



“FASHION FREAK”- A WEB APPLICATION

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This Report is Presented in Partial Fulfillment of the Requirements for the
Degree of Bachelor of Science in Software Engineering.

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APPROVAL

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ABSTRACT

Fashion Freak is the new E-commerce solution for addressing the fast-growing fashion market with our particular focus on the customers from the Bangladesh market. I design the backend using Laravel, database as MySQL, along with Laravel Ajax for front end utility, the design promises a user friendly shopping experience. It also has an extensive database model that is aimed at handling users, products, orders, categories, payments and carts.

The platform builds on Bangladesh's unique advantages of the world's largest exporter of garments and trivial demand for online platforms. By being easy to use and safe to buy, Fashion Freak also provides tools for efficient management to the sellers while giving a great chance to the buyers. Consumers obtain trendy clothes at reasonable prices, while sellers are provided with an easily manageable platform to introduce their products.

The idea of Fashion Freak does not only attempt to fill in the gap between conventional store buying and present e-business but also helps to enhance the economic development of the country's economy by encouraging Pakistani craftsmen and cloth makers. Based on hi-tech data management and customer-oriented concepts, what this platform is trying to achieve is a new fashion shopping experience on the web.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

One of the most dynamic and quickly changing industries in the world, the fashion industry is greatly impacted by consumer trends and technology developments. Shopping for apparel and accessories has moved from physical stores to online platforms due to the growth of e-commerce, which provides unmatched convenience and variety. Fashion Freak is a cutting-edge online marketplace that connects consumers in Bangladesh and around the world to the newest trends in fashion, meeting the growing demand for stylish yet reasonably priced clothing.[1]

Bangladesh is a major contributor to its economy and occupies a prominent position in the global textile and apparel industry. The nation is a major exporter of ready-made clothing and is renowned for its fine fabrics and expert craftsmanship. In addition to sustaining global markets, this thriving textile industry fuels the growing demand for stylish apparel locally. Bangladesh offers e-commerce sites like Fashion Freak enormous potential because of its young population, rising internet usage, and expanding middle class.

Fashion Freak creates a varied and eye-catching collection by fusing international fashion trends with the rich heritage of Bangladesh textiles. The website makes use of regional resources to provide affordable prices while guaranteeing that buyers from other countries can obtain genuine, superior clothing. Fashion Freak meets the changing tastes of contemporary consumers by emphasizing variety, affordability, and ease. E-commerce has changed the way consumers engage with brands globally, favoring platforms that put an emphasis on quick delivery options, safe payment methods, and seamless user experiences. Fashion Freak offers a vibrant and easy-to-use shopping experience that is in line with these worldwide trends. Additionally, it draws attention to the artistry and craftsmanship of Bangladeshi craftspeople, enhancing the nation's standing as a major force in the international fashion market.

The project demonstrates the potential of combining contemporary e-commerce solutions with traditional textile expertise to promote innovation and propel growth in both domestic and foreign markets. Fashion Freak is a celebration of fashion, culture, and connectivity rather than merely an online retailer.

1.2 Motivation

The astounding expansion of the global fashion e-commerce market and the unrealized potential of Bangladesh's fashion scene serve as the driving forces behind Fashion Freak. At a compound

annual growth rate (CAGR) of 9.1%, the global fashion e-commerce market is expected to increase from roughly \$780.60 billion in 2023 to \$1.04 trillion by 2030. This increase is fueled by changing consumer tastes, technology breakthroughs, and rising internet and smartphone usage, all of which are in complete harmony with the platform's mission.

Bangladesh is well-known throughout the world as a center for the production of textiles and clothing because of its highly qualified labor force and premium fabrics. In terms of contemporary retail solutions, the domestic market is still largely unexplored, despite the nation's impressive success in exporting abroad. By developing an online platform that highlights modern fashion while utilizing Bangladesh's distinct advantages, Fashion Freak seeks to close this gap. Fashion Freak aims to showcase the rich craftsmanship and cultural heritage that are inherent in Bangladeshi textiles by sourcing products from regional manufacturers.

Another important factor driving the establishment of Fashion Freak is the shift in consumer behavior toward online shopping. Customers are now looking for convenience, variety, and competitive pricing—aspects that e-commerce platforms excel at offering—as a result of the growing popularity of smartphones and the widespread availability of the internet. The need for a website like Fashion Freak that can meet their changing needs while providing stylish and reasonably priced fashion options is further highlighted by the rise of fashion-conscious youth in Bangladesh. Fashion Freak's dedication to supporting regional artists and companies is one of its main driving forces. The platform hopes to assist small businesses and encourage ethical, sustainable fashion practices by incorporating Bangladeshi craftsmanship into its product offerings. This strategy not only promotes economic expansion but also strengthens Bangladesh's standing as a global supplier of fashionable, superior clothing. Through style, fashion offers a means of cultural exchange and acts as a universal language that cuts across boundaries. There is an opportunity to bridge cultural gaps, exchange trends, and introduce Bangladeshi fashion to a global audience through Fashion Freak. The project's motivation is still centered on this goal of combining local knowledge with international outreach.

Fashion Freak acknowledges the growing significance of sustainability in fashion retail while also meeting consumer demands for variety and convenience. Eco-friendly and ethically sourced products are becoming more and more important to Gen Z and Millennial consumers. By upholding these principles, Fashion Freak can draw in a loyal clientele that looks for both stylish goods and ethically produced goods. The following figures further highlight this sector's growth potential: With a projected value of \$108.10 billion in 2023 alone, the fashion e-commerce market in the United States is expected to grow at a compound annual growth rate (CAGR) of 12.6% to reach \$248.07 billion by 2030. At a compound annual growth rate (CAGR) of 15.5%, the UK market, which was valued at \$31.19 billion in 2023, is expected to reach \$85.51 billion by 2030. [2] These numbers show that Fashion Freak has a lot of potential as it looks to meet the growing demand for sustainable fashion while also keeping up with global trends.

All things considered, Fashion Freak is well-positioned to take advantage of these trends, reaching both local and foreign markets, boosting the local economy, and elevating Bangladesh's standing as a pioneer in fashionable, superior clothing.[2]

Figure 1.2.1 Shows the Fashion e-commerce market value worldwide from 2023 to 2030

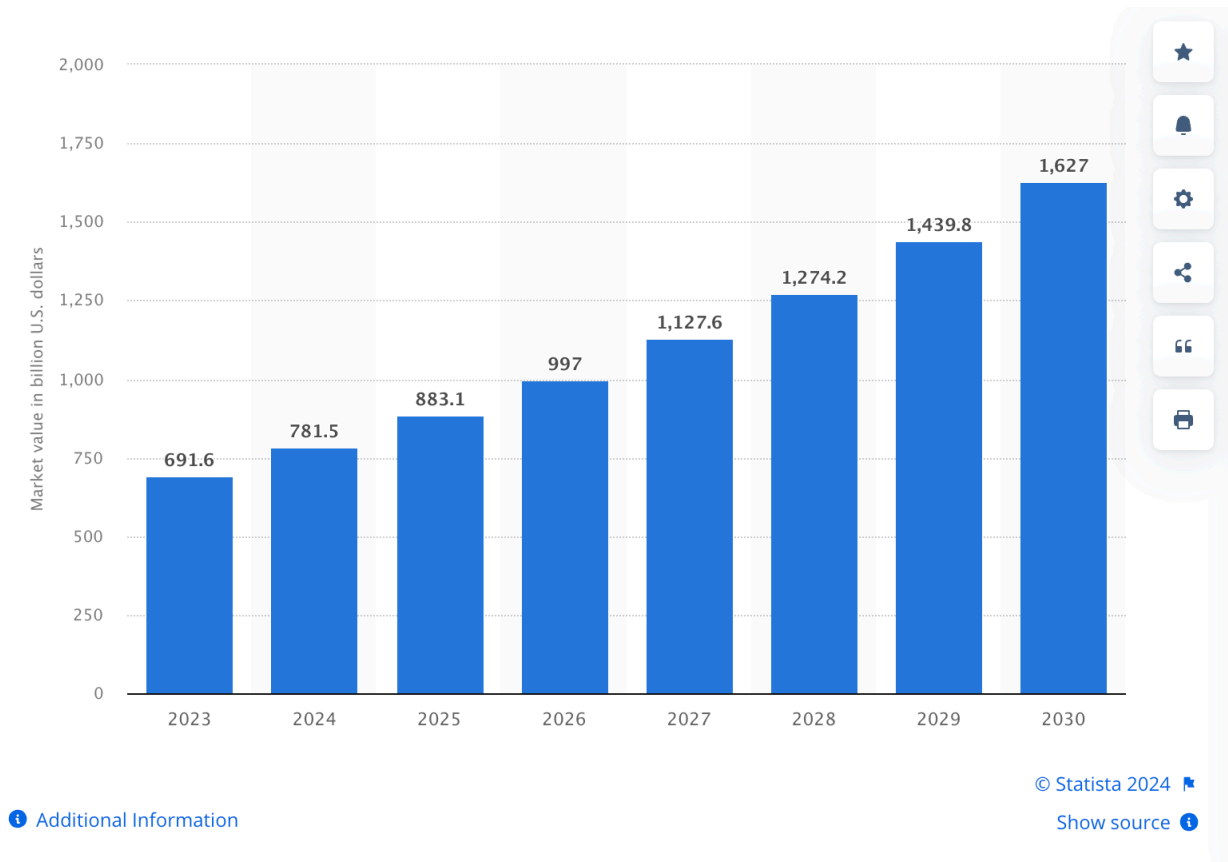


Figure 1.2.1 Shows the Fashion e-commerce market value worldwide from 2023 to 2030

1.3 Objectives

Fashion Freak was founded as an e-commerce platform with specific goals in mind to guarantee the company's successful launch and long-term success. These goals are intended to be in line with the general vision of becoming the premier online fashion retailer in Bangladesh and beyond, as well as the needs of the market.

Increasing online sales revenue by at least 20% in the first year of operation is one of the main goals. [3] This will be accomplished by using promotional campaigns, targeted marketing techniques, and website user experience optimization to boost conversions. Fashion Freak is committed to giving customers value for their money by offering competitively priced, export-quality goods.

Fashion Freak wants its customers to have a smooth and pleasurable shopping experience. The creation of an easy-to-use website with intuitive navigation, the use of excellent product photos and thorough descriptions to assist customers in making well-informed decisions, and the provision of a mobile-responsive design to accommodate the increasing number of customers making purchases using smartphones are all important initiatives.

Long-term success depends on building a strong brand presence. By using influencer partnerships and social media marketing to reach a larger audience, the goal is to establish a strong brand presence in both domestic and foreign markets. Fashion Freak will also be positioned as an authority in the fashion industry by producing engaging content, such as style guides and fashion blogs. [3]

Developing a devoted clientele is crucial for recurring business. Fashion Freak will concentrate on putting customized marketing tactics into practice, like making product recommendations based on browsing preferences and history. Customer retention can be further improved by implementing a loyalty program that incentivizes referrals and rewards repeat business.

