I want to receive personalized recommendations based on my browsing and purchase history, so that I can discover new items that I might like.
24. Order tracking: As a customer, I want to be able to track my order online and receive updates on its status so that I know when to expect my purchase
25. Detailed pictures of product: As a customer, I want to see clear and detailed product photos, so that I can make informed decisions about what to buy.
26. Updating availability of products: As a brand supplier, I want to be able to update the stock according to the availability of stock, so that customers can know that the item is available or not.
27. Featuring top selling products: As a brand administrator, I want to be able to show our most selling products of all types in all categories, so that customers can know our top selling products.
28. Receive requests from customers: As a customer, I want to be able to provide my unique needs to the seller.
29. Search Filter: As a customer, I want to be able to filter my search results by category, colour, size, and price so that I can find the exact item I'm looking for.
30. Custom Order: As a customer I want to be able to give custom orders so that I can buy clothes of my own designs and preview them.
31. Clothes Size: As a customer I want to be able to give my size input in inches or centimetres so that I can get clothes that fit me properly.
32. Discount and Promotions; As a customer I want to be able to see discounts and promotions and apply coupons.
33. Brand Management: As a brand owner I want to be able to manage and give permissions to my employees according to their requirements.
34. Demand and Supply: As a supplier I want to be able to see demands so that I can provide supply accordingly.
35. Chat Bot: As a customer I want to be able to get quick answers to general questions so that I can decide and do actions accordingly.
36. Send Old Clothes: As a customer, I want to be able to send my clothes and get a price tag on it so that I can use that price as discount on new clothes.
37. Add Brands and Shops: As platform administrator I want to add and remove brands and sellers so that they can sell and quality is maintained.
38. Data Analytics: As Business Analyst, I want to be able to se all the data regarding stores and customers so that I can analyse and market accordingly.
39. Virtual Assistant: As an administrator I want to have a virtual assistant which can do tasks for me so that we can be more efficient.
40. Lucky Draw: As an administrator, I want to be able to conduct lucky draws out of my buyers so that they can get special prizes and discount and I can engage more people.