

CraftVerify

Team Wanderer

<https://github.com/JPJ-5/Senior-Project>

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Overview:

CraftVerify transforms handcrafted products e-commerce by promoting transparency and authenticity. We've created a solution in response to the difficulties artisans have on well-known websites like Amazon and eBay, where the actual craftsmanship might be obscured by mass-produced goods. Customers can trust the authenticity of every transaction because of CraftVerify's requirement for visual proof of production, whether in the form of pictures or videos. Beyond merely authentication, we provide vendors a personalized platform where they can genuinely convey their distinct crafting experience, addressing the handcrafted community's ingrained need for originality. In essence, CraftVerify serves as a link between discriminating buyers and real artists rather than merely being an e-commerce platform.

Values:

- Authenticity: Our portal only sells genuine handcrafted goods, guaranteeing a distinctive, artisans buying experience. We need visual proof of the creating process through videos and/or images, unlike eBay or Amazon, providing unmatched authenticity.
- Expression: Our portal is built to create strong personal relationships between the buyers and sellers. Our goal is to allow sellers to express themselves and personalize the experience to their customers. This personal experience will differentiate our product from other sites like eBay or Amazon.

Types of Users and their responsibilities:

- Root Admin
 - Monitor all platform operations
 - Accept or reject requests for user verification
 - Address user complaints or difficulties
- Delegate Admin
 - Control and monitor seller listings
 - Check the provided video and photograph veracity
 - Answer user questions
- Registered User
 - Send in pictures and videos for proof
 - Manage and list their items
 - Message consumers safely with a secure messaging platform
 - Buying items sold by sellers
- User
 - View items being sold by sellers

Expectation of Initial launch of the product (Phase 1):

- Team Member #1:
 - Feature #1: Community Building
 - Create frequent forums, gatherings, or debates for your community where vendors and consumers may converse. It would be challenging for larger platforms to replicate such a close-knit community feel, which fosters a sense of belonging.
 - Feature #2: Secure Messaging System
 - A platform for users and sellers to communicate.
- Team Member #2:
 - Feature #1: Storytelling Feature
 - Every item has a backstory. Give merchants the freedom to describe the motivation, procedure, and journey behind each handcrafted product. As a result, the relationship between customer and the vendor is strengthened.
 - Feature #2: Wishlist Functionality
 - Save the product to purchase later.
- Team Member #3:
 - Feature #1: QR Code/Handmade Verification Badge
 - Establish a distinctive badge system. A distinctive "Handmade Verified" badge should be given to the product following manual verification of the video and/or photo submission. This would function as an authenticating sign. After successfully verifying, the seller will receive a QR code which they can post to external sites to redirect buyers to where their product is being sold.
 - Feature #2: Notification System
 - Email notification for order updates, review and messages.
- Team Member #4:
 - Feature #1: Search Feature
 - Provide a tab to search up certain pieces by name or artist since it is crucial for users to explore search results effectively. We will provide sorting options as well like relevance, newest, and alphabetical order. Benefits of using search and sorting features would be enhanced user experience, increased engagement, and improved content discovery.
 - Feature #2: Rating & Review System
 - Buyer can rate and review sellers based on product quality and delivery
- Team Member #5:
 - Feature #1: Item Auction

- Sellers can choose to auction items starting at a specific base price. The auction period can optionally last from 1 to 7 days. Buyers have 24 hours to complete the payment. If the buyer does not pay for the winning auction item on the 3 times, their account will be locked.
 - Feature #2: Login and Logout
 - Requires users to log into their account in order to sell products. This feature will also allow them to log out of their account once they are finished doing whatever they need to on their account.
- Team Member #6:
 - Feature #1: Payment Method
 - Secure transactions.
 - Feature #2: Seller Dynamic Dashboard
 - In our e-commerce platform, we understand that empowering our sellers with essential data and insights is crucial for their success. Key features would include Total items sold, item revenue, sales trend, top performing items, customer feedback, and inventory management.

Expectation of Features by Next Release (Phase 2):

- Team Member #1:
 - Feature #1: Mobile App
 - As the user base of our platform grows, adding a mobile app will enable us to serve a larger clientele and make it easier for customers to browse, buy, and sell while on the move.
 - This is not necessary to get a workable system, but a lot of buyers want the ability to buy goods on their phone and for sellers, it allows them to quickly check for any issues they might have for their product anywhere.
- Team Member #2:
 - Feature #1: Subscription Plan
 - Allow sellers to provide handpicked handcrafted items to customers on a regular basis by offering monthly subscription boxes.
 - While this feature gives the sellers another source of income, there needs to be enough users interested in the items being sold for this feature to actually be used.
- Team Member #3:
 - Feature #1: International Currency Support and Language Support
 - Support for many languages and currencies is essential to making the platform accessible to users worldwide. It will broaden our

customer base and give consumers from other countries a convenient experience.

- This is not necessary for the initial launch, but support for international currency and other languages will expand the numbers of users that can use this product.
- Team Member #4:
 - Feature #1: Recommendation
 - Provide people with customized product suggestions based on their online browsing habits.
 - While this is a useful feature for buyers, it is not a necessary feature for the product to work.
- Team Member #5:
 - Feature #1: Saturday 30 Mins Auction
 - Sellers can choose to register to auction items on Saturdays for 30 minutes. The list of Saturday's auction items will be emailed to all users on Monday.
 - This helps sellers advertise widely and increase the value of items while creating excitement for buyers, but requires an established user base to properly implement.
- Team Member #6:
 - Feature #1: Referral Programs
 - Description of Feature
 - Users have the option to advertise certain items or invite others to use the site. For every recommendation that is a success, they receive percentage deduction on the next purchase.

Business terms (common use terms within context of product):

- **Handcrafted Good:** Useful and decorative objects made completely by one's hand or by using only simple, non-automated related tools.
- **Artisan:** Term for the sellers. A worker who practices a trade or handicraft.
- **Authentic:** of undisputed origin; genuine.
- **Auction:** The sale of a good which goes to the buyer with the highest bid.
- **CraftVerify:** Web application allowing users to purchase and sell authentic handcrafted goods

Technical terms:

- **QR code:** a machine-readable code consisting of an array of black and white squares, typically used for storing URLs or other information for reading by the camera on a smartphone
- **Mobile Integration:** A piece of software intended for tablets, cellphones, and other portable electronics.
- **Dashboard:** a tool that offers visuals and a summary of several metrics, typically used by sellers to keep tabs on their operations.
- **Notification System:** Informs users of any changes or additional data pertaining to their accounts or activity.
- **Recommendation Engine:** a program that studies user behavior and preferences and makes recommendations for items or content.