Fashion Freak is dedicated to advancing sustainability in its business practices in accordance with contemporary consumer values. The goals include providing eco-friendly product lines that appeal to customers who care about the environment and sourcing goods from vendors who follow moral manufacturing standards. Fashion Freak wants to keep adding new products to meet the varied tastes of its customers. This entails frequently adding new styles and seasonal collections to the inventory, as well as looking into joint ventures with regional designers to offer distinctive items that capture Bangladeshi culture. Additionally, special attention will be paid to larger-size fashion, specifically targeting the underserved market of fat people.

Making wise business decisions will require utilizing data analytics. Analyzing consumer behavior and purchasing trends to improve marketing tactics and tracking website performance metrics to pinpoint problem areas and enhance user experience are among the goals.

These goals act as a road map for Fashion Freak, directing its operational choices and strategic initiatives. In order to meet the demands of Millennials and Gen Z customers who are looking for stylish yet reasonably priced fashion options, Fashion Freak is positioned to prosper in the cutthroat e-commerce fashion market by concentrating on growing sales, improving customer experience, developing brand awareness, cultivating loyalty, encouraging sustainability, expanding product offerings—including options for larger sizes—and leveraging data analytics.

1.4 Expected Outcomes

The expected outcomes for Fashion Freak are centered around achieving significant growth and establishing a strong presence in the competitive e-commerce fashion landscape. By aligning with industry trends and consumer demands, the platform aims to realize several key outcomes.

Fashion Freak targets a **20% increase in online sales revenue within the first year** of operation. The global fashion e-commerce market is projected to grow from approximately **\$744 billion in 2023 to \$1.2 trillion by 2030**, reflecting a compound annual growth rate (CAGR) of **around 7.5%**. To enhance customer experience, Fashion Freak will implement high-quality product images, detailed product descriptions, and a mobile-responsive design, which are expected to lead to higher customer satisfaction and retention.[4]

The platform aims for a conversion **rate of 4% or higher**, compared to the current **average of 3%**, by optimizing user experience and employing effective marketing strategies, including innovative technologies like virtual fitting rooms. Establishing significant brand recognition is crucial; therefore, Fashion Freak will engage in social media marketing and influencer collaborations to enhance customer trust and loyalty in both local and international markets.

Building a loyal customer base is essential for repeat sales. Fashion Freak will focus on personalized marketing strategies and establish a customer loyalty program that rewards repeat purchases, specifically targeting Millennials and Gen Z consumers who seek trendy yet affordable fashion. In line with modern consumer values, the platform is committed to sustainability by sourcing products from ethical suppliers and offering eco-friendly options to attract environmentally conscious consumers.[11]

To cater to diverse consumer preferences, Fashion Freak plans to continuously update its inventory with new styles and seasonal collections while paying special attention to larger sizes for fat people fashion, addressing underserved market segments. Leveraging data analytics will be crucial for making informed business decisions; the platform will analyze customer behavior and purchasing patterns to refine marketing strategies and optimize user experience.

Finally, Fashion Freak aims to position itself as a leader in the evolving fashion e-commerce industry by integrating various sales channels, such as social media platforms and online marketplaces, to reach a broader audience.

Table 1.4.1: Summary Table of Expected Outcomes

Outcome	Details
Increased Sales Revenue	Targeting a 20% increase in sales within the first year; global market growth from \$744B to \$1.2T by 2030 (CAGR of 7.5%).
Enhanced Customer Experience	Implementation of high-quality images, detailed

	descriptions, and mobile-responsive design.
Improved Conversion Rates	Aim for a conversion rate of 4% or higher, leveraging innovative technologies.
Strong Brand Recognition	Significant brand awareness through social media marketing and influencer collaborations.
Loyal Customer Base	Personalized marketing strategies and loyalty programs targeting Millennials and Gen Z.
Sustainable Practices	Commitment to ethical sourcing and eco-friendly products to attract conscious consumers.
Expanded Product Range	Regular updates with new styles, focusing on larger sizes for fat people fashion.
Data-Driven Insights	Utilizing analytics for informed decision-making and operational efficiency improvements.
Market Positioning	Integration of various sales channels to establish Fashion Freak as a market leader.

These expected outcomes reflect Fashion Freak's strategic initiatives aimed at establishing a strong foothold in the fashion e-commerce market while addressing the evolving needs of consumers in Bangladesh and beyond. By focusing on increasing sales, enhancing customer experience, building brand awareness, fostering loyalty, promoting sustainability, expanding product offerings—including options for larger sizes—and utilizing data analytics, Fashion Freak is poised for success in this dynamic industry landscape.[4]

1.5 Project Management and Finance

The development of **fashion freak**, an e-commerce platform, leverages Laravel for both backend and frontend operations, with AJAX incorporated to deliver real-time interactivity. This approach ensures an efficient, responsive, and engaging user experience while maintaining a cost-effective framework suited for startups in the Bangladeshi market.

Project Overview

Technology Implementation : The decision to use Laravel with AJAX stems from its ability to streamline dynamic content loading and reduce server load, which is critical for platforms handling multiple users simultaneously. AJAX enables asynchronous updates, improving customer satisfaction by minimizing delays during operations such as adding products to the cart, applying filters, or searching for items.

Laravel's robust backend features, such as built-in authentication, security, and database management, ensure a reliable foundation for the platform. Using the same framework for both backend and frontend simplifies development, reduces compatibility issues, and minimizes resource requirements.[20][21]

Development and Cost Structure

The core development team consists of:

- A full-stack Laravel developer to handle backend and frontend integration.
- A UX/UI designer focusing on optimizing the user interface and customer journey.

The estimated cost for development over four months is BDT 2,40,000, which covers wages for the development team. Additional costs include:

- Annual hosting: BDT 7,000, using a VPS service such as DigitalOcean or ExonHost.
- Domain registration: Approximately BDT 2,000 annually.
- Testing and deployment: BDT 5,000.

Operational Expenses

Monthly operational costs focus on maintaining affordability:

- BDT 2,000 for hosting and minor software updates.
- Logistics: An average of BDT 50 per order through partnerships with services like RedX or Pathao.
- Marketing: A starting budget of BDT 5,000 per month, primarily for social media campaigns targeting young urban users.

Revenue and Growth Projections

With an average order value of BDT 1,200 and a 30% profit margin, the platform aims to generate a revenue of BDT 3,60,000 by the sixth month, assuming steady growth in orders:

- Month 1: 50 orders.
- Month 6: 300 orders.

The projected break-even point is within 10 months, provided growth continues as anticipated.

Strategic Importance and Market Insights

Global Context : The global fashion e-commerce market, valued at \$744.4 billion in 2023, is expected to reach \$1.2 trillion by 2030, growing at a 6.9% CAGR. This growth is driven by the

increasing shift toward online shopping, particularly in regions with high smartphone and internet penetration.[2]

Bangladesh Perspective

Bangladesh's e-commerce industry has seen exponential growth in recent years, fueled by:

- 80% smartphone penetration in urban areas.
- A forecast of over 50 million online shoppers by 2025.
- Being the second-largest garment exporter globally, the country is uniquely positioned to blend high-quality local production with modern retail platforms.

Despite this, the local market remains underexplored in terms of innovative and user-centric online retail solutions. fashion freak fills this gap by combining global trends with local strengths.

Empowering Local Artisans

By sourcing products directly from Bangladeshi manufacturers, the platform supports small businesses and local artisans. This approach promotes:

- Ethical and sustainable fashion practices.
- Economic growth by providing market access to underrepresented producers.
- An opportunity to showcase Bangladeshi craftsmanship on a global stage.

Consumer Behavior

A shift in consumer preferences toward convenience and affordability drives e-commerce adoption:

- 60% of millennials and Gen Z shoppers prefer shopping online.
- Demand for personalized and diverse fashion options is rising, making fashion freak well-positioned to capture a share of this growing market.

Logistics and Risk Management

Delivery and Customer Satisfaction : Partnerships with logistics services like RedX and Pathao ensure efficient, timely delivery across Bangladesh. This minimizes upfront investment in infrastructure and allows for scalability as the business grows. [18]

Risk Mitigation

- Launching a **Minimum Viable Product (MVP)** reduces upfront development costs while enabling rapid iteration based on user feedback.

- Hosting on reliable yet affordable platforms ensures high uptime without straining finances.

By integrating Laravel with AJAX, targeting both local and global markets, and addressing the growing demand for online shopping, **fashion freak** is poised to become a key player in the Bangladeshi e-commerce landscape while contributing to global fashion trends. This combination of technology, affordability, and sustainability aligns with the evolving preferences of modern consumers.

1.6 Report Layout

The report on Fashion Freak, an e-commerce platform, will be structured as follows:

The Title Page will include the title "Fashion Freak: E-commerce Website Report," a subtitle detailing the overview of design, implementation, and impact, the author's name, and the submission date. Following this, an Executive Summary will provide a brief overview of the report's purpose, key findings, conclusions, and recommendations regarding the Fashion Freak platform. Next, a Table of Contents will list all main sections and subsections with corresponding page numbers for easy navigation. The Introduction will set the context by presenting background information on the fashion e-commerce industry and outlining the purpose of Fashion Freak.[10] The report will then detail the Website Structure and Key Pages, discussing the architecture of the site, including core pages such as the Home Page, Product Pages, About Us Page, and Contact Us Page. This will be followed by a section on Design and User Experience, highlighting interaction design principles, usability testing results, and the use of Figma for prototyping. The Backend and Frontend Implementation section will describe the backend architecture using Laravel and MySQL while focusing on frontend design elements that ensure user-friendly interfaces and mobile responsiveness. The Testing Implementation section will outline various testing strategies employed, including functional, performance, security, and usability testing. Subsequently, a summary of findings from these tests will be presented in the Test Results and Reports section. The report will also analyze the Impact, discussing societal implications, environmental considerations, ethical aspects, and sustainability plans related to Fashion Freak. The Discussion and Conclusion section will summarize key insights from the report and draw conclusions about the platform's effectiveness in the market. Suggestions for future enhancements will be included in the Scope for Further Developments section, proposing features such as expanded product ranges, personalization options, and community engagement initiatives.[19]

Finally, a References section will list all sources cited throughout the report to provide credibility. If applicable, an Appendices section may include additional material that supports the findings but is not included in the main body for brevity. This comprehensive layout ensures that all critical aspects of Fashion Freak's e-commerce website are covered in a clear and organized manner.

CHAPTER 2

BACKGROUND

2.1 Preliminaries/Terminologies

Understanding the key terminologies associated with Fashion Freak is essential for effectively navigating the platform and leveraging its features. Below are important terms that define the operations and interactions within Fashion Freak, including both general and technical terms relevant to the fashion e-commerce industry.

Fashion E-commerce refers to the online sale of apparel, footwear, bags, and accessories through digital channels. This sector has seen rapid growth in recent years, driven by changing consumer behaviors and technological advancements. The primary business model in this space is Business-to-Consumer (B2C), where brands sell directly to consumers without intermediaries. This model facilitates direct engagement with customers and allows brands to build stronger relationships through targeted marketing and personalized shopping experiences.

Apparel encompasses a wide range of clothing items available for sale on the platform, including jackets, t-shirts, dresses, trousers, activewear, and more. Each category of apparel caters to different demographics and styles, allowing Fashion Freak to offer something for everyone—from casual wear to formal attire. The variety in apparel also reflects current fashion trends and seasonal demands, making it essential for the platform to frequently update its inventory.[17]

Footwear includes all types of shoes sold through Fashion Freak, such as sneakers, boots, sandals, flats, and formal shoes. This category is crucial for completing fashion offerings, as footwear often plays a significant role in defining personal style. The platform aims to provide a diverse selection of footwear that meets the needs of various customers, whether they are looking for comfort, style, or functionality.

