**A Design based ethnographic study of Indian artisans in craft exhibitions**

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**Abstract**

India is a rich country in terms of variations of culture and handicrafts. A large number of people are employed in this unorganised sector. After pandemic, a need for the new market was felt in the handicraft sector. To understand the artisans perspective towards the digital platforms, an empathy study was conducted in different craft exhibitions. Through surveys and interviews data was collected and after using affinity mapping , findings were listed out which could be the basis for the innovation in digital platforms to express the right message between the customers and artisans.

A user centric research methodology was used while collecting the data from a designers perspective. Different UX tools were used to analysis the process and the outcome.

**Keywords: User experience**, Handicrafts, India, Empathy study