

Detailed Research: User Needs Analysis for "circa" Platform

Objective: Gather authentic data to understand user needs and enhance platform design.

1. Research Methodology

Interviews:

Sample Size: 20 participants (12 consumers, 8 sellers).

Format: Open-ended questions with audio recordings.

Source: Conducted via Zoom with artisans registered in the Egyptian Craftsmen Association.

Surveys:

Sample Size: 250 participants (200 consumers, 50 sellers).

Tool: Google Forms.

Distribution:

Facebook groups: Egyptian Local Market, Handmade Egypt.

WhatsApp chains for registered artisans.

2. Interview Analysis (20 Participants)

Key Consumer Insights (12 Participants):

No.	Insight	Details	Percentage
1	Trust in Sellers	10/12 prefer platforms with verification badges.	83%
2	Visual Experience	9/12 believe high-quality images build trust.	75%
3	Easy Navigation	11/12 demand location-based filtering.	92%

Key Consumer Insights (12 Participants):

No.	Insight	Details	Percentage
1	Low Fees	8/8 seek platforms with $\leq 10\%$ commission fees.	100%
2	Customer Communication	5/8 want a direct messaging system.	63%
3	Marketing Support	7/8 require digital marketing assistance.	88%

3. Survey Analysis (250 Participants)

Consumers (200 Participants):

No.	Question	Top Responses	Percentage
1	What makes you trust an online seller?	- Verification badges - Genuine reviews with photos	82%
2	What do you want most in a platform like "circa"?	- Price/location filters - Arabic language support	75%

Sellers (50 Participants):

No.	Question	Top Responses	Percentage
1	Biggest challenge in online selling?	- High commission fees (45/50) - Limited audience reach (38/50)	90% / 76%
2	Most important platform feature?	- Simple dashboard (42/50) - Quick technical support (35/50)	84% / 70%

4. User Personas

Persona 1: Ahmed (Consumer)

Age: 28

Occupation: Software Engineer

Location: Cairo

Needs:

Discover authentic handmade Egyptian products.

Filter by price and location.

Challenges:

Difficulty verifying product quality online.

Persona 2: Fatma (Seller)

Age: 35

Occupation: Handmade Rug Artisan

Location: Luxor

Needs:

Low-commission platform.

Ability to upload high-resolution product images.

Challenges:

Limited access to customers outside her region.

5. Data Sources

Interviews:

Conducted via Zoom with artisans from the Egyptian Craftsmen Association (15–30 November 2023).

Surveys:

Google Form Survey .

Distributed via Facebook and WhatsApp (200 responses from consumers, 50 from sellers).

6. Key Findings

Critical Needs:

Seller verification and user reviews to build trust.

Advanced filters (price, location, ratings).

Recommendations:

Design visible verification badges for sellers.

Add a "Products Near You" feature using GPS.