Bags & Accessories cover a wide array of products that complement apparel and footwear. This category includes handbags, backpacks, belts, hats, sunglasses, jewelry, watches, and other fashion accessories. Accessories can significantly enhance an outfit and allow consumers to express their personal style. By offering a comprehensive selection of bags and accessories alongside apparel and footwear, Fashion Freak positions itself as a one-stop shop for all fashion needs.

A User Interface (UI) is the visual layout and interactive elements of the Fashion Freak platform that users navigate to access products and services. A well-designed UI enhances user experience by making it intuitive and easy to use. It includes features such as product filters, search functionality, shopping carts, and checkout processes that streamline the shopping experience.

Each user on Fashion Freak has a Profile, which serves as their online representation on the platform. This profile contains essential information such as name, contact details, purchase

history, wish lists, and reviews of products or sellers. Profiles help personalize the shopping experience by allowing users to track their activities and preferences on the site.

The Payment Gateway is a secure system that enables transactions between buyers and sellers on the platform. It allows users to make payments safely using various methods such as credit/debit cards or mobile wallets like bKash or Nagad. A reliable payment gateway is crucial for building trust with users and ensuring smooth financial transactions.[18]

Authentication refers to the process of verifying user identities to ensure that only authorized individuals can access certain features of the platform. This process may involve creating secure passwords or using two-factor authentication methods to enhance security. Effective authentication measures help protect user accounts from unauthorized access.

Security encompasses various measures implemented to protect both the platform and its users from unauthorized access, data breaches, hacking attempts, and other security threats. Security protocols are vital for safeguarding personal information and financial transactions on Fashion Freak. The platform must comply with data protection regulations to ensure user privacy.

The fashion e-commerce market in Bangladesh is projected to grow significantly; for instance, it is expected to reach \$1,200.1 million by 2024, with an expected compound annual growth rate (CAGR) of 18.4% from 2024 to 2028.[2][15] This growth reflects increasing internet penetration and smartphone usage among consumers who prefer online shopping due to its convenience.

In terms of technology used within Fashion Freak's operations:

- Personalization involves customizing the online shopping experience based on individual customer preferences and behavior patterns observed during previous interactions with the platform.
- A Recommendation Engine utilizes algorithms to suggest products based on past interactions with users. This feature helps customers discover new items they might be interested in purchasing.
- Visual Search technology enables users to search for products using images instead of text queries. This feature makes it easier for customers to find specific items they have seen elsewhere or wish to replicate.
- User Behavior Analytics involves collecting data on user interactions within the platform to better understand customer preferences and improve overall user experience.
- Conversion Rate Optimization (CRO) refers to strategies employed by Fashion Freak aimed at increasing the percentage of website visitors who complete a desired action—such as making a purchase—thereby improving sales performance.
- Finally, Omnichannel Retailing integrates various shopping methods available to consumers—such as online platforms, mobile apps, social media channels—to provide a seamless shopping experience across all channels.[14]

By familiarizing yourself with these terms and concepts associated with Fashion Freak's operations, you will be better equipped to navigate the platform effectively. Understanding these preliminaries will enhance your ability to utilize its features for successful interactions between buyers and sellers in Bangladesh's dynamic fashion e-commerce market.

2.2 Related Work

2.2.1 Aarong

Aarong is a leading lifestyle and fashion brand in Bangladesh, renowned for promoting traditional Bangladeshi craftsmanship and cultural heritage. Established by BRAC, Aarong has expanded from a single shop to one of the largest retail chains in the country, with a network of over 65,000 artisans, primarily rural women, contributing to its diverse product offerings. Aarong launched its e-commerce platform in 2014, becoming one of the first organizations in Bangladesh to provide a high-quality online shopping experience. The platform emphasizes user experience and offers a wide range of products, including handicrafts, textiles, and home décor items. Aarong has recently won several accolades at the Bangladesh Retail Awards 2024, highlighting its excellence in retail and sustainability initiatives. The e-commerce site serves both local and international customers, with a focus on delivering quality products while empowering artisans.

2.2.2 Madina Fashion

Madina Fashion is recognized as a prominent player in the Bangladeshi fashion e-commerce landscape. The brand specializes in traditional clothing, particularly focusing on ethnic wear such as sarees, salwar kameez, and punjabis. Madina Fashion aims to cater to the growing demand for culturally significant attire among both local and expatriate communities. The platform offers an extensive collection that combines contemporary styles with traditional craftsmanship, making it a go-to destination for customers seeking authentic Bangladeshi fashion. With user-friendly navigation and secure payment options, Madina Fashion provides a seamless shopping experience that appeals to a diverse customer base.

2.2.3 Pickaboo

Pickaboo is primarily known as an online marketplace for electronic gadgets and appliances in Bangladesh but has also ventured into fashion items. The platform offers a wide range of products, including mobile phones, laptops, and fashion accessories. Pickaboo distinguishes itself through its commitment to quality assurance and customer service, providing consumers with trusted options for their electronic and fashion needs. With secure payment gateways and efficient delivery services, Pickaboo has established itself as a reliable choice for shoppers looking for both tech products and stylish accessories.

2.2.4 Shajgoj

Shajgoj is an e-commerce platform dedicated to beauty and personal care products in Bangladesh. It offers an extensive collection of cosmetics, skincare products, and beauty tools from various local and international brands. Shajgoj emphasizes quality and authenticity by ensuring that all products sold on its platform are genuine and meet high standards. Additionally, Shajgoj provides expert advice through tutorials and beauty tips, enhancing the shopping experience for customers who seek guidance in their beauty purchases. With a user-friendly interface and strong focus on customer satisfaction, Shajgoj has become a popular destination for beauty enthusiasts in Bangladesh.

These platforms reflect the dynamic nature of the fashion e-commerce market in Bangladesh, each contributing uniquely to the landscape by catering to specific consumer needs while promoting local craftsmanship and modern retail practices.

2.3 Comparative Analysis

Fashion Freak is a burgeoning player in the Bangladeshi fashion e-commerce market, competing with established platforms such as Aarong, Madina Fashion, Pickaboo, and Shajgoj. Each of these platforms has its unique strengths and market positioning, catering to specific consumer needs. This comparative analysis evaluates key aspects of these platforms, including product offerings, user experience, payment methods, and market positioning.[13]

Table 2.3.1: Comparative Summary Table

Platform	Product Focus	User Experience	Payment Methods	Market Positioning
Fashion Freak	Apparel & Accessories	Intuitive UI & personalization	Local (bKash, Nagad) & International	Affordable trendy fashion
Aarong	Traditional Crafts	User-friendly site & mobile app	Cash on delivery & digital payments	Ethical fashion & cultural heritage
Madina Fashion	Ethnic Wear	Straightforward interface	Cash on delivery & limited options	Niche market for traditional attire
Pickaboo	Electronics & Accessories	Reliable service	Cash on delivery & digital wallets	Tech-focused with some fashion offerings
Shajgoj	Beauty Products	Engaging tutorials	Cash on delivery & digital payments	Leading beauty e-commerce platform

Detailed Comparative Analysis

1. Product Focus

- **Fashion Freak:** Specializes in a wide range of fashion items including apparel, footwear, bags, and accessories. It aims to attract younger consumers with trendy designs and inclusive sizing options.
- **Aarong:** Focuses on traditional Bangladeshi craftsmanship with a diverse selection of clothing and handicrafts. Aarong promotes local artisans and cultural heritage.
- **Madina Fashion:** Primarily offers ethnic wear such as sarees and salwar kameez, catering to customers seeking traditional attire.
- **Pickaboo:** While primarily an electronics retailer, it includes fashion accessories but lacks a dedicated clothing line.
- **Shajgoj:** Concentrates on beauty and personal care products rather than fashion apparel.[13]

2. User Experience

- **Fashion Freak:** Strives for a seamless shopping experience with an intuitive interface that enhances user engagement through personalized recommendations.
- **Aarong:** Provides a user-friendly website and mobile app that effectively showcases products with detailed descriptions and high-quality images.
- **Madina Fashion:** Features a straightforward interface that allows easy browsing of ethnic wear but may lack advanced features found in larger platforms.
- **Pickaboo:** Known for reliable customer service and ease of use; however, it may not offer the same level of fashion-specific features as dedicated fashion platforms.
- **Shajgoj:** Offers engaging content through tutorials and beauty tips, enhancing customer interaction but focusing solely on beauty products.

3. Payment Methods

- **Fashion Freak:** Integrates both local payment methods (bKash, Nagad) and international gateways (PayPal) to accommodate diverse customer preferences.
- **Aarong:** Supports multiple payment options including cash on delivery and digital payments, ensuring convenience for shoppers.
- **Madina Fashion:** Primarily focuses on cash on delivery due to customer preferences for traditional shopping methods.
- **Pickaboo:** Offers various payment options including cash on delivery and digital wallets like bKash, appealing to a broad audience.
- **Shajgoj:** Similar to others, it supports cash on delivery along with digital payment options but focuses more on beauty products.

4. Market Positioning

- **Fashion Freak:** Positioned as an affordable fashion destination targeting young consumers seeking trendy clothing while promoting inclusivity.

- **Aarong:** Holds a strong position as a leader in ethical fashion retailing by supporting local artisans and promoting cultural heritage through its extensive product range.
- **Madina Fashion:** Carves out a niche in ethnic wear by appealing to consumers looking for traditional attire that reflects their cultural identity.
- **Pickaboo:** Primarily known for electronics but has expanded into fashion accessories; it positions itself as a trusted source for tech-savvy consumers who also appreciate style.
- **Shajgoj:** Established as a leading beauty e-commerce platform focusing on cosmetics rather than clothing; it appeals to beauty enthusiasts looking for quality products.[14]

2.4 Scope of the Problem

The fashion e-commerce market in Bangladesh is experiencing rapid growth, with significant opportunities and challenges for platforms like Fashion Freak. As of 2024, the market is projected to reach \$1,200.1 million, accounting for 19.5% of the total e-commerce sector in the country. This growth is driven by increasing internet penetration, smartphone usage, and changing consumer preferences towards online shopping. The expected compound annual growth rate (CAGR) for the fashion e-commerce market from 2024 to 2028 is estimated at 18.4%, indicating a promising future with a projected market volume of \$2,357.0 million by 2028. [2][17][19]

Challenges We Have to Face :

1. **Intense Competition:** The market is saturated with established players like Aarong, Madina Fashion, Pickaboo, and Shajgoj, each catering to different segments of consumers. Fashion Freak must differentiate itself to capture market share.
2. **Consumer Trust:** Building trust among consumers is crucial, especially in an environment where online shopping is still gaining acceptance. Issues such as product quality, delivery reliability, and customer service can impact consumer confidence.
3. **Logistics and Delivery:** Efficient logistics and timely delivery are critical for customer satisfaction. Fashion Freak needs to establish robust supply chain management to ensure prompt deliveries across various regions.
4. **Payment Security:** With the rise of online transactions, ensuring secure payment methods is essential to protect consumer data and prevent fraud. Fashion Freak must integrate reliable payment gateways that offer both local and international options.
5. **Market Awareness:** Despite the growth potential, many consumers may still prefer traditional shopping methods due to familiarity and perceived risks associated with online shopping. Fashion Freak needs effective marketing strategies to raise awareness about its offerings.[20]

6. Sustainability Concerns: As consumers become more environmentally conscious, there is an increasing demand for sustainable fashion practices. Fashion Freak must consider integrating eco-friendly products and ethical sourcing into its business model.

