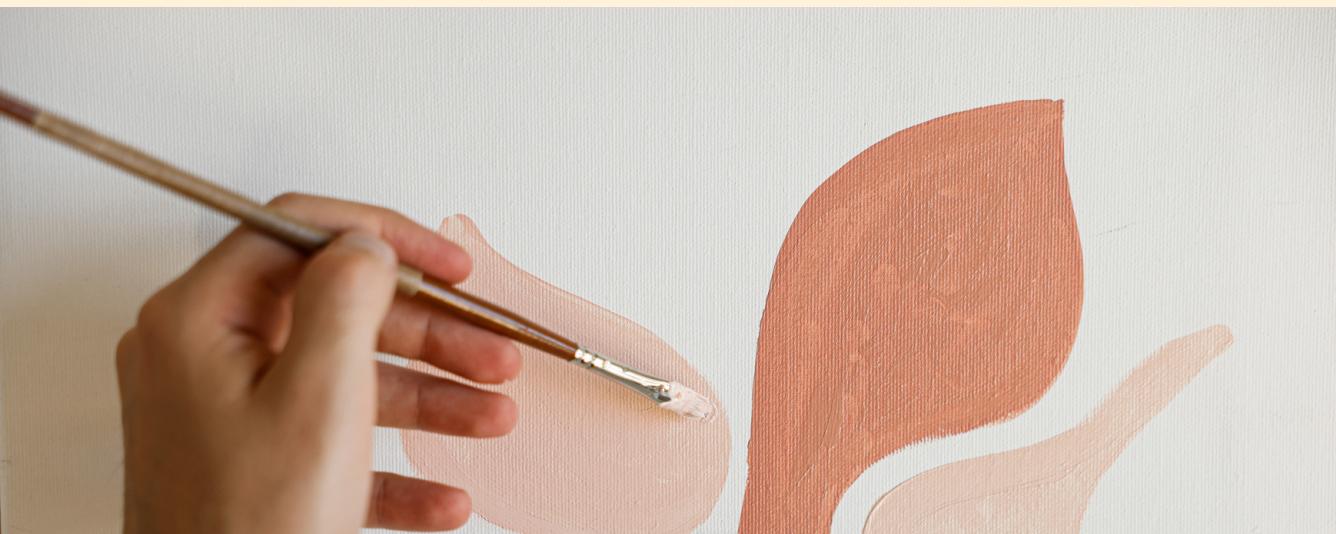


CRAFTY CANVAS

Team Members:
Faarha Raza
Hamza Azam
Fiza Javaid



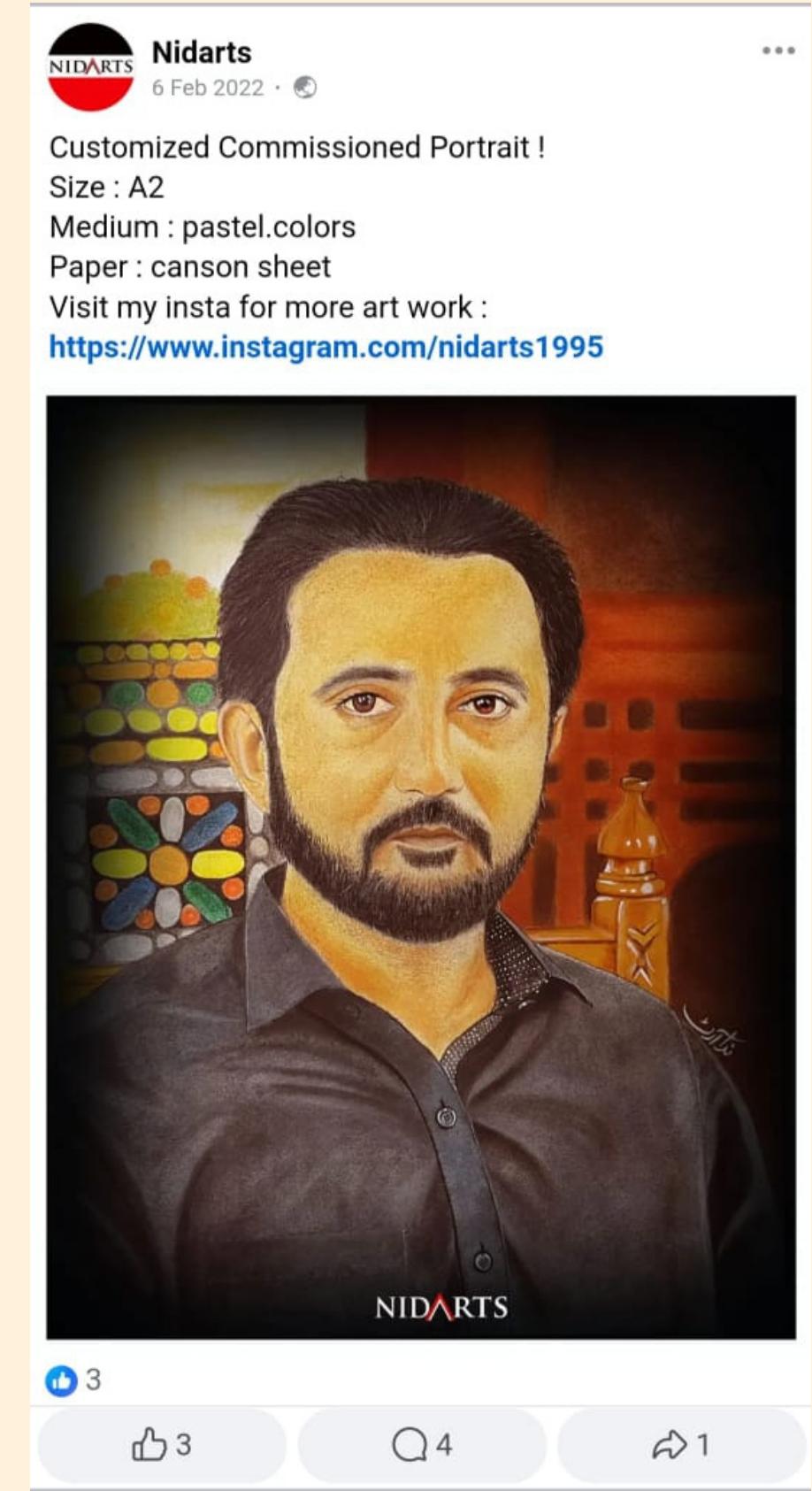
Problem Statement

- Lack of Dedicated Platform
- Limited Opportunities for Customization
- Lack a specific focus on the Pakistani art community.



Existing Systems

- Artists in Pakistan often rely on social media platforms.
- Instagram and Facebook are commonly used for showcasing and selling artwork.

