

## Assignment template: Project Scope Summary

### Project overview

*ArtisanCrafts is seeking a responsive e-commerce platform that helps expand their reach beyond pop-up markets by promoting handcrafted authenticity and emotional storytelling, while offering a seamless product discovery and purchase experience. Sarah Chen's vision is to create an online presence that not only showcases the unique craftsmanship of independent artisans but also builds trust and emotional connections with customers. The business challenge is to scale beyond the limitations of seasonal pop-up markets and social media, reaching a national audience. The platform aims to justify premium pricing through storytelling and high-quality product presentations, ensuring that customers feel a genuine connection with the artisans and their work.*

### User focus

*The platform is primarily designed for conscious consumers who value authenticity, craftsmanship, and ethical sourcing. These users are likely to be millennials or Gen Z, who are eco-conscious and often purchase gifts online. They are driven by transparency, storytelling, and the uniqueness of the products. These users are tech-savvy and expect a modern, responsive design that allows them to easily navigate the site, learn about the artisans, and make secure purchases. Additionally, the platform should cater to users who are interested in the stories behind the artisans, indicating a need for engaging and informative content.*

### Success criteria

*Success can be measured by increased user engagement with artisan stories, higher conversion rates, and positive user feedback on the ease of use and emotional connection with the brand. From a business perspective, the platform should support premium pricing by effectively communicating the value and craftsmanship of each product. Reaching new audiences and expanding the customer base nationally are key business goals. Early indicators of success might include users completing purchases confidently without drop-off during checkout and an increase in new user engagement through featured artisan stories.*

## **Deliverables**

*The project will deliver four responsive screens for both desktop and mobile: the homepage, product listing page, product detail page, and checkout page. Additionally, the deliverables will include wireframes, high-fidelity design mock-ups, and an interactive prototype. A comprehensive style guide covering typography, colors, and UI components will be provided, along with developer handoff files in Figma. These files will include redlines, annotations, and well-labeled components to ensure a smooth handoff to the external development team.*

## **Constraints**

*The project is constrained by the need to focus on only four screens per platform, which requires careful prioritization of the most critical features and content. The absence of an in-house development team means that the Figma file must be developer-ready, including all necessary specifications, redlines, and annotations. The design must also support accessibility, scalability, and mobile usability to ensure a seamless experience for all users.*

## **Assumptions**

*We assume that users value artisan stories as a significant purchase driver, which will be validated through user research. We also assume that mobile devices are the primary shopping platform for most users, which will influence the design decisions to ensure a mobile-first approach. Additionally, we assume that users will expect filters such as category and price on the homepage to quickly browse products, which will be included in the product listing page design.*

## **Out of scope**

*Features such as user login/accounts, order history, and inventory stock tracking are excluded from this scope. Additionally, backend systems, advanced analytics, and artisan dashboard tools will not be designed as part of this project. The focus will be on the front-end experience and key user flows to ensure a successful and timely launch of the platform.*