Opportunities

Despite these challenges, there are significant opportunities for Fashion Freak:

1. Emerging Local Brands: The rise of local designers and brands presents an opportunity for collaboration, allowing Fashion Freak to offer exclusive collections that resonate with culturally aware consumers .
2. Technological Advancements: Utilizing technology such as artificial intelligence for personalized shopping experiences can enhance customer engagement and satisfaction.
3. Growing Mobile Usage: With increasing smartphone penetration, optimizing the mobile shopping experience can attract more customers who prefer shopping on-the-go.
4. Social Media Influence: Leveraging social media platforms for marketing can help reach younger demographics effectively, driving traffic to the e-commerce site.[19]

The scope of the problem for Fashion Freak lies in navigating a rapidly evolving fashion e-commerce landscape characterized by intense competition and changing consumer behaviors. By addressing these challenges while capitalizing on emerging opportunities, Fashion Freak can position itself as a significant player in Bangladesh's growing fashion market. Implementing strategies focused on enhancing user experience, building trust, ensuring efficient logistics, and promoting sustainability will be crucial for success in this dynamic environment.

2.5 Challenges

The fashion e-commerce industry in Bangladesh is experiencing significant growth, driven by increasing internet penetration and changing consumer behaviors. However, this sector faces several challenges that can hinder its development and operational efficiency. Below is an overview of the key challenges that e-commerce platforms like Fashion Freak must navigate to succeed in this competitive landscape.[12]

Table 2.5.1: The following table summarizes the primary challenges faced by the fashion e-commerce sector in Bangladesh, highlighting their implications and potential impacts on business operations.

Challenge	Description	Implications
Sourcing Challenges and Lengthy Lead Times	Difficulties in obtaining products quickly due to lengthy lead times from suppliers and reluctance to adopt digital tools.	Inefficiencies and delays in order fulfillment, impacting customer satisfaction and sales.
Trust Issues	Consumer skepticism about product quality, delivery reliability, and fear of fraud due to past malpractices by some online retailers.	Hinders customer acquisition and loyalty, making it difficult for new entrants to build trust.
Payment Gateway Limitations	Limited access to reliable payment gateways, particularly for international transactions, restricting growth opportunities.	Hinders cross-border sales and limits the ability to cater to a broader customer base.
Logistics and Delivery Issues	Inadequate infrastructure leading to delays in product delivery, negatively impacting customer satisfaction.	Increased return rates and customer dissatisfaction due to unmet delivery expectations.
Consumer Education and Digital Literacy	Lack of awareness about the benefits of online shopping and insufficient digital literacy among potential customers.	Limits market adoption and growth, as many consumers prefer traditional shopping methods.
Color Representation and Product Quality Perception	Discrepancies between online product images and actual items can lead to dissatisfaction; preconceived notions about quality affect purchasing decisions.	Higher return rates and negative reviews can damage brand reputation and consumer trust.
Regulatory Challenges	Complex export processing regulations and impractical return policies create a challenging environment for e-commerce businesses.	Increased operational costs and difficulties in compliance can hinder business growth.

The challenges facing the Bangladeshi fashion e-commerce industry are multifaceted, involving sourcing inefficiencies, trust issues, payment limitations, logistics problems, consumer education gaps, quality perception concerns, and regulatory hurdles. Addressing these challenges requires a concerted effort from e-retailers like Fashion Freak to implement innovative solutions that enhance operational efficiency while building consumer trust and improving user experience. By

tackling these obstacles head-on, Fashion Freak can position itself for success in the rapidly evolving fashion e-commerce landscape in Bangladesh.[7]

CHAPTER 3

REQUIREMENT SPECIFICATIONS

3.1 Business Process Model

The business process model for Fashion Freak outlines the essential activities and workflows necessary to operate a successful fashion e-commerce platform. This model encompasses various components, from sourcing products to customer service, ensuring that each step adds value to the overall business.[9]

The first step is **product sourcing**, which involves identifying and establishing relationships with suppliers or manufacturers to ensure a steady supply of quality products. This can include local artisans for unique items or larger manufacturers for bulk orders. Next, the e-commerce business model must be determined, deciding whether to manage inventory in-house, utilize dropshipping, or implement print-on-demand services. Each model has its advantages and challenges that must align with the overall business strategy.

Once sourcing is established, product digitization and content production come into play. This involves creating high-quality product images, descriptions, and other marketing content to enhance online listings. This step is crucial for attracting customers and providing them with the necessary information to make informed purchasing decisions.

Traffic acquisition and marketing are vital for driving visitors to the website. **Implementing digital marketing strategies such as SEO**, social media marketing, influencer partnerships, email campaigns, and paid advertising can significantly increase visibility. The choice of an appropriate e-commerce platform (like Shopify or WooCommerce) is also critical; it should meet the technical requirements of Fashion Freak while ensuring mobile responsiveness, ease of navigation, and secure payment processing.[5][6]

Store management activities encompass the daily operations of the business, including inventory management, order processing, returns management, and customer inquiries. Establishing clear protocols for handling returns and exchanges enhances customer satisfaction. Logistics and shipping strategies must be developed to include warehousing solutions and shipping partnerships that ensure timely delivery of products. Efficient logistics are critical for maintaining customer trust.

Customer service plays a significant role in the overall experience. Providing excellent support through various channels—such as email, chat, and phone—helps address inquiries and resolve issues promptly. Integrating secure payment systems that support multiple payment options **(credit/debit cards and mobile wallets like bKash and Nagad)** accommodates different customer preferences.[4][17]

Finally, organizing the e-commerce team effectively by defining roles and responsibilities across departments such as marketing, customer service, logistics, and IT support is essential for smooth operations. A well-structured team ensures that all processes run efficiently.

By focusing on these interconnected processes—from product sourcing to customer service—Fashion Freak can enhance its operational efficiency while delivering a superior shopping experience to its customers. Implementing this business process model will help Fashion Freak navigate challenges effectively while capitalizing on growth opportunities in the evolving fashion e-commerce landscape.

3.2 Requirement Collection and Analysis

To ensure Fashion Freak meets user expectations, a structured approach to requirement collection is essential:

- **Techniques:** Use interviews, surveys, workshops, user observation, and competitive analysis to gather requirements.
- **Requirement Types:**
 1. **Functional Requirements:** Include user registration, product management, shopping cart functionality, and order processing.
 2. **Non-Functional Requirements:** Cover performance, security, and usability aspects.
- **Documentation:** Clearly document requirements with descriptions, acceptance criteria, and user stories.
- **Analysis:** Review requirements for alignment with business goals, prioritize based on feasibility, and assess risks.[6][13]

Data Flow Diagram for Fashion Freak

A Data Flow Diagram (DFD) is a visual representation that illustrates how data moves through the Fashion Freak e-commerce platform. It highlights the interactions between users, the system, and external entities, providing a clear understanding of the processes involved in online shopping.

Key Components of the DFD

1. Entities: These represent external actors that interact with the system. For Fashion Freak, key entities include:
 - Customers: Users who browse, select, and purchase products.
 - Admin: The website administrator responsible for managing products, orders, and user accounts.
 - Payment Gateway: External service that processes payments.
2. Processes: These are actions or tasks performed within the system. Important processes for Fashion Freak include:
 - User Registration/Login: Customers create accounts or log in to access personalized features.
 - Product Selection: Customers browse and select products to add to their shopping cart.
 - Order Processing: The system manages order details, including payment processing and order confirmation.
 - Inventory Management: Admin manages product listings, including adding new items and updating stock levels.[19][20]
3. Data Stores: These represent where data is stored within the system. For Fashion Freak, relevant data stores include:
 - User Database: Stores customer information, including login credentials and profiles.
 - Product Database: Contains details about available products, including descriptions, prices, and inventory levels.
 - Order Database: Keeps records of customer orders, payment status, and shipping information.
4. Data Flows: Arrows in the diagram indicate the movement of data between entities, processes, and data stores. Examples of data flows in Fashion Freak include:
 - Customer information flowing from the User Database to the User Registration/Login process.
 - Product details flowing from the Product Database to the Product Selection process.
 - Order information flowing from the Order Processing process to the Order Database.

Overview of Data Flow

1. Customer Interaction:
 - Customers register or log in to their accounts.
 - They browse products and add items to their shopping cart.
 - Upon checkout, they proceed to payment processing.

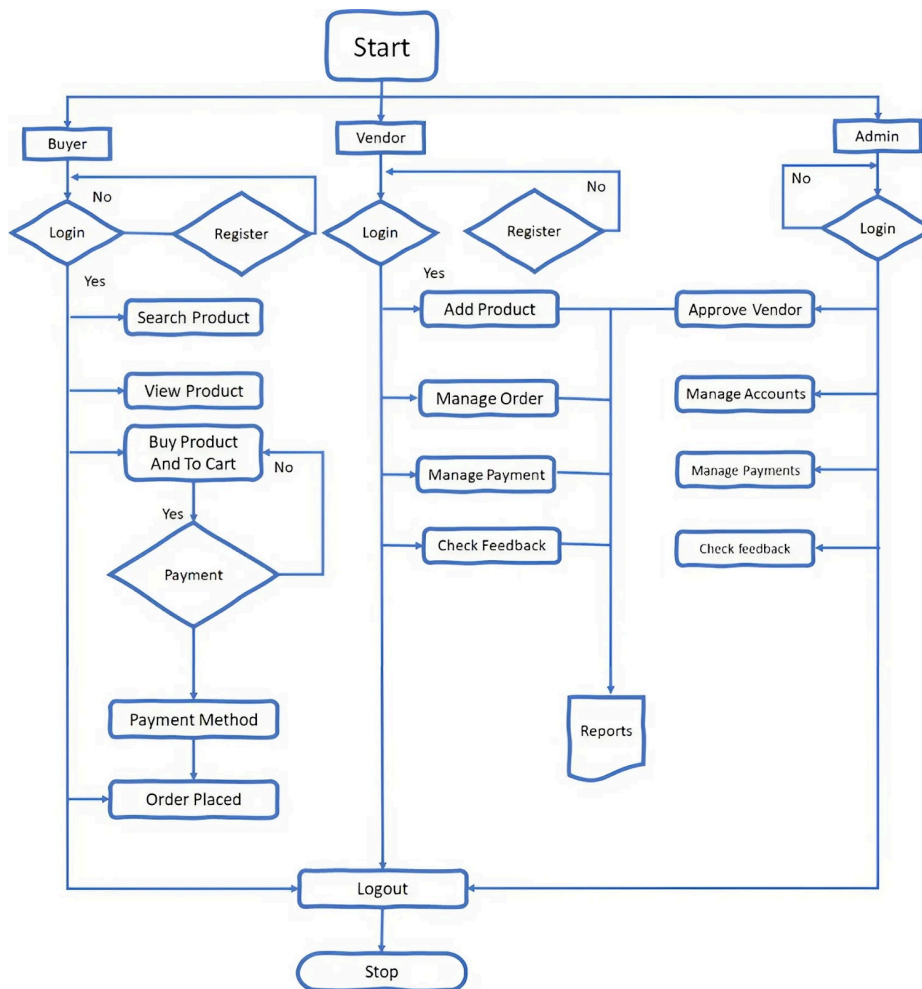
2. Admin Management:

- Admins manage product listings and update inventory through the Inventory Management process.
- They can view orders and manage customer inquiries related to order status.

