Herrevolution: Empowering Women Freelancers

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Abstract-Women play a significant role in uplifting the economy of every other country in the world today. We can take the example of Japan where women used to have very little share in the economy as they were mostly housewives but slowly and Steadily they started to progress when the government increased their involvement via employment schemes. As the name suggests Herrevolution is a website meant to empower women who are freelancers Mainly housewives to sell their products and reach out to the world with their inspiring Stories. It also provides a platform for an organization that deals with a technical aspect which can benefit from the business. Web Technology which is the foundation of our project is a rapidly advancing industry where new technologies are arriving day by day like Reacts and Angular as frontend technologies which are dynamic in nature and backend technologies like Nodejs and MongoDB. This paper contains details about how our website works and various aspects related to it and what impact it will have [1].

Keywords-Women, Web Development, Herrevolution, website, business.

I.INTRODUCTION

We often understate the potential our mothers and in total the housewives in general hold. Whether it be managing the household or looking after the house their skills have stood the test of time. This time it's their chance to contribute to the industry and economy in general. In this day and age of rising.

Inflation and economic emergency Herrevolution is a platform for female freelancers and housewives to publish and sell their handmade products. We all are aware that women around us have always put their guard up whenever it came to protecting and feeding their families especially housewives. Earlier, housewives used to sell pickles and papads in their neighborhood in order to generate side income for their families but as technology advanced and everything went digital, it is a necessity and a need to stay updated with the current way of doing business. With the help of a website we, can cater to a much larger variety of products. In order to get in-depth analysis of the report and how to approach the idea in the correct way possible we study various works and resources available on the internet.

- Facebook
- WhatsApp Business
- Meesho
- Etzy

II. RELATED WORKS

Several studies have been conducted about website development methods and on similar developed websites. We aimed at focusing on current issues and how they can affect and influence our project work.

Related work differs in a large variety of field from our website but it was really important to study them in order to understand our own application better and how it can offer something new and contribute to the society and economy.

Comparison with the Related Works:

Firstly we will compare our website with WhatsApp Business and Facebook which is similar to our work:

Facebook

As a business owner in this day and age social media is imperative you need to connect and engage with your audience Facebook is great for this and if harnessed correctly can increase your brand value and treat your loyal customers with new insight regarding your brand story. Maintaining a visually appealing action-driven and accessible Facebook page isn't as hard as it sounds. Facebook themselves have a wide range of resources to make your business grow and flourish. Facebook finds out customers' wants, needs, and interests. Customers can kick start conversation on their Facebook page by inviting audiences to get involved. We can make sure we listen to what audience say and appreciate their feedback to get a better insight.

Facebook is optimized to help your business grow, so make the most of these resources by including a call to action button at the top of our business page!

The customers can have plenty of options from 'sign up' and shop now to contact us or book now buttons.

WhatsApp Business

It doesn't matter if your company is big or small WhatsApp business can be a valuable tool for you. WhatsApp business is a completely free application that is

designed for businesses to communicate with customers. This app is separate from original WhatsApp application. It is very useful for business as well as for customer feedback. I t can be used on the same device as the one with regular WhatsApp account. You can easily separate your personal account with the professional ones. It is basically a necessity for all the companies to have a WhatsApp business account in today's day and age. You can share data in your profile that your customer finds useful like location, email address, business hours and links to products. We can optimize customer service as it is possible to mark an absent or automate a reply in this way the customer can better contact the seller outside working hours [2].

Customers specially value personalized communication with their buyers. We can easily send files to suppose a customer finds a dress attractive they can receive the product image in the form of image or pdf format. They can give suggestions and even make for changes they need in the product or other things they want to communicate [3].

Meesho

Let us suppose there are three people A, B and C. Person A is a business owner who has registered on meesho and has uploaded pictures of their products with a unique batch number attached to them, person B is a reseller who shares these pictures on social media by adding a commission on it. As soon as person B gets order he informs person C that is meesho with all the order details then meesho on behalf of the person B. We will collect the orders from person A and deliver to customers as the cycle completes person A gets his payment person B gets the commission and customers get their product.

