**AN ART AND CRAFT WEB APPLICATION**

**CASE STUDY:** **BIG ART UG.**

**BY**

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**A CONCEPT PAPER SUBMITTED TO THE DEPARTMENT OF COMPUTER SCIENCE, SCHOOL OF COMPUTING AND INFORMATION SCIENCE IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR’S DEGREE IN INFORMATION SYSTEMS AT KYAMBOGO UNIVERSITY.**

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**Research Topic:**

The research objective is to create an online platform that facilitates the buying and selling of art and craft products, catering to the unique needs of artists, craftsmen, and customers at Big Art Ug.

**Brief Introduction:**

The art and craft industry has witnessed significant growth and interest worldwide. However, traditional methods of selling and purchasing art and craft products often face limitations such as limited reach, lack of accessibility, and high transaction costs. In light of these challenges, there is a need for a specialized e-commerce platform tailored to the art and craft industry. This concept paper proposes the development of an art and craft e-commerce web application that fosters a seamless and engaging experience for users.

**Problem Statement:**

Traditional methods of selling and purchasing art and craft products often face limitations such as limited reach, lack of accessibility, and high transaction costs.

The current online art and craft shopping experience lacks a comprehensive platform that effectively connects artists, crafters, and customers, resulting in limited reach to unique and high-quality art and craft products. There is a need for an interactive web application that provides a user-friendly platform for artists to showcase and sell their creations, while also offering customers a seamless shopping experience, a wide variety of art and craft products, and secure transaction options.

# **Objectives**

The following are the research objectives

# **Main Objectives.**

The main objective is to design and implement an art and craft web application that will manage and facilitate trade and access of art and craft products, materials and tools to artists, craftsmen and customers as well as connect the buyers and sellers of art and craft works.

# **Specific Objectives.**

1. To conduct a study and analysis on the existing manual system at Big Art Ug.
2. To design an art and craft web application at Big Art Ug.
3. To develop and implement an art and craft web application at Big Art Ug.
4. To test and validate the developed solution at Big Art Ug.

**Anticipated Study Contribution:**

This study aims to contribute to the art and craft industry by developing a specialized e-commerce web application that caters to its unique needs. The research intends to empower artists and craftsmen by providing them with an accessible and wider market reach, increasing their visibility and sales opportunities. Additionally, the study will contribute insights into the design and development of e-commerce platforms for niche industries, with a focus on the art and craft sector. The anticipated study contribution includes improved access to art and craft products, enhanced customer experience, and the potential growth of the art and craft industry in the digital landscape.

1**. Improved User Experience**: The study can contribute by identifying and analyzing the specific user experience design elements that enhance engagement and purchase intentions in an art and craft web app. By understanding the impact of factors such as website layout, navigation, product presentation, and interactive features, the research findings can guide web developers in designing interfaces that provide a seamless and enjoyable experience for users.

2**. Enhanced Customer Engagement**: The research can offer insights into how the art and craft web app can effectively engage customers through interactive features, personalized recommendations, and social sharing functionality. By exploring the relationship between user engagement metrics (e.g., time spent on the site, number of products viewed, repeat visits) and specific design elements, the study can provide recommendations to improve customer engagement, leading to increased customer satisfaction and loyalty.

3**. Increased Purchase Intentions**: By examining the factors influencing customer purchase intentions within the art and craft web app, the research can identify the design elements that significantly impact buying decisions. This understanding can help artists, crafters, and web app developers create product presentation strategies, customization options, and secure transaction processes that boost customer confidence and increase purchase intentions.

4**. Optimization of Art and Craft Marketplaces**: Through the study, insights can be gained regarding the features and functionalities that are most valued by users within an art and craft web app. This knowledge can inform the development and optimization of online marketplaces dedicated to art and craft, improving access to a wide variety of unique products while fostering a sense of community and collaboration among artists, crafters, and customers.

5. **Practical Recommendations for Web App Designers**: The study's findings can yield practical recommendations for web app designers and developers to optimize the user experience in art and craft platforms. By understanding the preferences and behaviors of users, designers can implement effective strategies to attract and retain customers, ultimately driving the success of the art and craft web app and benefiting artists, crafters, and customers within the creative industry.