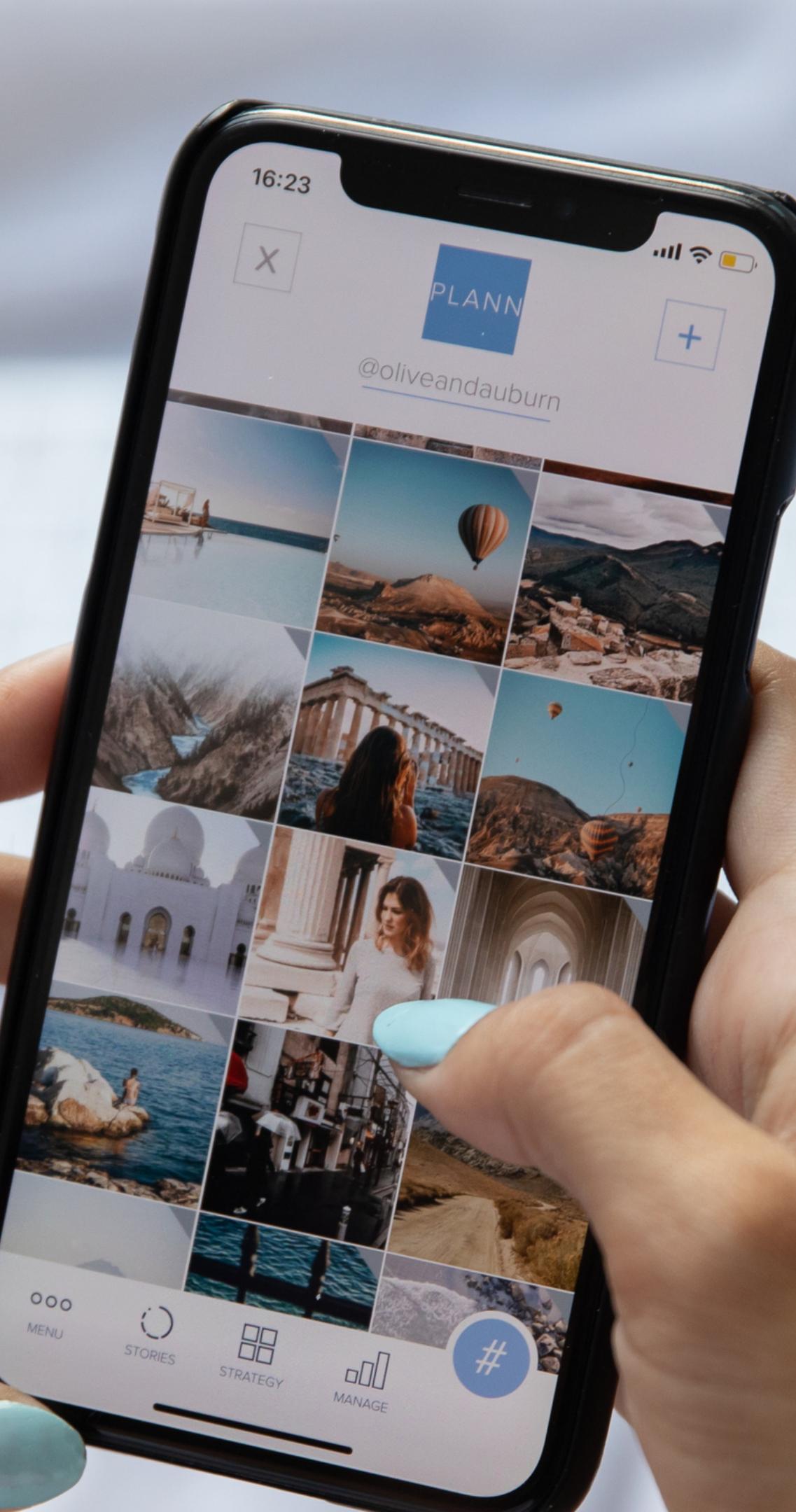


CHALLENGES FACED ON SOCIAL MEDIA PLATFORMS

- Artists manually track commissioned orders.
- Lack of response after placing order.
- Progress updates and communication are handled separately.
- Complex payment and transaction processes.

Steps Taken to Overcome Limitations

- Regularly posting artwork to maintain visibility.
- Engaging with followers through comments and messages.
- Additional marketing efforts for wider reach.
- Using workarounds for payments.
- Copyright Issues.



Proposed Solution:

- Create a specialized web app addressing key challenges faced by Pakistani artists and clients.
