

## Etsy

### Brief description

Etsy is one of the most widely known platform when it comes to handmade crafts. It offers a large variety of handcrafted and vintage supplies. Etsy also comes as both a web and a mobile platform. It mostly aims to encourage creativity and build human connection. Users can create their account for free and pay a certain amount to open a shop to sell their products on the platform.

### Pros

- Provides sign-in option with google, Facebook and Apple.
- Registration for an account is free and short to fill
- Provides a large amount of items for buyers
- Has a cart system for bulk buying and option to add item to a wish list.
- Ratings and comments can be added for users who have bought that particular item.
- You have a full description of the product such as its highlights, shipping cost and return policies
- Sellers get option to upload multiple images and a video
- The cost to create a shop is as low as \$0.20

### Cons

- It costs you a certain amount to sell a product
- It charges a percentage on each sale made
- You can connect with the buyer only by text through the platform

## Artfire

Artfire is a marketplace that supports local makers. It is well known mostly for its active community on the platform. You can buy, sell and interact with the buyers on the website. Users from around the world can buy various handcrafts products through the website which also promotes a very indie based theme and accessories.

### Pros

- Decent amount of products to browse and buy
- Gives a very detailed explanation on how you can sell your product
- Free of cost registration
- Contains message option to contact the seller
- Details about shipping & payment, policies and reviews
- Option to contact the seller through message app containing a subject and message field
- Different payment options available
- Users can provide ratings and reviews
- Favorite lists available
- Option to post more than 1 pic before selling a product

### Cons

- The cost of making creating a sellers shop is quite expensive (from \$9 to \$49)
- The website is indie which is not a go-to for everyone
- Has no mobile application
- Has less items compared to other websites

## Society6

### Brief description

This site is aimed mostly for artists and designers from all over the world. Sellers posts their piece of art onto the website and it then becomes accessible in different varieties and formats such as posters, clothes, mugs and cups and many more. It the designers who decide the amount of profit he or she wants to make though their handicrafts excluding the amount set for the product.

### Pros

- Registration and login with Facebook and Twitter
- The registration form
- Users get option for carts and favorite lists
- Offer lots of promotion through gift cards
- Upon registration you will need to verify your mail which is a good security measure
- Upon logging in you will get many options as to sell, update profile and more
- In order to create your shop you will have to make a onetime payment which is quite cheap
- The website theme is very well designed and appealing
- Any user can post a comment and leave a review for an item

### Cons

- Contains a blog section which is a bit laggy and slow to load the posts
- The registration form is a little bit difficult to see
- No option to connect with the artists
- The homepage is lengthy in mobile view is

## “Acheter vender ou echanger in Mauritius” Facebook Page

### Brief Description

Page Is a Facebook page created for the locals of Mauritius. Facebook is a social platform which is frequently used therefore it is easy for everyone to get access to people product and to share the product with a large amount of people. However the page is not based only for craft persons but for any items that can be sold and bought with the locals and can offer lots of interactions between users.

## Pros

- Easy to many locals though the page for them to see the products as it is a highly used social platform
- It does not have any restrictions in terms of describing the product(s)
- Users can posts more than enough pictures of their respective product
- It is free to join
- Friends can easily tag you to a post that might interest you

## Cons

- The page is private so any users need to join to get access to it
- Comments and messenger are the only messaging platform the buyer and seller can interact
- Everyone who is on the group can see and react to your comments
- Prices are sometimes not displayed by the seller
- Online payment can be an issue as it is easy to fraud

## **Problem Statement**

In Mauritius there is no dedicated platform that supports local artisans/craft persons that allows them to get enough exposure in order to promote and sell their artefact. Most artisans rely solely on their social platforms, mostly through Instagram, to share their skills and work. Their work must be shared to other people on the platform in order for them to be recognized and to get clients and it can become hard for some handicraft persons to sell their product(s) during the covid-19 restrictions for users who are not on any social networks. Hence it can get quite challenging for retailers to keep notes for all bought items which are no longer available and to take care of the amount of orders they may receive from several clients.

## **Proposed Solution**

The proposed solution is to make a dynamic web application which can regroup local artisans and help them advertise their crafts and DIY products.