Meesho works on 0% commission unlike amazon and flipchart.

Meesho has three major sources of revenue- Ads and rank pushups. Meesho's average order value is less and have generally smaller size of packages which help combine a lot of order together and get them delivered using third party logistics.

Etzy

Etsy is an online marketplace where you can buy and sell unique goods it is a like a marketplace where you see a bunch of shops with each selling their unique product but online with a lot more buyers. It is a great place to both buy and sell jewelers and accessories and their goods wedding and party supplies tours and entertainment, art and craft collectibles and vintage goods. One thing you find on etsy is big business mass produced stuff things you can't find even on Walmart. According to Etzy's recent survey about women it states that most of the buyers, sellers and community in the industry consists of women and how they have each other's back throughout the process and they have a community of even developers surrounding them.

Etsy works as a bridge between buy and seller when you buy something on etsy it will take the payment and pay the seller the seller will then send the item out to you or if you bought a digital product like a printable typically you can download them directly from etsy as soon as your payment is confirmed etsy makes its payment by taking 20% listing for each item up on its website as well as the percentage of the sell price.

Etzy is really good in their targeting and online promotion of their products they are going after the core market on behalf of the sellers as well in order to drive traffic. It makes a very dynamic content and experiences for users that are coming through. By doing this they increase their conversions massively
Also, the user interface of Etsy is really simple unlike other big e-commerce sites like amazon and Flipkart.
Also it has a feature that suggests you to purchase products based on your previous buying experiences which is very clever [4].
They have a live chat feature and support desk to support their customers by getting their feedback and addressing any issues they encounter while using the website.

HERREVOLUTION WEBSITE
In this day and age of rising inflation and economic emergency Herrevolution is a platform for female freelancers and housewives to publish and sell their handmade handicrafts like wind chimes, woolen sweaters, wooden toys, and clothes, food that feels like home for instance pickles and handmade food. Customers can buy by registering themselves, they can provide feedback. The landing page has several sections:-
● Homepage- It is a typical landing page that draws users' attention.
● About- It has a description of Herrevolution and what it does.
● Services- It is a catalog page that displays all the products available for buying and selling.
● Login- It helps users as well as female freelancers to register themselves.

III. PROPOSED METHODOLOGY

● Business planning and strategizing
We plan business and form strategies for proper planning and vision, financial support to evaluate the position of the company.
It also includes target audience and competitors in the market for this we will form business objectives. We also determine the type of business for example if it is B2B, B2C, C2B or C2C. We also make product related decision like if we want to take it online.
● Infrastructure
We look for hardware and software requirement like CPU, monitor , modem , firewall and program for software that help to manage products like Simple mail Transfer Protocol, telnet and File transfer Protocol and if they are feasible for our budget. We also check for security requirements like system, document, and customer security

requirements. The cost of site setup like network cost and hiring a web developer and designer.

●   Design phase

We take care of how our website looks like font color, its layout that is our website should look attractive to draw customers to it, and navigation should be easy.

●   Marketing

This phase describes about all the market phase advocated by the channel like advertising, knowing the customer their needs and what they want, and the after sale things like how much a particular product got sold and what sets it apart.

●   The fulfillment phase

It involves packing, shipping and answering the questions by customers, sending out bill and verifying payments, following up to see if the buyer is satisfied.

●   Maintenance and enhancement phase

Upgrade website and maintain it to the latest standard. Taking care of the damages that may occur over time and fixing it to the earliest.

