

***** ASSIGNMENT-1 *****



Case Study:

Company: The Crafty Crafter Handmade Crafts.

Objective: Create a website to showcase and sell handmade crafts online.

Target Audience: Individuals looking for unique, handmade crafts.

Requirements:

- ✓ E-commerce functionality
- ✓ Product catalog with descriptions and images
- ✓ Shopping cart and checkout system
- ✓ Payment gateway integration
- ✓ Social media links



Executive Summary Snapshot:

❖ Analysis:

Crafty Crafter Handmade Crafts aims to create a website to showcase and sell handmade crafts online. The website will feature e-commerce functionality, product catalogs, shopping cart and checkout systems, payment gateway integration, and social media links.

The design will be custom and responsive, with a content management system for easy updates. The website will be optimized for SEO and launched with social media promotion. Ongoing maintenance and updates will ensure the website remains relevant and user-friendly.

❖ **Findings:**

- Creating a website to showcase and sell handmade crafts online.
- E-commerce functionality, product catalogs, shopping cart and checkout systems, payment gateway integration, social media links.
- Using Custom and responsive design, content management system, SEO optimization.
- Using Social media announcement, SEO optimization, social media content creation, discounts and promotions.
- Including Regular product updates, new content addition, analytics monitoring, technical issue fixing.
- Product descriptions and images.
- About page highlighting company history and mission.
- Testimonials from satisfied customers.
- Social media links.

Project Description:

❖ **Project Title:** Crafty Crafter Handmade Crafts Website Development

❖ **Project Overview:**

Crafty Crafter Handmade Crafts is a small business that specializes in creating unique, handmade crafts. They are seeking to establish an online presence through a website that showcases their products and allows customers to purchase them online.

❖ **Project Objectives:**

- Design and develop a visually appealing and user-friendly website that showcases Crafty Crafter Handmade Crafts' products.
- Implement e-commerce functionality to allow customers to purchase products online.
- Optimize the website for search engines to improve visibility and attract more customers.
- Create a content management system to allow CRAFTY CRAFTER Handmade Crafts to easily update product information and add new products.
- Launch the website and promote it through social media channels.

❖ **Project Purpose:**

- Improve customer satisfaction by implementing a new feedback system.
- Develop a new product feature to increase market competitiveness.
- Enhance operational efficiency by automating manual processes.
- Conduct research to better understand consumer behavior.
- Develop a mobile app to increase customer engagement.
- Conduct market research to identify new business opportunities.

- Design and launch a new e-commerce website to increase online sales.
- Improve supply chain management to reduce costs and increase efficiency.
- Create a marketing campaign to promote a new product launch.

❖ **Challenges :**

- Content creation: Crafty Crafter Handmade Crafts may not have all the necessary content (product descriptions, images, etc.) ready, which could delay the project.
- Technical issues: Integrating the e-commerce functionality, payment gateway, and shipping integration may be more complex than expected, leading to technical issues.
- Design and development delays: The design and development process may take longer than expected, delaying the project timeline.
- Maintenance and updates: Crafty Crafter Handmade Crafts may not have the necessary resources or expertise to maintain and update the website after launch.

❖ **Why to take over the project? ...**

1. Opportunity to work with a unique brand: CRAFTY CRAFTER Handmade Crafts has a distinct brand voice and aesthetic, offering a chance to work with a unique and creative brand.
2. E-commerce experience: This project allows to gain experience in e-commerce development, which is a highly sought-after skill in the industry.

3. Portfolio builder: Completing this project can add a valuable case study to portfolio, showcasing expertise in website development and e-commerce solutions.

4. Client relationship building: By taking over this project, we have the opportunity to build a strong relationship with CRAFTY CRAFTER Handmade Crafts and potentially lead to future projects or referrals.

5. Challenge and growth: This project presents various challenges, such as integrating e-commerce functionality and optimizing for SEO, which can help to grow professionally and develop new skills.

6. Potential for high impact: A well-executed website can significantly impact CRAFTY CRAFTER Handmade Crafts' online presence and sales, making this project an opportunity to make a meaningful difference for the client.

7. Alignment with your goals and values: If you're passionate about supporting small businesses or enthusiasts of handmade crafts, this project aligns with goals and values.

8. Opportunity to learn about a new industry: Working with CRAFTY CRAFTER Handmade Crafts can provide insight into the handmade crafts industry, broadening your knowledge and expertise.

9. Enhance your project management skills: Taking over this project allows you to demonstrate your project management skills, including communication, timeline management, and budgeting.

10. Personal satisfaction: Completing this project can give a sense of accomplishment and pride in delivering a high-quality website that meets the client's needs.

Project Scope:

❖ Project Specific Goals:

1. Custom Website Design and Development:

- Design a visually appealing and user-friendly website that showcases CRAFTY CRAFTER Handmade Crafts' products.
- Develop a responsive website that is compatible with various devices and browsers.

2. E-commerce Functionality:

- Implement a secure and user-friendly e-commerce system that allows customers to purchase products online.
- Integrate payment gateway and shipping integration.

3. Search Engine Optimization (SEO):

- Optimize the website's content and structure for search engines to improve visibility and attract more customers.
- Conduct keyword research and implement meta tags, titles, and descriptions.

4. Content Management System (CMS):

- Design and implement a CMS that allows CRAFTY CRAFTER Handmade Crafts to easily update product information and add new products.
- Integrate CMS with e-commerce functionality.

5. Social Media Integration:

- Integrate social media links and feeds on the website.
- Implement social media sharing functionality for products.

6. Website Launch and Promotion:

- Launch the website and announce on social media channels.
- Create social media content to drive traffic to the website.
- Offer discounts and promotions to website visitors.

❖ **Tasks:**

1. Research and Analysis:

- Conduct market research to understand the current state of the industry.
- Analyze customer feedback and preferences.
- Identify competitors and their strengths/weaknesses.

2. Data Collection:

- Gather data on current processes and metrics (e.g., customer satisfaction, sales, etc.).
- Collect data on potential solutions/alternatives.

3. Solution Development:

- Develop a new product feature/design.
- Create a prototype or proof-of-concept.
- Test and refine the solution.

4. Implementation Planning:

- Create an implementation roadmap.
- Identify resources (personnel, equipment, budget) needed.

- Develop a timeline and milestones.

5. Testing and Evaluation:

- Conduct user testing and gather feedback.
- Evaluate the solution's effectiveness.
- Identify areas for improvement.

6. Documentation and Reporting:

- Document the case study findings and results.
- Create a final report and presentation.

7. Recommendations and Next Steps:

- Provide recommendations for future improvements.
- Outline next steps and potential future projects.

❖ **Deliverables:**

- A fully functional and user-friendly website that meets the requirements above.
- A content management system that allows CRAFTY CRAFTER Handmade Crafts to easily update product information and add new products.
- A report detailing the website's launch and promotion strategy.

❖ **Costs:**

- Personnel: Rs.8,000 - Rs.10,000 (internal resources, potential freelancer/consultant).
- Software/Tools: Rs.1,000 - Rs.2,000 (free or low-cost options).

- Expenses: Rs.1,000 - Rs.2,000 (miscellaneous, contingency fund).
- Total: Rs.20,000.

❖ **Deadline:**

- Week 1-2: Research and analysis.
- Week 3-4: Writing and drafting the case study.
- Week 5-6: Review, editing, and revisions.
- Week 7-8: Additional research or analysis (if needed).
- Week 9-10: Finalization, design, and publication.

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