

LULAMILE PLATI PLTLUL001 INF3014F

E-COMMERCE PROJECT

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BUSINESS CANVAS

Key Partners

- Local Artists
- Payment Gateways
- Tourism Agencies
- Logistics

Key Activities

- Curation and Quality Assurance
- Market & Promotion
- Efficient Delivery



- Handcrafted Products
- Affordable Products
- Design
- Global Accessibility



Customer Relationships

- SA Culture & Heritage
- Perswonalised experience



Customer Segments

- International tourists
- Local tourists



Key Resources

- Local Artists
- Product Description
- Technology Infrastructure



Channels

- SA Art & Craft website
- Social media



Cost Structure

- Operations & Logistics
- Marketing expenses
- Technology costs



Revenue Streams

- Artist Subscription Fees
- Commission



Designed For: SA ART & CRAFT

Designed by: LULAMILE PLATI

Date: 12/04/2024

Version:

Business Model Canvas

SOUTH AFRICAN TOURISTS ONLINE MARKETPLAGE

Overview

SA Art & Craft is an online platform that celebrates and shows the South African artistic talents, culture, and heritage. Our objective is to introduce the local artists and entrepreneurs with global buyers/customers. If you are a traveller or even if you are from South Africa looking for unique pieces or South African traditional clothing/Attire, our marketplace offers original and unique traditional clothing and handcrafted art pieces, proudly South African products.

Product Categories

- Handmake Jewellery
- Traditional Crafts: Beads, Pottery, and wood carvings
- Paintings
- Fabrics and Traditional Attires

<u>About South African Culture</u>

- Increase your understanding of South African culture.
- Each product in our marketplace includes a cultural context/product description and an artist name.
- At **SA Art & Craft**, we believe that every product should come with a product description that will make customers want to buy our products.

Our Impact

By promoting South African local artists globally, we contribute to cultural preservation, economic empowerment and to increasing the tourism rate in South Africa.

USER PERSONAS

USER PERSONA 1

Local Tourist

Name: Andile Bangani

Background

- He is from South Africa, Western Cape in Khayelitsha Site C.
- He is 25 years old.
- Studies Honours in Art at the University of Cape Town.
- Currently lives in Observatory at a University of Cape Town Residence.

Behaviour and Preferences

- He is always busy with his schoolwork due to academic commitments.
- Prefers online shopping because of his hectic schedule.
- Uses social media to get recommendations for South African online markets.

Key Goals and Needs

- Wants to pass and publish his research paper about South African culture and heritage.
- Needs to find SA art made by a South African artist with a background story or information about for his research paper.



USER PERSONA 2

International Tourist

Name: Nora van Dijk

Background

- Lives in Netherlands.
- She is 55 years old.
- Employed at a University as a Professor.

