Introduction

The advent of digital platforms has revolutionized the way artists and craftsmen connect with their audience. This research proposal outlines the development of an online marketplace for art and craft products, addressing the distinctive needs of both creators and customers. This platform will serve as a bridge between talented artists, skilled craftsmen, and a diverse customer base seeking unique, handcrafted items.

Background study

Problem statement

**Objectives.**

Research questions

**Scope.**

**Content Scope.**

**Geographical Scope**

**Time Scope**

**Significance**

1.1. Scope.

1.1.1. Content Scope.

1.1.2. Geographical Scope

1.1.3. Time Scope

1.2. Significance

3. Methodology

a. \*\*Market Research:\*\*

- Conduct market research to identify the needs and preferences of artists, craftsmen, and potential customers.

- Analyze existing online marketplaces to understand successful features and areas for improvement.

b. \*\*Platform Development:\*\*

- Utilize modern e-commerce development technologies to create a secure and user-friendly online marketplace.

- Ensure compatibility with various devices and browsers to maximize accessibility.

c. \*\*User Testing:\*\*

- Conduct usability testing with artists, craftsmen, and customers to identify any usability issues and gather feedback for iterative improvements.

d. \*\*Impact Assessment:\*\*

- Implement both quantitative and qualitative methods to assess the impact of the online marketplace on artists' and craftsmen's sales, visibility, and customer engagement.

4. Significance of the Study

This research aims to contribute to the art and craft community by providing a dedicated online marketplace that empowers artists and craftsmen to showcase and sell their creations. The study will also shed light on the effectiveness of such platforms in supporting independent artisans and meeting the demands of a discerning customer base.

5. Budget and Timeline

Provide a detailed budget outlining the estimated costs for development, testing, marketing, and ongoing maintenance of the online marketplace. Additionally, create a timeline that outlines the various phases of the project, from market research to the public launch of the platform.

6. Conclusion

This research proposal outlines a comprehensive plan to develop and evaluate an online marketplace tailored to the unique needs of artists, craftsmen, and customers. The anticipated outcomes include a vibrant platform that facilitates the buying and selling of art and craft products, fostering connections between creators and appreciators of handmade items.