- Enhance communication between artists and clients for better collaboration.
- Introduce customization options for clients' unique preferences.
- Establish a dedicated platform for progress updates and feedback exchange.
- Implement a bidding system for fair pricing, ensuring artists receive proper compensation.



Literature Survey

- A successful model initiated by Matthew Burrows.
- Provides a commission-free platform for artists to exhibit and sell their work.
- Offers financial support during crises like the pandemic.



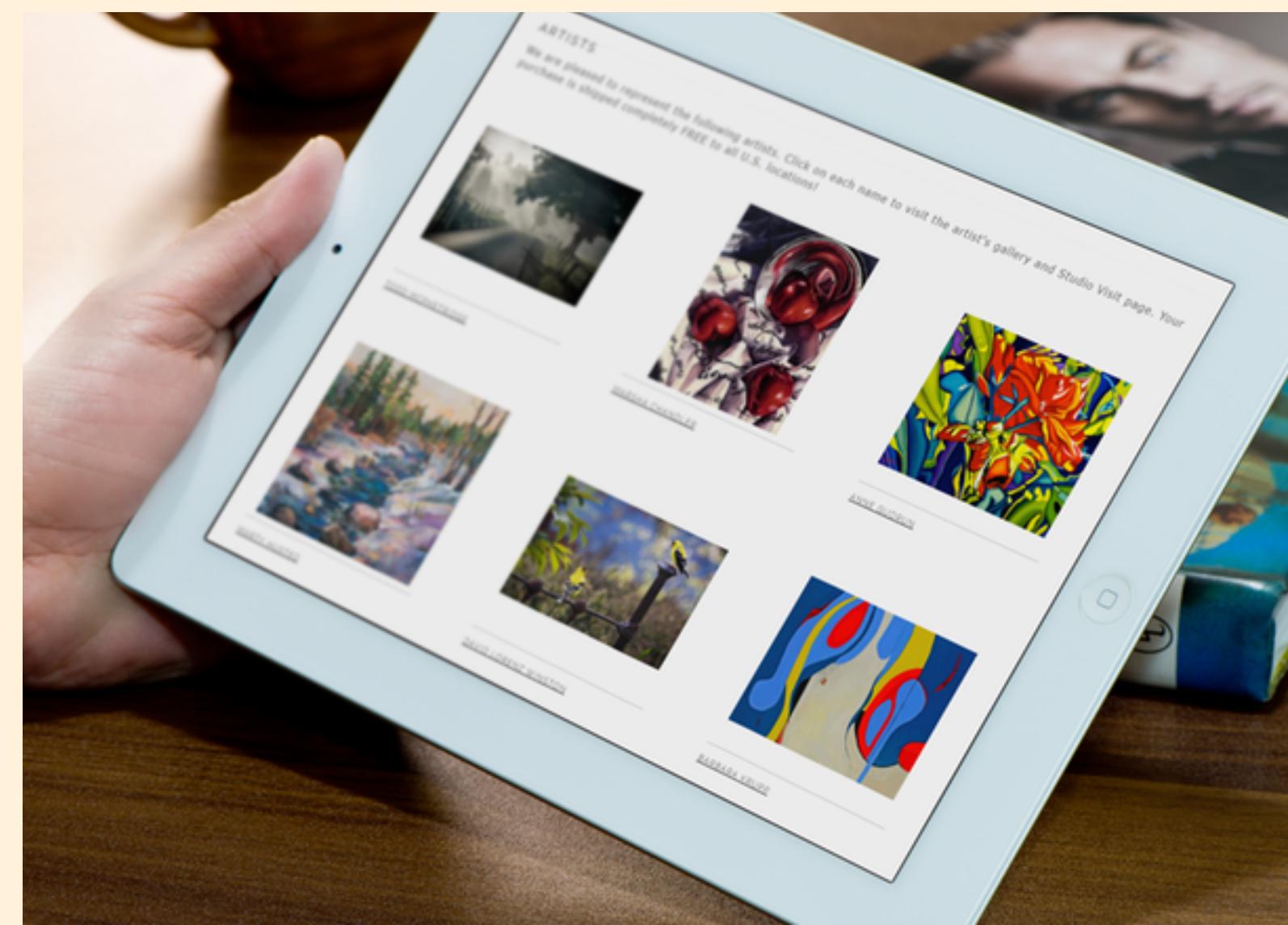
[How To Stay Connected and Get Your Fix: How Virtual Initiatives Are Supporting Artists In Times of Social Isolation by Naomi Martin, 2021](#)

