CraftVerify

Team Wanderer

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

Team Members:

Jason Jitsiripol (Team Leader)

Steven Hall

Parth Thanki

An Nguyen

Khuong Nguyen

Joshua Reyes

09/15/2023

Table of Contents:

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.

Vision:
Our goal at CraftVerify is to go above the limitations of conventional e-commerce by offering first-rate services on a worldwide scale. We are dedicated to the idea that quality should always come before quantity, making sure that every artisan's narrative is presented authentically and that every customer's experience is very individual. We want to be the standard-bearer for true craftsmanship and an unmatched customer experience in a world awash in mass-produced items, exhibiting the heart and soul of the best craftspeople in the world.

Long-Term Goals:
These are our long-term goals for CraftVerify as our future plans outside of development of the program to help achieve each goal. In addition, our future features during Phase 2 of development will support the achievement of at least one of these goals.
1. Market Leadership in Authentic Handcrafted E-commerce:
   Objective: Within the next five years, we want to firmly establish CraftVerify as a leader in the internet market for handcrafted goods.
   Details: A multi-pronged strategy will be used to achieve this, with an emphasis on aggressive marketing campaigns, clever alliances with artisan groups, and

providing unmatched customer service. Our capacity to constantly outperform competitors in crucial measures like monthly active users, sales turnover, and accolades from the industry will serve as a yardstick for success.

2. Expansion of Artisan Community:
Objective: Build a robust and varied network of international craftsmen on CraftVerify.
Details: We are dedicated to developing relationships with crafters who exhibit a diverse range of crafts made in various parts of the world. Our goal is to highlight the diversity and richness that these craftspeople contribute to our platform through committed and purposeful engagement activities. By doing this, we aim to promote and elevate the numerous cultural traditions, complex skills, and traditional practices that these craftspeople have developed over many generations.

3. Enhanced Consumer Trust:
Objective: Setting an industry standard for ensuring product authenticity was the goal.
Details: We are sincerely dedicated to preserving the integrity of our platform. We promise to handle any frauds, problems, or customer-related issues that may emerge. We want to hold frequent training and awareness seminars for our craftsmen to guarantee that they completely grasp and achieve our authenticity standards. We will implement strong consumer feedback methods to assess trustworthiness and make required modifications. Our ultimate objective is to provide a safe, transparent, and dependable environment for all users.

4. Education and Community Building:
Objective: The goal is to improve links within the CraftVerify community and encourage lifelong learning.
Details: In addition to yearly conferences, we'll launch a number of webinars and online seminars where artisans may present their work, tell their stories, and engage with the public. Customers can take part in online craft lessons to increase their understanding of the skills.

Types of Users and their responsibilities:

User Types: / Operations:	User Creation	Monitor all platform operations	Accept or reject requests for user verification	Address user complaints or difficulties	Control and monitor seller listings	Check reported videos and photographs	Answer registered user questions/reports	Upload pictures and videos	Manage and list their items	Message consumers safely with a secure	Buying items sold by sellers	View items being sold by sellers
Root Admin	Pre-configured in the system	X	X	X	X	X	X					
Delegate Admin	Created by the owner of the system			X	X	X	X					
Registered User	Created by anyone on the site							X	X	X	X	X
Public User	The default user if no other user type is logged in											X

Expectation of Initial launch of the product (Phase 1):
- Feature #1: Item Listing
  - Allows sellers to display items for them to sell. They have the ability to list the name of the item, a description of the item and key features the seller would want to write down. The name of the item is restricted to 250 characters, the description of the item is restricted to 2000 characters and the key features are restricted to a 1000 characters. In addition, the seller is able to upload videos for either demonstration purposes for the item or to explain and show the development of the item. The seller is limited to two videos per item listing. The video must be in a MP4 or MOV format with a size limitation of 500 mb which is around 5 minutes of video. Video resolutions supported will be 240p, 360p, 480p, and 720p and 1080p. The

sellers are able to upload and add photos to their item listing with supported file types of JPEG, PNG, GIF and TIFF. However, animated GIF files will not be supported. A seller may only add up to five photos to a single item listing. The maximum file size allowed for photos will be 7MB. While the photo's size is not restricted, the photo will be resized to fit a 500 pixels by 500 pixels photo display.

- Feature #2: Secure Messaging System
  - Buyers and sellers will be able to safely message each other to discuss details regarding an item, such as how they will do payment and how shipping will be handled. Each message will be limited to a 2000 character limit. The messaging system will be limited to between two registered users, the seller selling the item and the buyer planning on buying the item. While each individual conversation within the messaging system will be limited to two users, the buyers and sellers will be able to store as many conversations in the messaging system as they want at once.