●   Managing customer's feedback

We must include email support where customers can reach out if they are troubled because of a product it can also include the social media handles like the Facebook, WhatsApp and Instagram pages, feedback like filling up the google form, ratings which can attract other customers to come and purchase the same product if they have higher ratings and message popup or live chat feature using a Chabot.
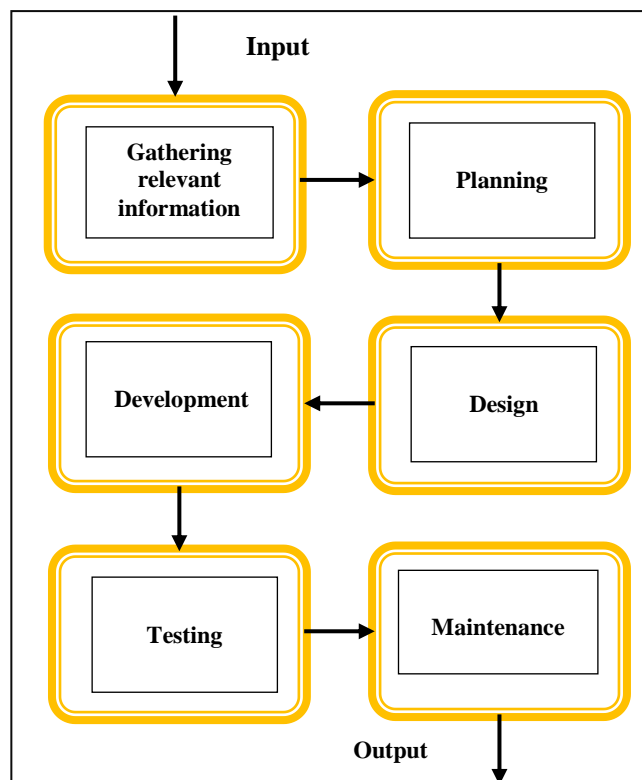

Figure 1 Phases of Web Development

Research Methodology

Qualitative research approach has been adopted in this project for taking a deep look and the initial brainstorming when we had to decide on which idea you need to work on. We have various activities that come under this research methodology: -

● One-to-one interview: We conduct interviews and go door to door in the houses and ask women about the questions we have and the answer they have to offer us. We ask women what they feel driven towards what are their goals and motivation behind achieving them if they are in case planning on starting a business and what they need to do in order to expand it. [5].

● Focus groups: A focus groups is something that focuses on a set target of people it can be anything from a group of 5 people to anything like 9 people it mainly plans to focus on the target group. In our case it will be the industry that offers them customers, the middle party and also the target audience and at the end the developers.

● Case study research: This is a sample document that helps to look at the real life scenarios and cases that have similar problems being dealt like in this case we took example of Gilgit Baltistan where women have been regressed for centuries and they have just started to do their business which includes traditional Afghan clothes. We have analyzed the case study of Japan that has centuries of patriarchy and is still struggling to come to terms with the fact that it has advanced so much technically but is still struggling to come to terms with the way it needs to deal with women empowerment and how it needs to deal with the issue of housewives contributing absolutely nothing to the economy[6].

IV. ANALYSIS

Agile Method is adopted by major companies in today's day and age may it be large firms like amazon google or adobe. The word agile means move quickly we have several advantages of agile over waterfall like it is very flexible in waterfall model it can even take 2 or more years for the product to get launched in the market as it does not move forward or launch the product until all the steps are completed which makes it a bad methodology since this much time is enough to make a product go obsolete. Let's take a simple real life example like we are purchasing a laptop we want to get the latest technology even in a short span of 15-20 days we get a laptop with new technology this happens because all the companies use agile method. It has several advantages like frequent delivery of the product, we can communicate directly face to Face with the client, changes are much more dynamic and adaptable and a lot of time gets saved since it keeps checking on the product and also since it can be released beforehand. We take large and complex projects and break them down to small chunks and break them down to smaller chunks called iterations and release them in the market and then take feedback from the customers we will collect feedback and based on that we will enhance them and then release them into the market.
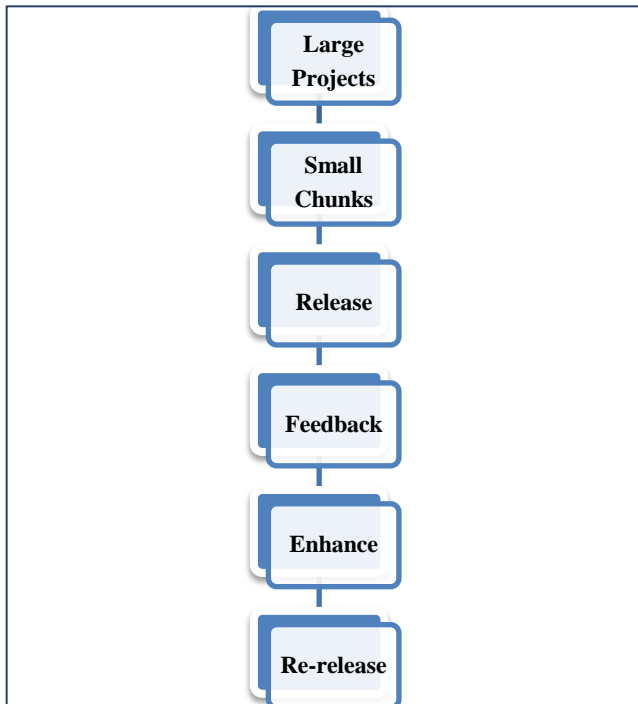

