Project Initialization and Planning Phase

Date	16 March 2025
Team ID	LTVIP2025TMID26704
Project Title	Toy Craft Tales: Tableau's Vision into Toy Manufacturer Data
Maximum Marks	3 Marks

Project Proposal (Proposed Solution)

This proposal outlines a targeted solution to address a specific problem. It defines clear objectives, a well-defined scope, and a concise problem statement. The proposed solution highlights the approach, key features, and resource requirements—covering hardware, software, and personnel—ensuring a comprehensive and structured implementation plan…

Project Overview	
Objective:	To design a comprehensive digital platform that not only sells handcrafted toys but also preserves and shares the cultural narratives behind each creation. This project aims to empower local artisans by providing a modern marketplace while fostering cultural appreciation among consumers.
Scope:	• Development of a fully responsive and user-friendly e-commerce website for handcrafted toys. • Integration of interactive storytelling through text, images, and videos to narrate the cultural journey of each toy. • Incorporation of secure payment gateways, real-time order tracking, and multi-channel customer support. • Creation of artisan profiles, allowing local craftsmen to share their techniques and heritage. • Emphasis on sustainability by promoting ethically crafted toys from diverse geographic regions. • Implementation of SEO strategies and social media integration to extend market reach. • Future scalability for expanding product categories and onboarding more artisans.
Problem Statement	

Description:	Local artisans face significant challenges in accessing a global customer base and communicating the cultural heritage embedded in their handcrafted toys. This limits both their economic growth and the preservation of traditional crafts.
Impact:	By providing a dedicated digital platform, this project will bridge the gap between artisans and global consumers, ensuring the preservation of cultural stories and enhancing artisans' financial sustainability. It also promotes cultural diversity by connecting users with meaningful handcrafted products.

Proposed Solution

Approach:	• Develop a modern, responsive website using advanced web technologies (Django for backend, React for frontend). • Curate rich multimedia storytelling for each toy, enhancing user engagement and cultural understanding. • Build robust e-commerce capabilities, including secure transactions, automated order tracking, and inventory management. • Offer artisan profiles with detailed biographies and cultural insights to personalize the shopping experience. • Implement marketing strategies using social media outreach, search engine optimization (SEO), and content marketing. • Incorporate community engagement features, such as customer reviews, interactive blogs, and storytelling forums. • Design a scalable infrastructure to support future growth and expanded artisan participation.
Key Features:	• **Immersive Storytelling:** Enhanced multimedia experiences through text, images, and video for each toy. • **Seamless E-Commerce:** Secure payment gateways, real-time tracking, and intuitive user navigation. • **Artisan Profiles:** Personalized pages detailing artisan journeys, crafting techniques, and cultural heritage. • **Community Engagement:** Customer feedback, artisan blogs, and storytelling forums to build a cultural community. • **Scalability:** Flexible architecture to support new product categories, languages, and artisan onboarding. • **Accessibility:** Mobile-friendly design ensuring a seamless experience across devices.

Resource Requirements

Resource Type	Description	Specification/Allocation
Hardware		
Computing Resources	CPU/GPU specifications, number of cores	4 x Virtual CPUs, intel core i3
Memory	RAM specifications	8 GB
Storage	Disk space for data, models, and logs	1 TB SSD
Software		
Frameworks	Python frameworks	Flask
Libraries	Additional libraries	Tableau perp, Tableau Public
Development Environment	IDE, version control	Git
Data		
Data	Source, size, format	Kaggle dataset

This proposal outlines a detailed plan to launch the Toy Craft Tales platform, combining e-commerce with cultural storytelling. By offering a dynamic and engaging platform, it aims to uplift local artisans, preserve cultural heritage, and provide a meaningful shopping experience to a global audience.