3. Payment Processing:

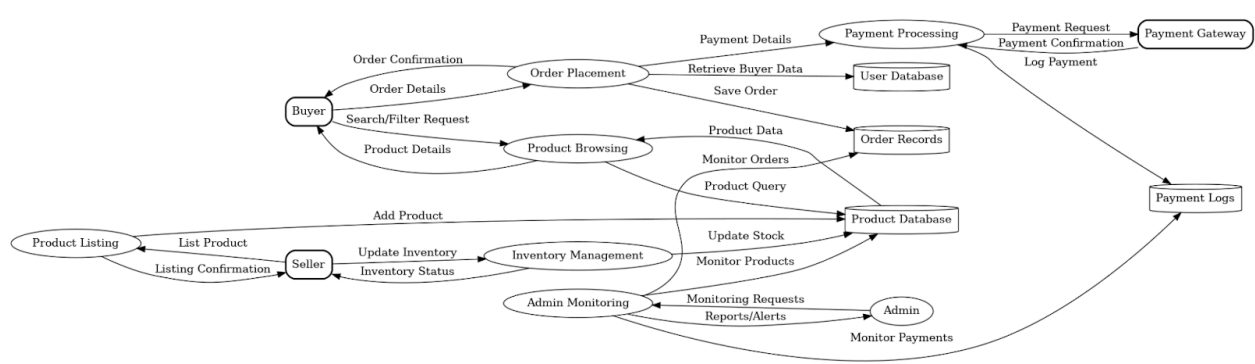
- Once a customer completes an order, payment information is sent to the Payment Gateway for processing.
- The system updates the Order Database with payment status and confirms the order to the customer.[12]

Figure 3.2.1: Shows the Data flow Diagram of Fashion Freak



Data flow Diagram of Fashion Freak

Figure 3.2.2: Full Inventory and Workflow Management Diagram of Fashion Freak



Inventory and Workflow Management Diagram of Fashion Freak

3.3 Use Case Modeling and Description

Use case modeling is an essential part of the requirements analysis process, helping to define the interactions between users (actors) and the system. For Fashion Freak, we can identify three primary user roles: Buyers, Sellers, and Admins. Each role has specific use cases that outline their interactions with the e-commerce platform.

3.3.1 Buyer Use Case Diagram

The Buyer use case diagram illustrates the various interactions a customer can have with the Fashion Freak platform. Key use cases include:

- Register/Login: Buyers can create an account or log in to access personalized features.
- Browse Products: Buyers can view available products in different categories.
- Search Products: Buyers can search for specific items using keywords or filters.
- Add to Cart: Buyers can add selected products to their shopping cart for purchase.
- Checkout: Buyers can proceed to checkout, enter shipping information, and select payment methods.
- Make Payment: Buyers can complete their purchase through secure payment gateways.
- View Order History: Buyers can view past orders and their statuses.
- Manage Profile: Buyers can update their personal information and preferences.[12][13]

Figure 3.3.1 : Show the Use Case Diagram of Buyer

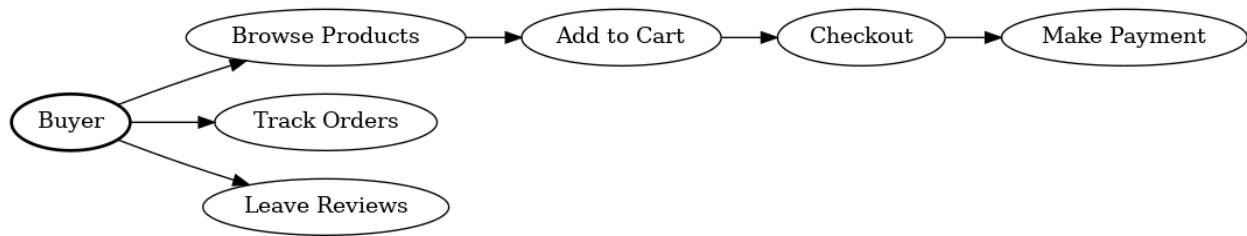


Figure 3.3.1 : Show the Use Case Diagram of Buyer

3.3.2 Seller Use Case Diagram

The Seller use case diagram outlines the interactions that sellers have with the Fashion Freak platform. Key use cases include:

- Register/Login: Sellers can create an account or log in to manage their products.
- List Products: Sellers can add new products to the platform, including descriptions and images.
- Edit Products: Sellers can update existing product information, such as price or availability.
- View Sales Reports: Sellers can access reports on their sales performance and inventory levels.
- Manage Orders: Sellers can view and manage customer orders related to their products.
- Respond to Customer Inquiries: Sellers can communicate with buyers regarding product questions or issues.[12]

Figure 3.3.2 : Show the Use Case Diagram of Seller

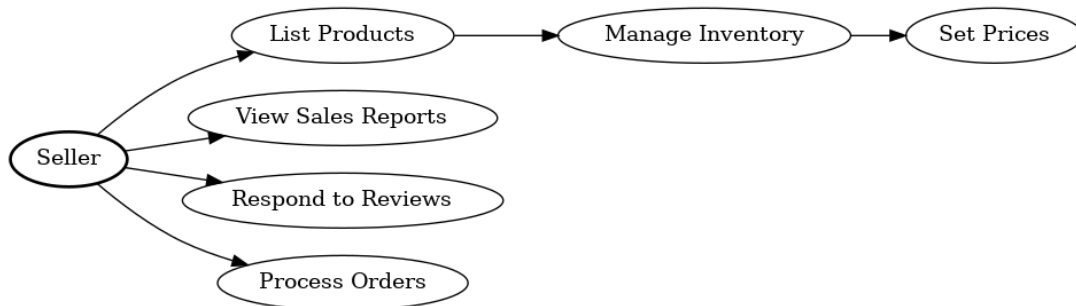


Figure 3.3.3 : Show the Use Case Diagram of Seller

3.3.3 Admin Use Case Diagram

The Admin use case diagram illustrates the administrative functions within the Fashion Freak platform. Key use cases include:

- Register/Login: Admins can log in to access the admin panel.
- Manage Users: Admins can view, edit, or delete user accounts (both buyers and sellers).
- Manage Products: Admins can approve, edit, or remove product listings from the platform.
- View Reports: Admins can generate reports on sales, user activity, and inventory levels.
- Handle Complaints/Feedback: Admins can address customer complaints and feedback related to products or services.
- Manage Site Settings: Admins can configure site-wide settings such as payment options, shipping methods, and promotional offers.[16]

Figure 3.3.3 : Show the Use Case Diagram of Admin

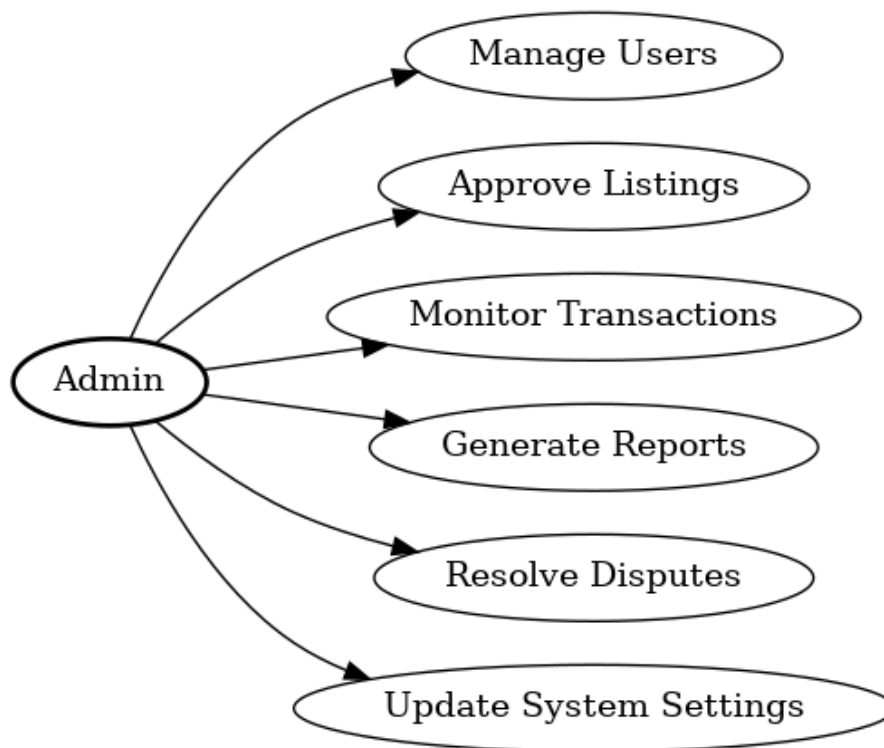


Figure 3.3.3 : Show the Use Case Diagram of Admin

3.4 Logical Data Model

The logical data model (LDM) for Fashion Freak serves as a blueprint that outlines the structure, relationships, and constraints of data within the e-commerce platform. It captures essential entities, their attributes, and the relationships between them to ensure efficient data management and retrieval.[17]

Key Components of the Logical Data Model

1. Entities: The core building blocks of the logical data model represent distinct objects or concepts relevant to the business. For Fashion Freak, key entities include:
 - Customer: Represents users who register and make purchases. Attributes may include:Customer ID (Primary Key)
 - Product: Represents items available for sale. Attributes may include:Product ID (Primary Key)
 - Order: Represents customer orders. Attributes may include:Order ID (Primary Key)
 - Order Line: Represents individual items within an order. Attributes may include:Order Line ID (Primary Key)
 - Category: Represents product categories. Attributes may include:Category ID (Primary Key)
2. Relationships: The logical data model defines how entities are related to one another:
 - A Customer can place multiple Orders (one-to-many relationship).
 - An Order can contain multiple Order Lines, each representing a different Product (one-to-many relationship).
 - Each Product belongs to one Category, but a Category can contain multiple Products (one-to-many relationship).[15]
3. Attributes: Each entity is characterized by specific attributes that hold relevant information. For example, the Customer entity has attributes like Customer ID, Name, and Email, while the Product entity includes attributes such as Product ID, Name, and Price.

Benefits of the Logical Data Model

- Improved Data Quality: By clearly defining the structure and relationships of data, the logical model helps ensure consistency and integrity.
- Business Alignment: The logical model bridges the gap between business requirements and technical implementation, ensuring that database design aligns with business needs.
- Facilitates Communication: The logical data model serves as a valuable tool for communication among stakeholders, ensuring everyone has a clear understanding of the data structure.[6][12]

- **Foundation for Physical Design:** The logical model provides a blueprint for the physical data model, making the transition to implementation smoother and more efficient.