Figure 2 Agile Development Method

The stress is more on the fast release of the product. The disadvantage associated with agile methodology is that it has less documentation and since it focuses on fast delivery of the product it has an issue of maintenance. Apart from these agile is also desirable since it enables better communication with the managers and hence feedback from even the smallest employees is also valued. We have a very quick response to incorporating the change. It focuses on people and their interaction.

Let us take an example suppose we have two teams X and Y. Team x is working with traditional method and team Y is working with agile. Suppose the stakeholders want to change something in between that is in a way they are changing the requirements. Then team Y will be able to incorporate the changes better than team X. Let us now discuss about the various agile methodologies:

● Scrum

It is basically an iterative approach where you iterate over the changes and deployment in the software at once so talking about the concept then scrum is all about planning, building and testing. We will constantly keep looping over these concepts. In scrum implemented team we have product owner which is the manager the responsible one that is looks after application is built exactly the way it should be built and that it should be deployed properly. Next we have scrum master who is like a team leader it gets together all the tasks and arranges weekly meeting next we have team that consists of developers and testers. [4]

● Extreme Programming

This was one of the earliest agile technology discovered back in the days in 2001. They came up with the set of best practices and signed a manifest. It has there for quite a while that is for almost a decade scrum is basically an extension of extreme programming. They came up with

basic principles like people friendly aura, disciplined teams and fast deployment.

● Lean programming

It basically focuses on amplify learning, reducing and removing waste , delaying decisions ,strengthening the team, building integrity and seeing everything as a whole. We can call it a methodology we can call it a philosophy.

● Kanban

It is very similar to scrum the only difference is that in case of scrum we are supposed to work in a time lapse of two to three weeks whereas in case of Kanban it is a continuous process where we are required to submit and access our work daily.

● Crystal

The core values include community, dealing with people, group, skills sets, talent and communicating with our peers. Common properties include frequent delivery which is very common for agile, reflective improvement that is asking your retrospect what went wrong, what trouble me what did not trouble me. Close communication with the company, feeling safe as team giving inputs and improving based on them, focus and easy access to expert users.

Objectives for agile are as follows:

● Valuable

It has the most value for the client since it considers client as the best judge. Quality means what client wants and what are its needs. There is liberty to keep adding things to the scope this is something that was not identified before that is something that can be taken as an advantage, backlog grooming allows resetting priorities.

● Early

It is a simple but practical fact that the earlier the output is delivered the better it will be for the client. Also the probability and magnitude of the risks increase exponentially as the delivery is delayed. There are small iterations with small deify targets.
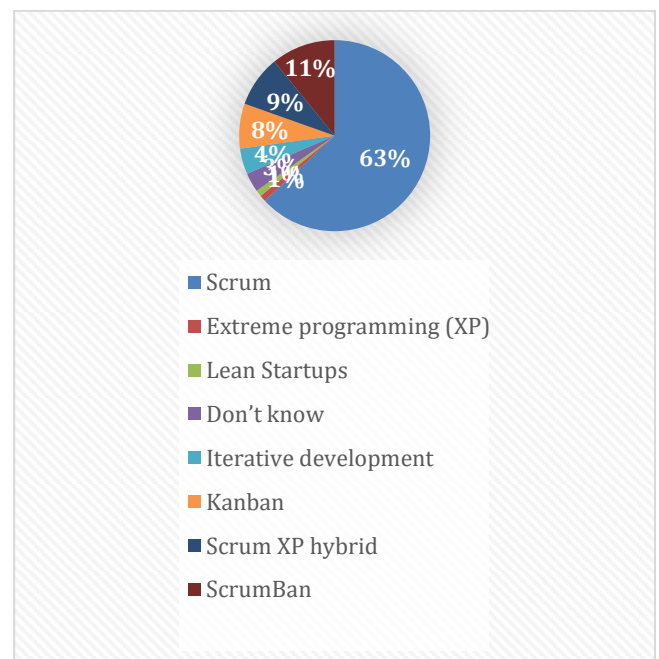

