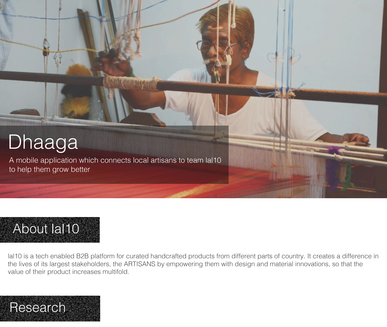


Dhaaga

A mobile application which connects local artisans to team lal10 to help them grow better

About lal10

lal10 is a tech enabled B2B platform for curated handcrafted products from different parts of country. It creates a difference in the lives of its largest stakeholders, the ARTISANS by empowering them with design and material innovations, so that the value of their product increases multifold.

Research

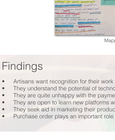
Understanding the process

Interviewing to sourcing, fulfilment and shipping team memebers —> Developing Journey map of an enquiry placement

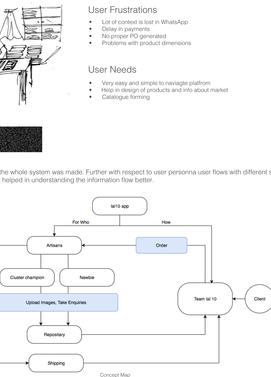
Placing an enquiry - journey

Understanding the Artisans

Interviewing artisans with different crafts and demographics —> Affinity mappping user statements



User Interviews



Mapping similar user statements together to form categories

Findings

- Artisans want recognition for their work
- They understand the potential of technology but are struggling with its adaptation as they seek outside help here
- They are quite unhappy with the payment process, they seek more visibility in payment process
- They are open to learn new platforms which can enhance their growth
- They seek aid in marketing their products, making catalogues and improving designs
- Purchase order plays an important role in their production as it specifies the details of the product

User Personna

User Frustrations

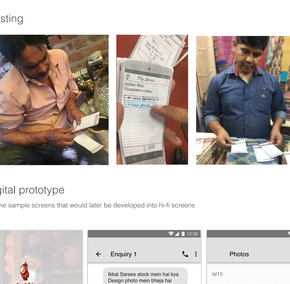
- Lot of context is lost in WhatsApp
- Delay in payments
- No proper PO generated
- Problems with product dimensions

User Needs

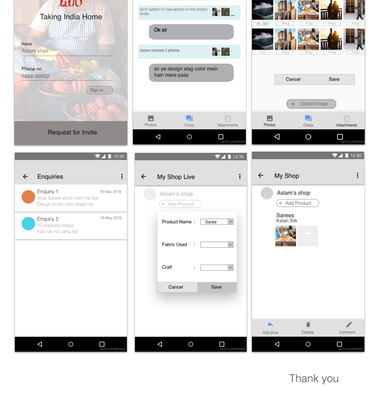
- Very easy and simple to navigate platfrom
- Help in design of products and info about market
- Catalogue forming

Design

Concept Map of the whole system was made. Further with respect to user personna user flows with different scenarios were developed which helped in understanding the information flow better.



Concept Map



Information Architecture

Low-fidelity wireframes were made and after finalising one design paper prototype was developed. Paper prototype was tested with artisans. Changes were made as per user feedback and high-fidelity prototype was developed.

lo-fi wireframes

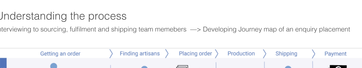
lo-fi wireframes

Paper Prototype

User Testing

Lo-fi digital prototype

Here are some sample screens that would later be developed into hi-fi screens



Thank you