**Name: Aarya Tiwari**

**Batch: B2**

**Experiment No. : 2**

**Course: UI Programming**

**Problem Statement:**

The artisans in the Jammu and Kashmir region face significant challenges in marketing and selling their handcrafted products, hindering their economic prosperity and inhibiting the growth of the local handicraft industry. Despite their remarkable skills and cultural heritage, these artisans lack access to modern e-marketplace platforms and marketing opportunities that could help them reach a wider audience and improve their livelihoods. Additionally, the absence of efficient supply chain solutions for their products further complicates their ability to meet market demands.

Our initiative, the ODOP (One District, One Product) project in Jammu and Kashmir, seeks to address these issues by providing a comprehensive tool that combines an E-Marketplace and Marketing benefits for artisans, along with streamlined supply chain solutions. To successfully implement this project, we must thoroughly understand the challenges faced by artisans and the broader handicraft ecosystem in the region. Thus, the problem statement for our project is as follows:

1. **Artisan Aisha - The Skilled Weaver:**

**Background:** Aisha is a skilled weaver from a remote village in Jammu and Kashmir, known for her intricate Pashmina shawls. She has been practicing her craft for years.

**Needs:** Aisha needs a platform to showcase her products to a wider audience, receive fair compensation for her work, and access marketing resources that help her tell the story behind her creations.

1. **Craftsmaster Karim - The Master Woodworker:**

**Background:** Karim is a master woodworker based in a small town in the region, crafting beautiful walnut wood furniture. He takes pride in preserving traditional woodworking techniques.

**Needs:** Karim needs an E-Marketplace to promote his unique furniture pieces, as well as assistance in improving the visibility of his products and understanding market trends to diversify his offerings.

1. **Market Savvy Sana - The Aspiring Entrepreneur:**

**Background:** Sana is a young artisan with a knack for contemporary designs. She sees the potential of her art but lacks the necessary marketing knowledge and digital presence.

**Needs:** Sana requires marketing assistance, branding support, and a user-friendly E-Marketplace to sell her modernized handicrafts, reaching a younger, urban audience.

1. **Buyer Bashir - The Ethical Shopper:**

**Background:** Bashir is an eco-conscious consumer passionate about supporting local artisans and preserving the cultural heritage of Jammu and Kashmir.

**Needs:** Bashir seeks a platform where he can discover and purchase authentic, ethically-made handicrafts directly from artisans, ensuring a transparent and fair trade process.

1. **Logistics Liaison Latif - The Supply Chain Manager:**

**Background:** Latif is responsible for coordinating the logistics and transportation of artisan products to various markets. He aims to streamline this process for efficiency.

Needs: Latif requires a supply chain solution that can help him manage inventory, track orders, and optimize delivery routes to ensure timely and cost-effective product distribution.

1. **Marketing Maestro Meera - The Digital Marketer:**

**Background:** Meera specializes in digital marketing and works with artisans to create compelling narratives around their products.

**Needs:** Meera seeks tools and resources to better promote artisan products online, including social media strategies and content creation support.

1. **Government Officer Omar - The ODOP Program Coordinator:**

**Background:** Omar is responsible for overseeing the ODOP initiative in the region, ensuring that it aligns with the government's objectives and benefits local artisans.

**Needs:** Omar requires data and insights from the E-Marketplace and marketing aspects of the product to assess the impact on artisans and the local economy, enabling evidence-based decisions for the initiative's future.

**Outcomes:**

CO1: Comprehend role of user and designer in User Interface Design

**Conclusion:**

We have learnt about Problem Statements and User personas