Figure 3 Pie Chart to represent various agile methodologies.

As the end user is able to get hands on experience on the final output its efficiency, enhancements and modifications are conveyed as feedback which can be easily incorporated in the next few iterations.

● Continuous

Another objective of the agile is to work at consistent pace throughout the project. We set realistic expectations and schedules this way there is no ambiguity among the stakeholders as well as it helps in keeping the motivational level high. Iterations are always kept for fixed durations throughout the project. This allows the planning and the target to be adjusted accordingly. As there is some output at the end of each iteration therefore it is much easier to monitor progress against the actual work completed [7].

One of the most notable practice of agile model is daily meetings where every team reviews what they have to offer for the final products discuss changes that need to be done if the product is different from the final product and also the fact that there is a constant communication going on within the team the members with each other also with the manager who reviews daily reports and leads the team in cases of emergency and crisis and the constant support that is needed in order to conduct a proper check in and out with respect to the product. [8].

Table 1. Comparison of various Agile Methodologies

Method Name	Key Points	Special Features	Identified Weaknesses
Adaptive Software Development (ASD)	Adapts to the environment, encourages team culture, iterative approach.	Enterprises adapt to the changing environment an remain interconnected.	ASD focuses mostly on company culture and concepts rather than the technical aspects.
Dynamic System Development Method (DSDM)	Applications include adaptability with time and strong DSDM teams.	We have user roles assigned like ambassador, visionary and advisory that makes up what we call our first truly agile model.	Only the authorized users have access to the papers that is confidentiality is maintained.
Extreme Programming (XP)	Customer is the king, development oriented and best suitable for small team.	We make changes in the system to improve performance from time to time.	Overall view and management practice are given less attention and individual practices are suitable for many situations.
SCRUM	It releases product in every 30 days constructing independent , small, self-organizing teams.	It is more structurally defined and repetitive to the new product development view of scrum.	While scrum details in specific how to manage the 30-day release cycle, the integration and acceptance tests are not allowed.
Feature Driven Development (FDD)	Object oriented component based development which is a five step process.	Deigning and implementing system features and modelling the object.	FDD needs other supporting approaches and focuses mainly on the implementation and construction.

V. Future Scope

One of the main goals of this project, and the structure of this entire research effort, is to investigate how different research and development methods affect the development process of the project. Therefore, we adopted a qualitative research methodology for our project. This seemed like the best way to go, as we conducted a door-to-door survey and asked what women thought about current issues that needed to be addressed. We also chose the Agile methodology because it was more convenient to customize than other methods such as traditional waterfall. Agile is much more flexible and dynamic, allowing changes to be adapted quickly even at a later stage, even if problems arise along the way or the product eventually fails. If it's wrong, it doesn't meet the requirements of the final product. When it comes to the technical side of our project, we can say that there are many areas that need to be addressed in order to explore more products.

VI. Conclusions

This research paper helps user to compare website solutions to compare website solutions to the recurrent problem of women struggling to run their business and earn profit with it. So we have tried to offer a way for them to offer solutions through our website which offers products like handmade food, woolen sweaters, clothes jute bags and wind chimes. This project also aims to provide customers a more personalized experience that can help them connect on a different level with their buyers by providing them with the stories that inspire them to purchase it more and sell it among their peers because they would feel they are making an impact. It also aims at achieving the best possible industry experience for the party that acts as a middleware to the buyers and the sellers. We look out to achieve this with the help of Herrevolution.

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