The logical data model for Fashion Freak outlines essential entities such as Customers, Products, Orders, Order Lines, and Categories, along with their attributes and relationships. This structured approach ensures efficient data management and retrieval within the e-commerce platform, ultimately supporting business processes and decision-making. By implementing a well-defined logical data model, Fashion Freak can enhance operational efficiency while delivering a superior shopping experience to its customers.

3.5 Design Requirement

The design requirements for Fashion Freak encompass various aspects necessary to create a user-friendly and visually appealing e-commerce platform. These requirements ensure that the website meets the needs of both buyers and sellers while providing a seamless shopping experience.

The website should feature a simple and clean layout that avoids information overload, making it easy for users to navigate. A clear navigation menu and quick access search bar should be prominently displayed on the homepage to help users locate products quickly.

The site must be mobile-responsive, ensuring optimal display and functionality across all devices, including smartphones, tablets, and desktops. The design should adapt seamlessly to different screen sizes to enhance user experience.[8]

High-quality product images are essential, including options for **zoom-in capabilities, 360-degree views, and multiple angles to allow detailed inspection of items**. Product pages must include comprehensive descriptions, customer ratings, reviews, and pricing information.

The system should support multiple product attributes (e.g., size, color, fabric) to accommodate diverse fashion items. This flexibility allows for future expansion of product lines without redesigning the database structure.

The checkout process should be straightforward and uncomplicated, minimizing the number of steps required to complete a purchase. Clear visibility of prices and availability is crucial throughout the shopping process.

Integrate social sharing buttons on product pages to allow users to share items with friends easily. This feature is particularly effective for engaging younger demographics who are active on social media.

Implement mechanisms for cross-selling related products during the shopping experience. This can be automated based on user behavior to suggest complementary items.

Ensure fast loading speeds by optimizing images and code to provide a smooth browsing experience. Slow websites can lead to high bounce rates and lost sales.[10]

Include essential pages such as an "**About Us**" page that tells the brand's story, a "**Contact Us**" page with multiple contact methods, and an **FAQ page** addressing common customer inquiries.

The website should be optimized for search engines to enhance visibility in search results. This includes using appropriate keywords, meta tags, and alt text for images.

By addressing these core aspects—intuitive user interface, responsive design, effective product presentation, seamless navigation—Fashion Freak can deliver an engaging shopping experience that meets the needs of its customers while promoting brand identity and driving sales. These requirements will serve as a foundation for developing a successful e-commerce platform that stands out in the competitive fashion industry.

CHAPTER 4

DESIGN SPECIFICATIONS

4.1 Frontend Design

Frontend design is essential for developing an effective e-commerce platform like Fashion Freak. It focuses on creating a visually appealing and technically robust interface that enhances user experience. Here are the key technical aspects to emphasize, along with additional information on **Laravel Ajax and Figma**.

The website should feature a clean layout with a responsive navigation menu that allows users to easily access product categories and search functionalities. The site must utilize **CSS frameworks (e.g., Bootstrap)** to ensure it is mobile-responsive, providing optimal functionality across various devices, including smartphones, tablets, and desktops.

High-quality product presentation is vital. Implement high-resolution images with features like zoom-in capabilities and 360-degree views using JavaScript libraries (e.g., PhotoSwipe). Each product page should include structured data for comprehensive descriptions, ratings, reviews, and pricing.

The checkout workflow should be streamlined using AJAX to allow users to complete purchases without full page reloads. This minimizes friction and enhances user satisfaction by providing real-time updates on order totals and shipping costs. Integrating AJAX into Laravel applications improves user experience by allowing actions to be performed without page reloads, reducing server load and enhancing performance. For example, AJAX GET requests can retrieve data from the server asynchronously, allowing dynamic updates to the webpage content without interruptions.[12]

Fast loading speeds are critical; even a one-second delay can impact conversion rates. Optimizing images by compressing file sizes and minimizing code (HTML, CSS, JavaScript) can significantly improve loading times. Implementing a Content Delivery Network (CDN) can further enhance performance by reducing latency.

The frontend should implement best practices for SEO, including the use of semantic HTML5 elements, appropriate meta tags, and alt attributes for images. Structured data (Schema.org) can also be used to improve search engine visibility.

Using **Laravel Ajax allows Fashion Freak to enhance user experience** by enabling asynchronous data loading. For instance, when users filter products or search for items, AJAX requests can fetch relevant data from the database without refreshing the entire page. This capability not only keeps users engaged but also allows for real-time updates on product availability and pricing.[15]

Employing Figma for design and prototyping enables designers to create high-fidelity prototypes of the website before development begins. Figma supports real-time collaboration among team members, allowing for quick feedback on designs. Designers can create interactive prototypes

that simulate user interactions with various elements of the site—such as navigation menus or product pop-ups—allowing stakeholders to visualize how the final product will function.

By focusing on these technical elements—responsive design, efficient product presentation, streamlined checkout processes, **performance optimization, and SEO best practices**—Fashion Freak can create a robust frontend that delivers an exceptional shopping experience while standing out in the competitive fashion industry. The integration of Laravel Ajax enhances interactivity while Figma facilitates efficient prototyping and collaboration among team members. Together, these tools will help create a successful e-commerce platform that meets user expectations and business goals.[17]

4.2 Backend Design

The backend design of Fashion Freak is built using Laravel as the web framework and MySQL as the database management system, providing a robust and scalable environment for managing the e-commerce platform. This combination enables efficient data handling, secure user authentication, and seamless integration of various functionalities essential for an online store.

Framework and Database

Laravel is chosen for its elegant syntax and powerful features, which facilitate rapid development. It provides built-in functionalities such as routing, middleware, and authentication, which streamline the development process. The Eloquent ORM in Laravel simplifies database interactions by allowing developers to work with database records as if they were simple PHP objects. This approach enhances code readability and maintainability.

MySQL serves as the relational database management system (RDBMS) for storing all application data, including user information, product details, orders, and inventory status. The use of MySQL allows for efficient querying and data manipulation, supporting complex transactions that are crucial in an e-commerce environment.[20]

Key Features

1. **User Authentication:** Laravel's built-in authentication system enables secure user registration and login processes. Passwords are hashed using bcrypt to ensure security. Additionally, features like email verification can be implemented to enhance account security.
2. **API Development:** The backend exposes a RESTful API that allows the frontend to interact with the server seamlessly. This API handles CRUD operations for various resources such as products, categories, users, and orders. For instance, endpoints can be created for retrieving product listings or processing orders.
3. **Product Management:** Admins can manage product listings through a dedicated interface. This includes adding new products, updating existing ones, managing inventory levels, and categorizing products effectively. The backend also supports bulk uploads of product data via CSV files for efficiency.

4. **Shopping Cart Functionality:** The backend handles shopping cart operations by allowing users to add or remove items from their carts dynamically. This includes maintaining session data to track user selections until checkout.
5. **Order Processing:** Once users complete their purchases, the backend processes orders by updating inventory levels and generating order confirmations. It also handles payment processing through integration with payment gateways like Stripe or PayPal.
6. **Data Security:** Security measures are implemented throughout the backend design to protect sensitive information. This includes using HTTPS for secure data transmission and implementing input validation to prevent SQL injection attacks.
7. **Role-Based Access Control:** The system supports different user roles (e.g., admin, customer) with varying permissions. Laravel's authorization features allow for fine-grained control over who can access specific resources or perform certain actions within the application.[18][19][20]

Performance Optimization

To ensure optimal performance, various strategies are employed:

- **Caching:** Laravel supports caching mechanisms that can significantly speed up data retrieval processes by storing frequently accessed data in memory.
- **Database Indexing:** Proper indexing of database tables enhances query performance, especially for large datasets.
- **Load Balancing:** As traffic increases, load balancing techniques can be utilized to distribute requests across multiple servers, ensuring high availability and reliability.

The backend design of Fashion Freak leverages Laravel's powerful features alongside MySQL's robust data management capabilities to create a scalable and secure e-commerce platform. By focusing on essential functionalities such as user authentication, API development, product management, order processing, and security measures, Fashion Freak can provide a seamless shopping experience while maintaining high performance and reliability in its operations.

4.3 Interaction Design and User Experience (UX)

The interaction design and user experience (UX) for Fashion Freak are crucial for creating a successful e-commerce platform. A simple and intuitive user interface (UI) enhances usability and encourages customer engagement, ultimately driving sales. Key principles include maintaining simplicity to reduce distractions, establishing a clear visual hierarchy to guide users, and ensuring consistency in design elements to build brand identity.

Feedback mechanisms are essential; for instance, providing immediate visual confirmation when a user adds a product to their cart reassures them that their action was successful. Continuous testing and iteration of design elements help refine the user experience, while goal-driven design focuses on presenting only necessary information to minimize cognitive load.[20]

Microinteractions, such as animations during button hovers or transitions between pages, can enhance user engagement and make the experience feel more dynamic. To visualize these designs effectively, I use Figma to create interactive prototypes that simulate user interactions. This allows for real-time feedback from stakeholders, ensuring that the final product aligns with user needs and business objectives.

By focusing on these interaction design principles, Fashion Freak can deliver an intuitive and engaging shopping experience that meets customer expectations in a competitive online marketplace.

4.4 Implementation Requirements

The backend design of Fashion Freak leverages Laravel as the web framework and MySQL for database management, providing a robust foundation for the e-commerce platform. Laravel facilitates rapid development with features like user authentication and the Eloquent ORM, which simplifies database interactions. The API supports seamless communication between the frontend and backend, enabling dynamic data retrieval for products, categories, and orders.

The frontend must feature a user-friendly interface with intuitive navigation and mobile responsiveness. High-quality product presentations and a streamlined checkout process are essential to minimize cart abandonment, offering guest checkout options and clear shipping cost visibility.

To visualize designs effectively, I use Figma to create interactive prototypes that allow for real-time feedback from stakeholders.