- Feature #3: Seller Profile
  - Give sellers the freedom to describe the motivation, procedure, and journey behind why they create things. As a result, the relationship between customer and the vendor is strengthened. The users who want to be a seller will have a separate page that shows their active listings as well as customize their page within limits. On the page, they can add a profile picture with the supported file types of JPEG, PNG, GIF and TIFF. Similar to the item listing,animated GIF files will not be supported. The maximum file size allowed for photos will be 7MB. While the dimensions of the profile pictures are not limited, it is recommended to have the photo for the profile fit a 500 pixels by 500 pixels photo display. In addition, the seller can add a video on their profile page about their own style, overall intent or goals they have for their items and/or their general mission statement. The video must be in a MP4 or MOV format with a size limitation of 500 mb which is around 5 minutes of video. Video resolutions supported will be 240p, 360p, 480p, and 720p and 1080p. The final thing a seller can add to their profile is a written description about themselves including information such as their mission statement, their general style and/or field of crafting or other information they may want to give about their products. This written description will have a limitation of 5000 characters.

- Feature #4: Wishlist Functionality
    - Bookmark an item listing to add it to a user created list. This allows the user to keep an eye on items that they might want to get in the future. Each user will be able to have a single list that they can add or remove items from. The list will be able to hold up to 20 items at a time. In addition, they may add items to their wishlist that may be currently out of production by a seller. If a user adds an item that is out of production, the user will be reminded through the notification system of the item once the seller is back producing the item.
- Feature #5: Shopping cart
    - Allows you to place the item and quantity you want to purchase in your cart to make an offer for. Can have items from multiple vendors. Allows for more control over quantity and variation of purchase. A single user may only have up to 50 items within their shopping cart. From here, users can decide to save items in the wishlist if they don't want to send an offer with the other items in the cart. Unlike the wishlist, the items stored in the shopping cart will disappear after the user is logged out if they have not sent an offer for that item. A single item will be removed from a user's shopping cart if they either sent an offer for the item or if they added the item to their wishlist.
- Feature #6: Notification System
    - Email notifications can be opted into to receive various information. Such information will include when a user receives a message, when an item on their wishlist is updated, or if an item the seller has listed gets an offer. While ideally these notifications will be sent to the users as soon as possible, if the notification would be delayed for whatever possible reasons, the notification should be sent within 24 hours of the event the notification is being sent for.
- Feature #7: 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. Search will be limited to 32 words and the search results will be limited to 10 results per page. 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 #8: Rating & Review System
  - Buyer can rate and review sellers based on product quality and craftsmanship. The buyer will be able to rate from 1 to 5 stars for the item listing. Reviews will be limited to 10,000 words and will have a title limited to 250 characters. The user has to be a registered user in order to send a rating and review. The buyer will also only be allowed to send a rating and review after they finished paying for an item. Registered users will also be able to label other reviews as helpful from reviews that come from the same sellers that have bought items from. This will allow reviews to be sorted by either ratings in both ascending and descending order, by date the reviews are written or by most helpful reviews.
- Feature #9: 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. The winning buyer will have 24 hours to discuss payment with the seller with the messaging system. If the buyer does not complete the transaction for the winning auction item in time then the next highest bid is selected as the new winner and moves into discussion with the seller. This continues until the communication reaches the top five bidders. If the fifth bidder also fails to send payment, the auction is considered canceled and the seller may restart the auction using either the same settings as before or with different settings.
- Feature #10: Report System
  - The Report System, which is integrated across our platform, enables users to anonymously rapidly draw attention to issues, such as possible frauds or inconsistent products. In order to file a report, the user filing the report will have to put the report under a category, a description of their report, a link to the seller or item that is being reported. The categories will be given under a dropdown list such as frauds, inconsistency in product and false advertising. There will also be an "other" category if the problem does not apply to any of the listed categories. The description of the report will be a written description that also allows them to attach images to the report. The written description of the report has a limit of 3000 characters. The user submitting the report may also attach up to five images to the report. The images must fall under the supported file types of JPEG, PNG, GIF and TIFF. The maximum file size allowed for each image will be 7MB. These images will be used as proof to help show that the issue they are reporting really exists. The link to the item or seller has no restriction other than it should be a valid link to the CraftVerify site and it should not be a third person site. Our admins will acknowledge and evaluate each report

and may send an email to the user who submitted the report for further information if they need it. This strengthens both the platform's integrity and our commitment to openness and user confidence.
- Feature #11: Item Offering
  - Buyer will be able to press a button to notify the seller of the item that they are interested in making an offer. This will lead into the messaging system to allow the two to discuss details. Additionally when making the offer the seller has the option to meet at the requested price or reduce/increase the price. This will allow them to choose in case they want to save money or pay for a higher bid of getting accepted.
- Feature #12: Seller Dynamic Dashboard
  - The Seller Dynamic Dashboard is an effective solution designed specifically for e-commerce firms. This simplified interface provides sellers with a chronological view of their key business metrics, with the option to arrange data by year, month, or fiscal quarter. Sellers may quickly determine the overall number of things sent, separate their profits by different products, and watch sales patterns over time. Emphasizing best-sellers allows businesses to focus on their most profitable goods. Furthermore, structured consumer insights are simply shown, allowing for continuing improvement and dialogue. A built-in inventory management function also allows merchants to easily manage their supply, ensuring they're ready to meet client demand and avoid inventory shortages.

