Requirement Gathering Notes – ArtyUs Project

Approx hours: 7

1. Artisan (Seller) Requirement Notes

- Most artisans depend on local exhibitions or personal contacts for selling their products. They mentioned difficulty in reaching wider audiences due to limited online visibility.

- Several artisans highlighted that setting up online stores on existing platforms is confusing and involves high commission charges.

- Artisans expressed the need for an **easy and guided onboarding process** to help them create their profiles and upload products without technical barriers.

- They require a **simple dashboard** to manage product listings, and view earnings in one place.

- Many artisans emphasized the need to **upload product details with images, price, description, and available stock** easily.

- Artisans want to **track order statuses** (pending, shipped, delivered) to maintain clarity with customers.

- Visibility was a key concern. Artisans requested ways to get **featured or promoted** within the platform to attract more buyers.

- Artisans can also provide **services** (e.g., tailoring, custom work), so they need a **separate service listing section** in addition to product listing.

They need an interface to add service details including:

- Service name

- Description

- Price or starting price

- Duration / delivery timeline

-They need a system to **receive service booking requests** from buyers.

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2. Buyer Requirement Notes

- They want a **trusted platform that guarantees authenticity** of both artisans and products.

- Buyers require **secure and reliable payment methods**, preferably including UPI, debit/credit cards, and net banking.

- They want **real-time order confirmation and receipts** for transparency.

- A few buyers emphasized that they would like to **contact artisans directly** for personalized requests or clarifications — preferably within the platform rather than through third-party apps.

- A clear **"Book Service"** or **"Request Service"** button should appear on each service page.

- Buyers must be able to view all **services offered by artisans** with a dedicated **service details page**.

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3. Admin Requirement Notes

- The admin team requires a **centralized dashboard** to manage all user accounts — artisans, buyers, and their activities.

- They emphasized the importance of **verifying artisan identities** to maintain authenticity and trust on the platform.

- The admin should be able to **approve or reject artisan registrations** after reviewing submitted documents.

- There's a need to monitor and manage **product listings**, ensuring that items listed as handmade meet platform standards.

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4. Observation

- During observation, it was noted that most artisans are **not tech-savvy** and prefer step-by-step forms with clear instructions and visuals.

- Artisans often take product photos using mobile phones, so the platform should support **easy mobile uploads** and automatic image optimization.

- Buyers prefer simple navigation — **homepage should highlight featured artisans and trending products** to encourage exploration.

- Payment and data security were recognized as top priorities across all stakeholder groups.

- Observations indicated that **transparency in order status and delivery updates** significantly improves user trust.

Reasons for excluding certain requirements

1. Artisan (Seller) Requirement Notes

- Full video uploads and advanced media support → Deferred because handling large file storage, moderation and bandwidth was outside the MVP scope.

- Bulk/CSV product uploads → Not included initially because most artisans are small-scale and manual uploads suffice for the first version.

- Complex analytics (buyer demographics, conversion rates) → Delayed until there's enough data to make those analytics meaningful.

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2. Buyer Requirement Notes

- AR/3D product previews → Excluded because the cost and technical complexity outweighed immediate benefit for MVP.

- Advanced social features (communities, live chats) → Not prioritized since the platform needed to first establish core buying/selling flows and trust.

- Multi-currency / Global shipping support → Postponed due to logistic, regulatory and payment complexities for international trade.