Behaviour and Preferences

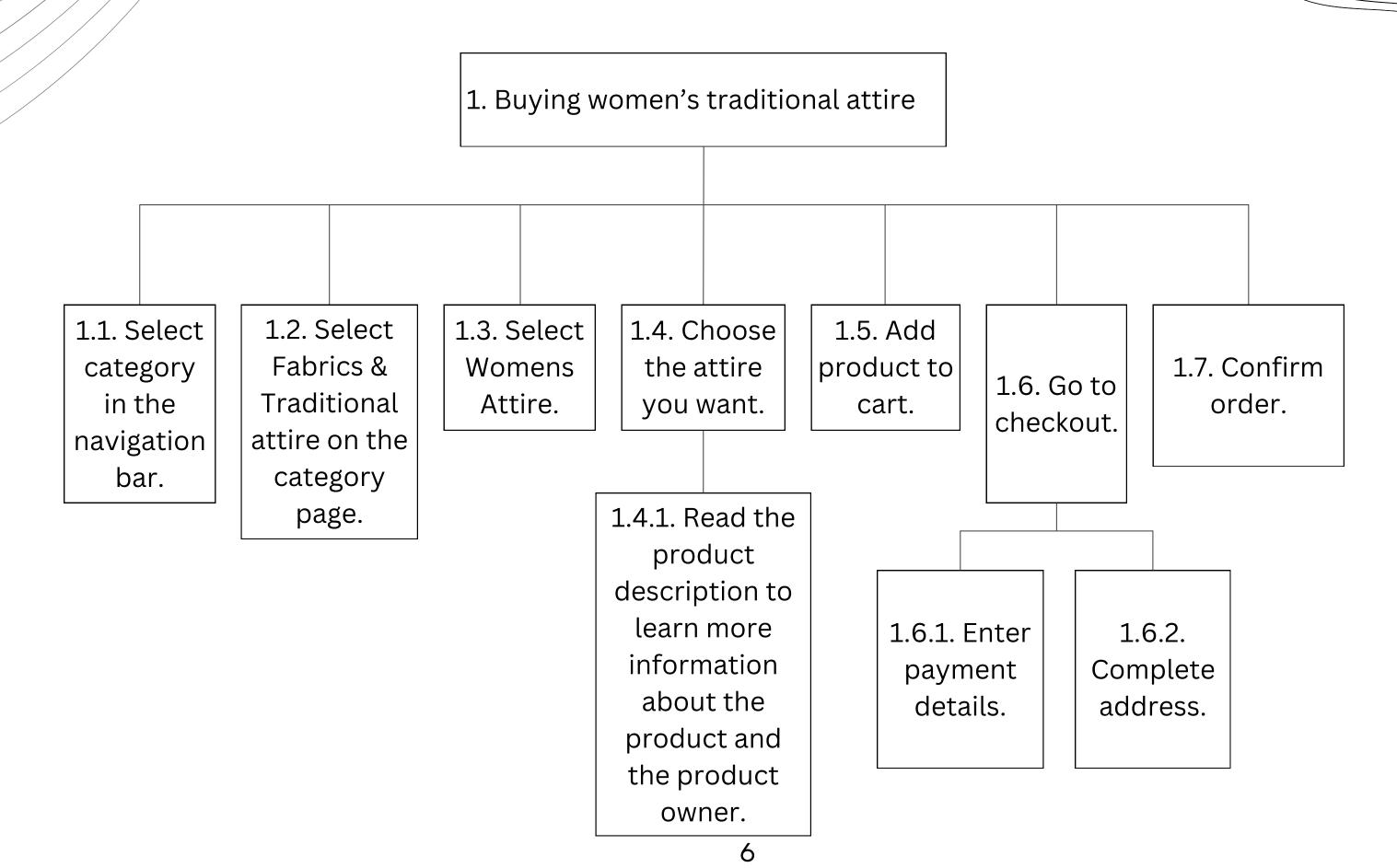
- Wants to travel around the world when she is retired.
- Loves South Africa and wishes to visit in the next year.
- Relies on online marketplace or websites for culture and heritage knowledge of other countries.
- Loves to buy traditional art and clothing/attire.

