**1. Introduction**

**1.1. Purpose**

The purpose of this document is to provide an overview of the software product that we aim to develop and its requirements i.e. hardware, software specifications and intended audience. The document has been formatted in such a way that the deliverables are divided into smaller components thereby, describing the functions, goals and tasks that the system can perform. The product aims to help local artisans digitalize and upscale their business. The document helps the developers to understand what functionality needs to be worked upon and in which order along with understanding the boundaries within which they need to work.

**1.2. Intended Audience and Reading Suggestions**

The audience that the software product being developed targets:

1. Artisans who are willing to sell their products online but do not have adequate knowledge or background for it.

2. Customers who want to buy goods from local sellers in online mode.

3. The stakeholders who can review orders and stock inventory.

**1.3. Project Scope**

With the introduction of online shopping platforms, people have shifted to buying online due to convenience. However, it harms businesses that cannot sell their products since most prefer online shopping over in-person shopping. It has led to decreasing sales and affected those who cannot understand the complex system of these platforms.

Our project aims to digitalize the selling of products for small craftsmen and artisans who do not have any knowledge about the online world.

We will enable them to sell their products online without worrying about the process. The project will help them upscale their business and reach a broader customer segment who want to buy handmade or local goods but cannot find them online. With our project, we aim to promote the use of local and handmade goods by making them convenient to both buy and sell.

We will contact various artisans interested in selling their products online and list them on our platform, but they do not have enough knowledge. Through our project, they will be able to get orders for products. Our project offers customers a shopping platform to order products online as per availability or reach the seller if they want to buy them in person. We will be the point of contact for artisans to list their products on our website.