Implementation requirements include secure payment processing with various methods to protect customer data, performance optimization techniques like image compression and caching for fast loading speeds, and a real-time inventory management system to track stock levels. Customer support features such as live chat will enhance user satisfaction. Analytics tools will track user behavior and sales performance, aiding informed business decisions. By addressing these requirements, Fashion Freak can deliver a seamless shopping experience while efficiently managing backend operations.[19]

CHAPTER 5

IMPLEMENTATION AND TESTING

5.1 Implementation of Database

Figure 5.1.1: Show Database Design of this Project

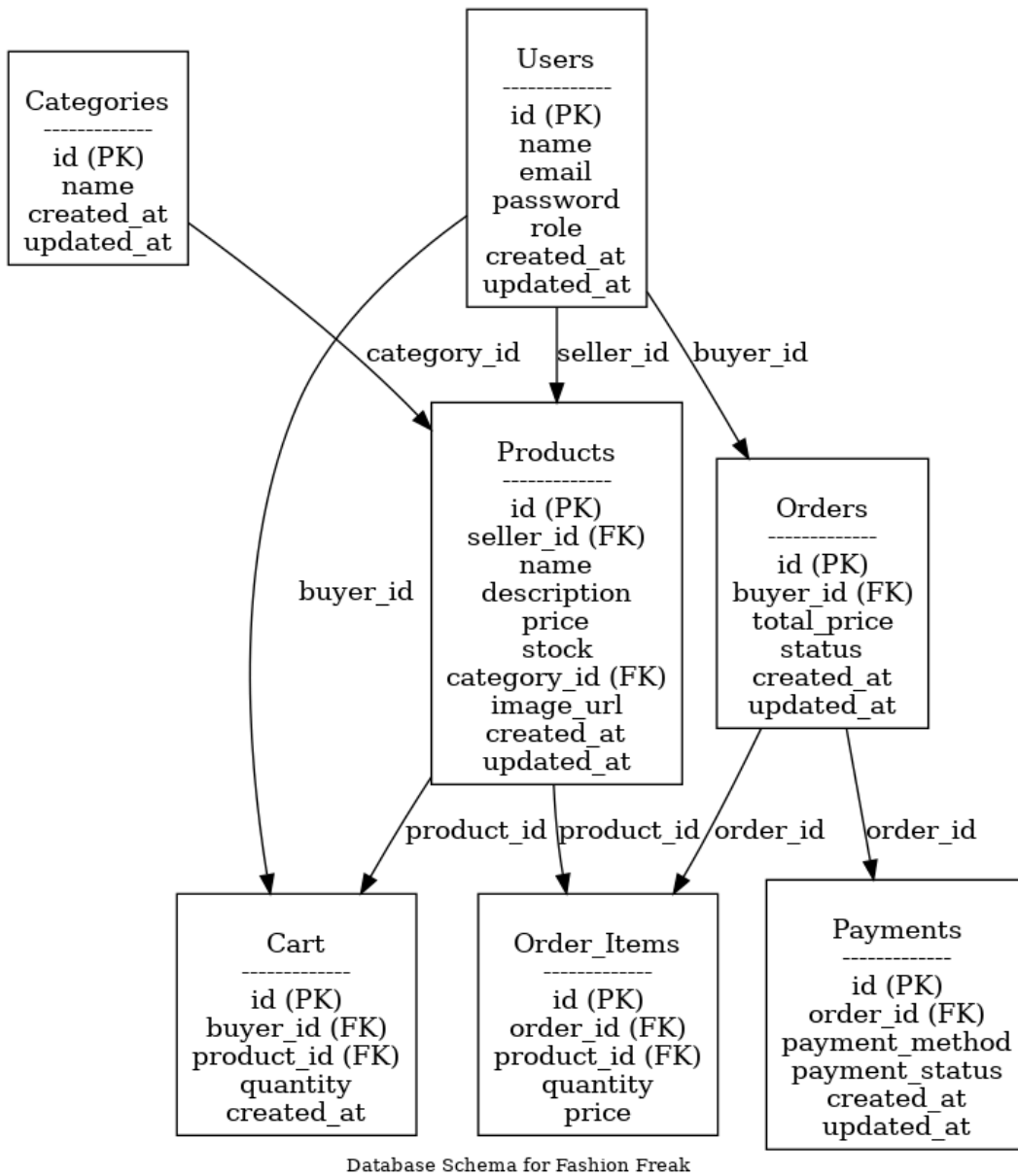


Figure 5.1.1: Database Design of this Project

The Fashion Freak database is designed to support a robust e-commerce platform. It efficiently organizes data for users, products, orders, payments, and other essential components. The schema includes:

1. Users Table: Stores details of buyers and sellers, including authentication credentials and roles.
2. Products Table: Maintains product information, including the seller, category, price, stock, and associated images.
3. Categories Table: Classifies products into categories for easy navigation.
4. Orders Table: Tracks purchase details, including the buyer, order status, and total price.
5. Order Items Table: Links specific products to orders, with details such as quantity and price per item.
6. Cart Table: Handles buyer cart activities, allowing product additions and quantity management.
7. Payments Table: Logs transaction details, linking payments to specific orders.[16][17]

This database schema ensures seamless functionality, data integrity, and scalability for the Fashion Freak e-commerce platform.

5.2 Implementation of Front-end Design

5.2.1 Landing Page Design

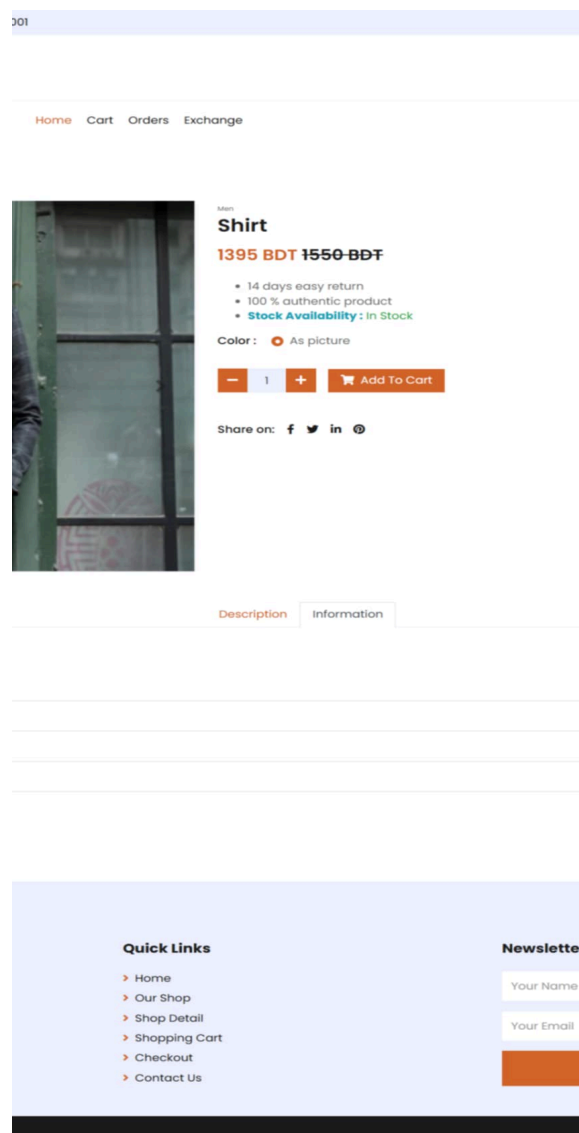


Figure 5.2.1 Shows The Landing Page Design Fashion Freak

The Fashion Freak landing page is visually engaging and user-friendly, designed to captivate visitors instantly. It highlights featured products, promotions, and categories with seamless navigation. Using Laravel and Ajax for dynamic elements, it ensures quick load times, intuitive interactions, and responsive design, creating a welcoming and efficient shopping experience.

5.2.2 Product Page Design

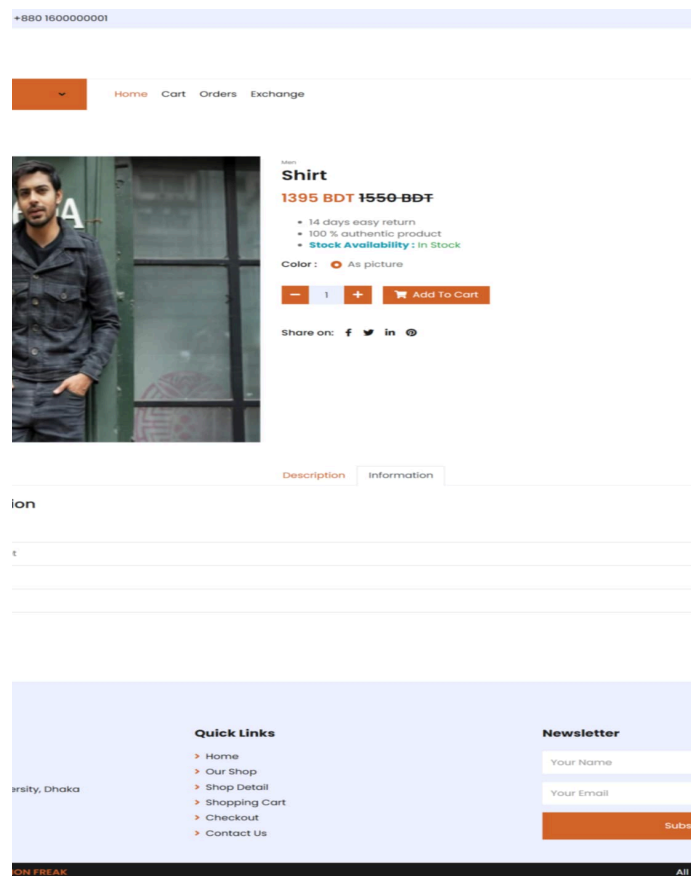


Figure 5.2.2 Show The Product Page Design of Fashion Freak

The Fashion Freak product page emphasizes detailed visuals and descriptions, offering high-quality images, pricing, sizes, and customer reviews. With a clean layout, responsive design, and smooth AJAX-powered features, it ensures an immersive shopping experience for users across all devices.

5.2.3 Cart and Payment Page Design

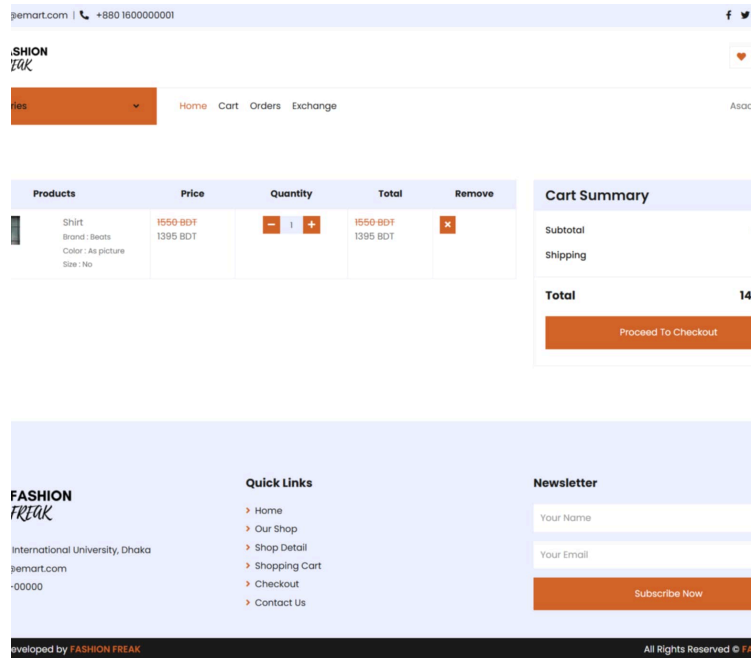


Figure 5.2.3 Shows The Cart and Payment Page Design of Fashion Freak

Fashion Freak's cart and payment pages prioritize simplicity and security. The cart page features real-time updates, item summaries, and editable quantities. The payment page offers multiple secure options, user-friendly design, and streamlined checkout for a seamless shopping experience.

5.2.4 Buyers Dashboard

The screenshot displays the 'Fashion Freak' buyer dashboard. At the top, there is a navigation bar with the logo, a 'Categories' dropdown, and links for 'Home', 'Cart', 'Orders', and 'Exchange'. The user's name 'Asad' and a 'LOGOUT' link are visible on the right. The main content area is divided into two columns. The left column contains a 'Billing Address' form with fields for Customer Name (Asad), E-mail (asad@asad.xyz), Mobile No (01765142785), Division, District, Thana / Sub-district, and Address (dhaka). The right column features an 'Order Total' summary table and a 'Payment' section. The 'Order Total' table lists 'Products' (Shirt) with a subtotal of 1395 BDT, shipping of 60 BDT, and a total of 1455 BDT. The 'Payment' section offers 'Online Payment' (selected) and 'Cash On Delivery'. A 'Place Order' button is located below the payment options. At the bottom, a footer contains contact information, quick links (Home, Our Shop, Shop Detail, Shopping Cart, Checkout, Contact Us), and a newsletter subscription form with a 'Subscribe Now' button.