Key Goals and Needs

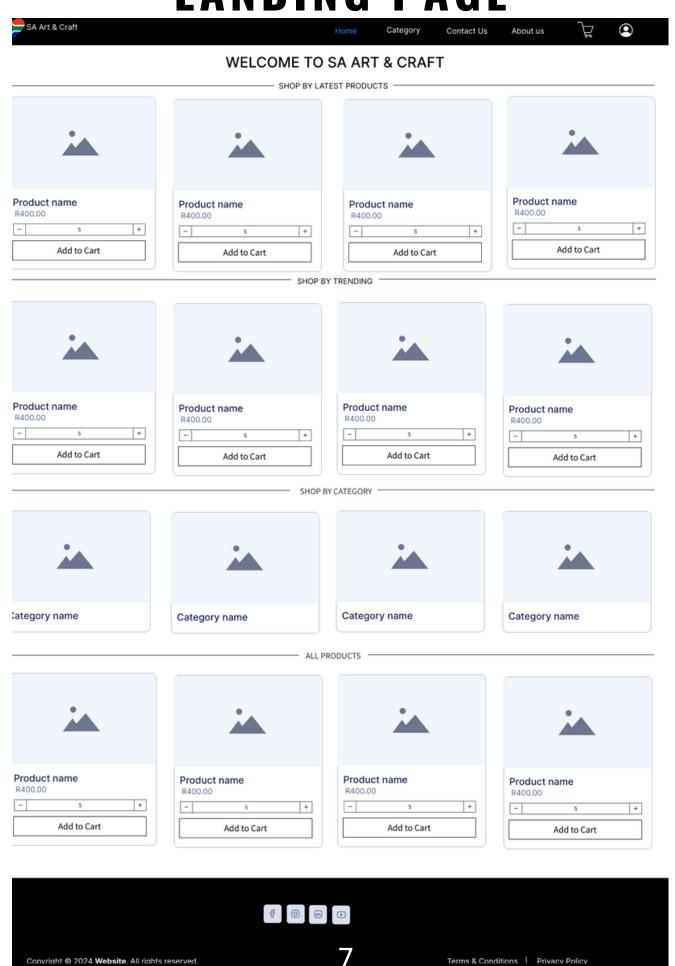
- Wants to learn more about South African culture and heritage.
- Needs to find SA art and attires with background stories for when she finally visits South Africa.