Expectation of Features by Next Release (Phase 2):
- Feature #1: Chrome Extension
  - Our bespoke Chrome Extension adds functionality to your desktop browser. Once loaded, customers receive real-time notifications that keep them up to speed on bidding activity and inform them when things are about to expire. This will send the notification when the user's bid is outbid during an auction. This will remind you if an auction is about to end when there's an hour left, when there is 30 minutes and when there's 10 minutes left. Furthermore, the plugin has a quick wishlist button that allows users to bookmark goods fast. A purchase history button is also included for convenient reference, enabling rapid access to previous transactions. Overall, this extension is intended to enhance the user's buying experience by blending it with their normal online activities.

- Feature #2: Subscription Plan
    - Allow sellers to provide handpicked handcrafted items to customers on a regular basis by offering monthly subscription boxes. The subscription box is listed by the seller in the same way as a normal item listing following the same limitations. In addition, the seller may add additional limitations when making the listing such as limiting the total amount of subscription boxes that are being sold. When a user offers to buy a subscription box, they will be sent through the secure messaging systems in order to discuss with the seller how they want the buyer to pay for the monthly fees of the subscription.
- Feature #3: Make to Order
    - Allow registered users to send in requests for making unique items, and we will let the sellers send prices or offers for item creations through our secure messaging system so the customer may select the seller based on the user's preferences. The request requires a written description that goes up to 3000 characters. After filling out the item description and requirements, the taken request will disappear when the customer has accepted the seller's offer. It is up to the customer and the seller to discuss further in detail when the user wants to modify the requested item, but it is also up to the seller whether they will accept the modification requests.
- Feature #4: CraftGuilds
    - CraftGuilds is a system that encourages collaborative crafting. Sellers interested in creating a CraftGuild can either privately message another seller through the seller's profile or through a public announcement on their own profile. The public announcement on their own profile will allow other sellers interested in joining their CraftGuild to privately message the seller who announced it. The public announcement is on a separate page of the seller's profile and each post has a limit of 2000 characters. The people who send a message through a public announcement are able to be interviewed by the seller who created the announcement to see if they have the skills needed for the project they are forming a CraftGuild for. Directly privately messaging an offer to a specific seller will allow the person receiving the message to either accept the CraftGuild invitation or not.
    - Once a CraftGuild is formed, the sellers in it are able to work together to sell either permanently listed items like a normal item listing or to create limited-time item listings which automatically are made to be unable to be ordered after a set time as determined by the sellers. The timer on the item listing can be set by either days, months or years.

- The main advantage of CraftGuilds is that they have access to a unique messaging system that is specifically for their CraftGuild to help communication for their collaborative projects. In this conversation, the people in a CraftGuild communicate the production line, prices for the items they want to send, what type of items, etc. This CraftGuild communication allows for more than two users to communicate unlike the standard communication system. A single CraftGuild may only have up to eight members at a time.
- Feature #5: Saturday Auction
  - Our Saturday Auction is a noteworthy element that adds excitement to the weekend. Sellers can register products for this exciting, time-limited auction, tempting buyers with the enticement of potential discounts. On Monday, a curated list of products is emailed to all users to allow them to plan and strategy for the forthcoming auction. It's worth mentioning that the success of this function is boosted by a large user base, as greater bids frequently drive up final bid prices, making it a win-win situation for both sellers and buyers.
- Feature #6: Price Range Collection
  - Users may easily personalize their purchasing experience with our Price Range Collection. When faced with a large product selection, shoppers may now filter their options based on specified price ranges. For example, users can choose between $5-$10, $50-$100 or custom price range. This function helps consumers locate goods that fulfill their financial expectations, whether they choose predetermined price divisions or prefer to tailor their range. It's more than simply a filter; it's about improving user experience by simplifying options and expediting decision-making.

Glossary:

Business terms (common use terms within context of product):
- **Root Admin:** The main admin account that has complete access and control of the system.
- **Delegate Admin:** An admin account created by the owner of the system. It has access to some of the actions the Root Admin has, but focuses on simpler actions that require more manpower to resolve quickly such as answering registered users' questions and reports.
- **Registered User:** A user account made by someone from the public that is registered under a username. This type of user is able to be a seller or a buyer within our system.
- **Public User:** The default user type if the user is not logged in at all.
- **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:
- **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.