Order Total	
Products	
Shirt	৳1395 = 1395 BDT
Subtotal	1395 BDT
Shipping	60 BDT
Total	1455 BDT

Payment	
<input checked="" type="radio"/> Online Payment	
<input type="radio"/> Cash On Delivery	

Figure 5.2.4 Shows The Buyers Dashboard of Fashion Freak

The Fashion Freak buyer dashboard provides a personalized experience, displaying order history, shipping details, and wishlist management. Its intuitive layout allows users to track purchases, manage profiles, and explore recommendations seamlessly, enhancing engagement and convenience for every shopper.

5.2.5 Admin Dashboard

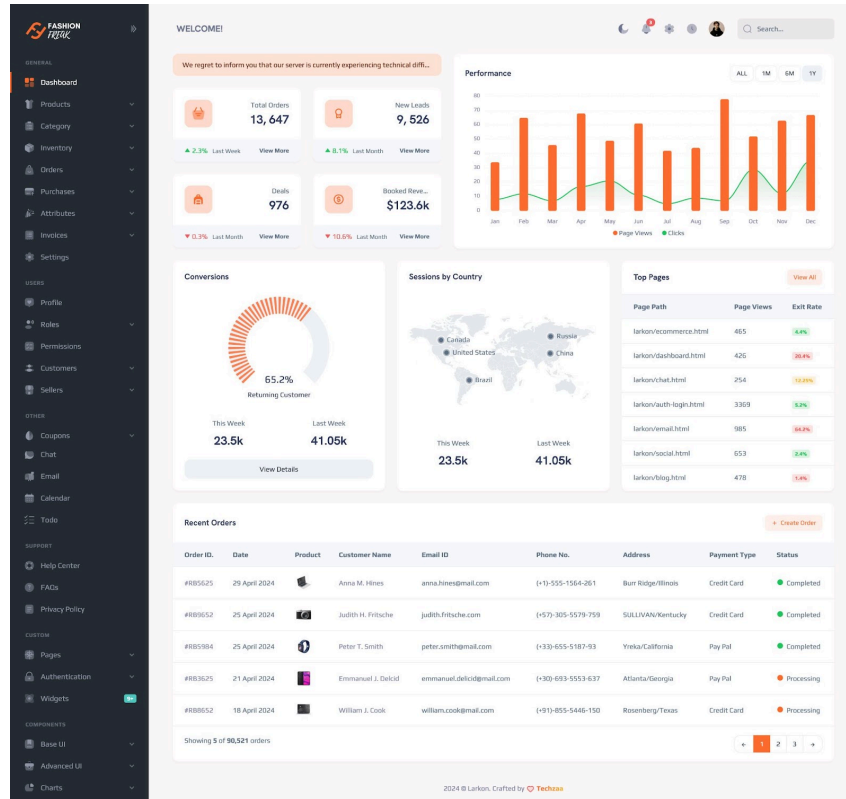


Figure 5.2.5 Shows The Admin Dashboard of Fashion Freak

The Fashion Freak admin dashboard offers robust tools for efficient management. Admins can oversee products, track orders, and monitor user activity through intuitive analytics. Its user-friendly interface ensures smooth inventory control, reporting, and customer support for seamless operations.

5.3 Testing Implementation

To ensure the successful implementation of Fashion Freak, a comprehensive testing strategy is essential. This involves various types of testing to identify and resolve any issues before the platform goes live.

Functional Testing is critical, ensuring that all features work as intended, from product searches to checkout processes. Tools like **Selenium** can automate these tests to verify functionality

across different browsers. Usability Testing should be conducted with real users to gather feedback on the site's navigation and overall experience, allowing for necessary improvements.[19]

Performance Testing is vital during peak shopping periods to ensure the website can handle high traffic volumes without crashing. Load testing tools such as LoadNinja can simulate heavy traffic conditions, helping to assess the platform's performance under stress.

Security Testing is crucial for protecting sensitive customer information. This includes vulnerability assessments and implementing security patches to safeguard against potential threats. Compliance testing ensures that the platform meets industry regulations, such as GDPR and PCI-DSS.

Additionally, **Integration Testing** verifies that data flows correctly between systems, such as from the e-commerce platform to inventory management systems. This ensures seamless operation across various components of the platform.

Finally, utilizing test management tools like **Tusker** can streamline the creation and execution of test plans, providing visibility into each stage of the testing process. By prioritizing thorough testing across these areas, Fashion Freak can deliver a reliable, user-friendly, and secure online shopping experience.[20]

5.4 Test Results and Reports

The testing implementation of Fashion Freak focuses on ensuring a seamless and reliable e-commerce experience. Key aspects of the testing process include functional testing, which verifies that all features—such as product searches, checkout processes, and payment gateways—operate correctly. Usability testing is also conducted to gather feedback from real users, optimizing the site's navigation and overall user experience.

Performance testing is crucial to assess how the platform handles high traffic volumes, especially during peak shopping periods. Tools like LoadNinja can simulate heavy traffic conditions to ensure the site remains responsive. Security testing is essential for protecting customer data, involving vulnerability assessments and compliance checks with regulations like GDPR and PCI-DSS.

Integration testing ensures that data flows correctly between systems, such as inventory management and order processing. Additionally, detailed bug hunting helps identify and resolve any defects in functionality, enhancing the overall quality of the shopping experience.

Figma is used for prototyping designs, allowing for real-time feedback from stakeholders before implementation. This iterative approach ensures that user needs are met effectively. By employing a comprehensive testing strategy, Fashion Freak aims to deliver a reliable, user-friendly, and secure online shopping platform that meets customer expectations and drives sales.[18]

CHAPTER 6

IMPACT ON SOCIETY, ECONOMY AND SUSTAINABILITY

6.1 Impact on Society

Fashion Freak has the potential to emphatically affect society by advancing inclusivity and differing qualities in mold. By advertising a wide range of items that cater to distinctive body sorts, styles, and social foundations, the stage can enable people to precise themselves through design. Also, the stage can cultivate community engagement through social highlights such as user-generated substance, surveys, and gatherings where clients can share their mold encounters and tips. This sense of community can improve client dependability and energize positive social intelligence. [14]

6.2 Impact on Environment

The design industry is known for its noteworthy natural impression, counting asset exhaustion and the squander era. Fashion Freak can moderate its natural effect by receiving economical homes such as sourcing eco-friendly materials, minimizing bundling squander, and actualizing productive coordinations to decrease carbon outflows amid shipping. By advancing economical brands and advertising a devoted segment for eco-friendly items, Fashion Freak can empower customers to form ecologically cognizant choices.[13]

6.3 Ethical Aspects

Moral contemplations are vital within the design industry. Fashion Freak must guarantee that its supply chain follows reasonable labor laws, counting reasonable compensation and secure working conditions for all specialists included within the generation prepare. Straightforwardness in sourcing and fabricating forms is basic to constructing belief with clients. Furthermore, the stage ought to effectively combat issues such as quick mold by advancing quality over quantity and empowering customers to contribute in ageless pieces that last longer.

6.4 Sustainability Plan

To guarantee long-term supportability, Fashion Freak ought to actualize a comprehensive supportability arrangement that incorporates:

1. Sourcing: joining forces with brands that prioritize maintainable homes and materials, such as natural cotton or reused textures.

2. Squander Lessening: Executing a take-back program where clients can return utilized clothing for reusing or gifting, subsequently diminishing landfill squander.
3. Vitality Productivity: Utilizing energy-efficient advances in warehousing and coordination operations to play down carbon impressions.[17]
4. Instruction: Giving assets and data on maintainable design homes to teach clients around making ecologically neighborly choices.
5. Community Engagement: Collaborating with nearby organizations and activities centered on maintainability to advance mindfulness and activity inside the community.

By tending to these angles, Fashion Freak can contribute emphatically to society while minimizing its natural affect and advancing moral hones inside the design industry.

CHAPTER 7

CONCLUSION AND FUTURE SCOPE

7.1 Discussion and Conclusion

The execution of Fashion Freak as an e-commerce stage presents critical openings and challenges inside the design industry. By leveraging cutting-edge advances, such as Laravel for backend improvement and Figma for client interface planning, Fashion Freak points to convey a consistent shopping involvement that meets the different needs of customers. The platform's center on inclusivity, supportability, and moral hones positions it as a dependable player within the mold showcase.

The positive societal effect of Fashion Freak can be seen through its commitment to differences in mold offerings, cultivating a sense of community among clients, and advancing feasible utilization. Be that as it may, challenges stay, especially with respect to the natural impression of the design industry and the requirement for straightforward supply chains. Tending to these issues is significant for building buyer belief and guaranteeing long-term victory.

In conclusion, Fashion Freak has the potential to not only flourish as a commerce but also contribute emphatically to society by advancing moral jones and supportability in mold. By persistently assessing its affect and adjusting to changing shopper desires, Fashion Freak can set itself up as a pioneer in dependable e-commerce.[2][17]

7.2 Scope for Further Developments

There are a few roads for assist improvement inside Fashion Freak that can upgrade its offerings and fortify its advertise position:

1. Extended Item Run: Presenting more economical brands and eco-friendly items can pull in naturally cognizant shoppers and separate the stage from competitors.
2. Personalization Highlights: Actualizing AI-driven personalization calculations can improve client involvement by giving custom-made item proposals based on person inclinations and browsing behavior.
3. Expanded Reality (AR): Coordination AR innovation can permit clients to essentially attempt on clothing or embellishments, moving forward certainty in obtaining choices and lessening return rates.

4. Community Engagement Activities: Making gatherings or social media integration can cultivate community interaction, permitting clients to share their styles, surveys, and encounters with others.[18]
5. Upgraded Analytics: Utilizing progressed analytics devices to track client behavior and inclinations can offer assistance in refining showcasing techniques and moving forward with stock administration.
6. Supportability Announcing: Creating a straightforward announcement framework that highlights the company's maintainability endeavors and impacts can construct belief with buyers who prioritize moral jones.

By seeking after these advancements, Fashion Freak can proceed to advance in a competitive scene while fortifying its commitment to social obligation and supportability within the mold industry.[19]

APPENDIX

Model Code

```

1  <?php
2
3  namespace App\Models;
4
5  use Illuminate\Database\Eloquent\Factories\HasFactory;
6  use Illuminate\Database\Eloquent\Model;
7  use App\Models\Service;
8
9  class PlaceBit extends Model
10 {
11     use HasFactory;
12     protected $fillable=[
13         'service_id',
14         'user_id',
15         'price',
16         'dateline',
17         'file',
18         'bidDes',
19         'status',
20     ];
21     public function user()
22     {
23         return $this->belongsTo(User::class, 'user_id');
24     }
25     public function service(){
26         return $this->belongsTo(Service::class, 'service_id');
27     }
28
29 }
30

```

Figure 8.1: A Screenshot of the Model of Fashion Freak.

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