HIERARCHICAL TASKING



WIREFRAMES LANDING PAGE



PRODUCT PAGE 1



Home

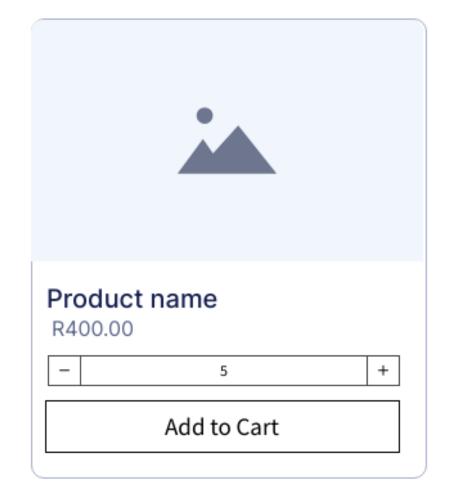
Category

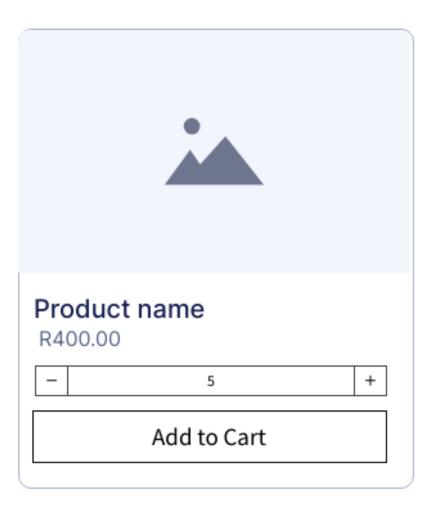
Contact Us

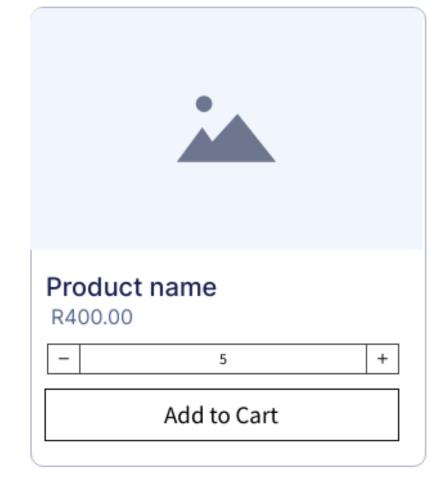
About us

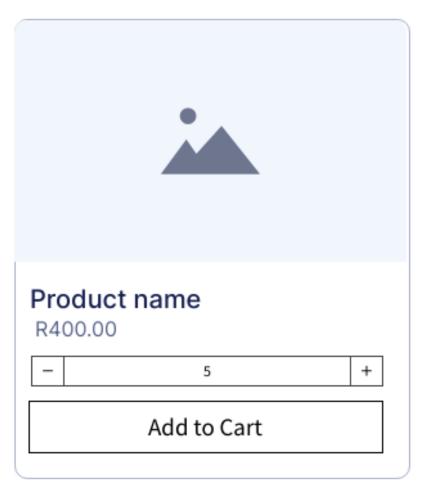












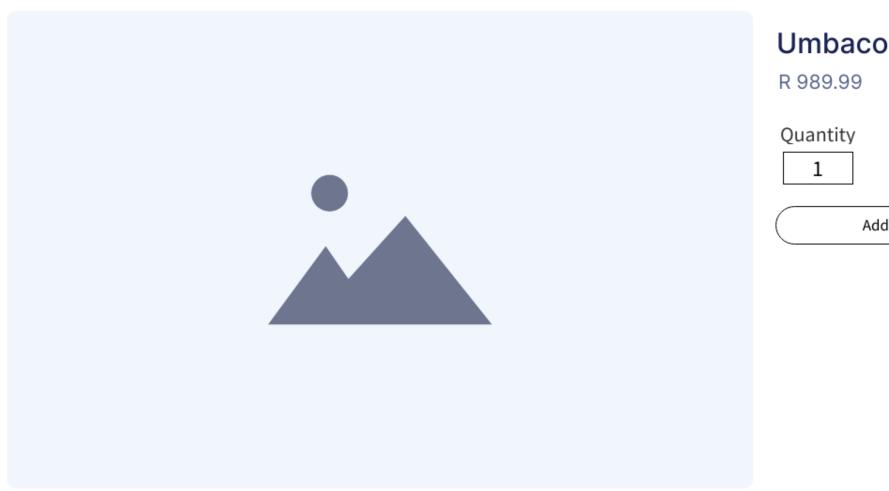






PRODUCT PAGE 2





R 989.99

Quantity

Add to Cart



Paragraphs are the building blocks of papers. Many students define paragraphs in terms of length: a paragraph is a group of at least five sentences, a paragraph is half a page long, etc. In reality, though, the unity and coherence of ideas among sentences is what constitutes a paragraph. Paragraphs are the building blocks of papers. Many students define paragraphs in terms of length: a paragraph is a group of at least five sentences, a paragraph is half a page long, etc. In reality, though, the unity and coherence of ideas among sentences is what constitutes a paragraph. Paragraphs are the building blocks of papers. Many students define paragraphs in terms of length: a paragraph is a group of at least five sentences, a paragraph is half a page long, etc. In reality, though, the unity and coherence of ideas among sentences is what constitutes a paragraph. Paragraphs are the building blocks of papers. Many students define paragraphs in terms of length: a paragraph is a group of at least five sentences, a paragraph is half a page long, etc. In reality, though, the unity and coherence of ideas among sentences is what constitutes a paragraph. Paragraphs are the building blocks of papers. Many students define paragraphs in terms of length: a paragraph is a group of at least five sentences, a paragraph is half a page long, etc. In reality, though, the unity and coherence of ideas among sentences is what constitutes a paragraph. Paragraphs are the building blocks of papers. Many

PROTOTYPE

HERE IS MY PROTOTYPE WEBSITE LINK https://lulabenni45.wixsite.com/sa-art-and-craft

*PLEASE NOTE THAT FOR CHECKOUT YOU WILL NEED TO SIGN IN WITH YOUR GOOGLE ACCOUNT

Microsoft Copilot AKNOWLEDGEMENT

I USED MICROSOFT COPILOT FOR SOME OF THE PRODUCT DESCRIPTIONS AS I WASN'T SURE ABOUT SOME OF THE DESCRIPTIONS ABOUT CERTAIN CULTURAL PRODUCT I HAD