Literature Survey cont...

E-commerce has become Norm for artists

- Platform to showcase and sell products online
- Creating new revenue streams
- Expanding their reach
- E.g. Etsy & Artsy

E-Commerce Website for Artisans, by IJRASET, 2023-04-16



Literature Survey cont...

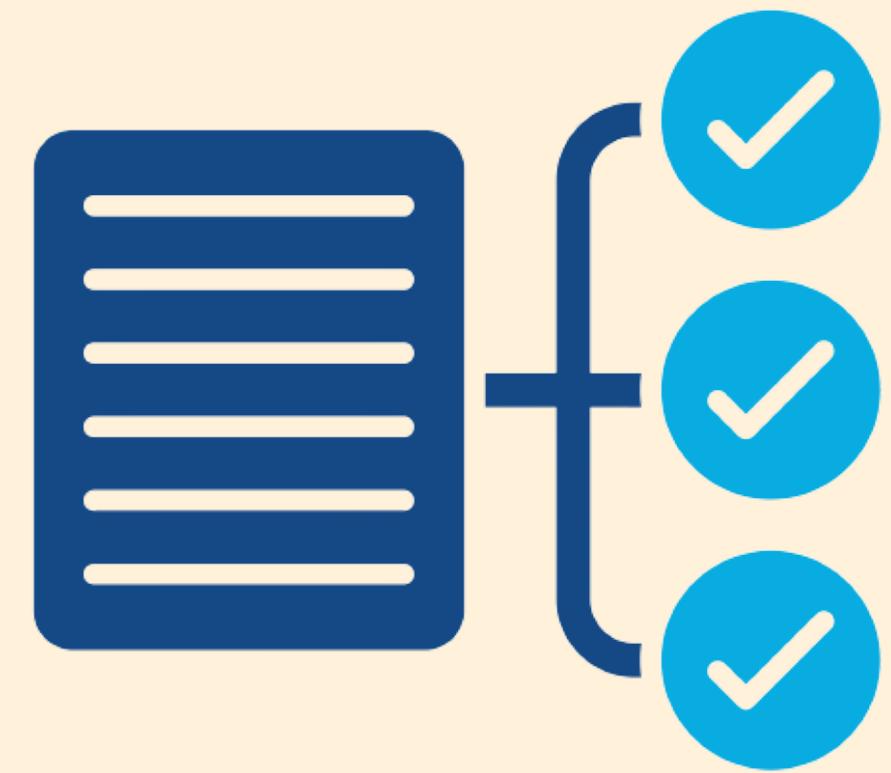
Constraints and Need for a Dedicated Web App

- International Payment and Shipping Complexities
- Legal and Taxation Concerns
- Unmet Unique Needs
- SVAD

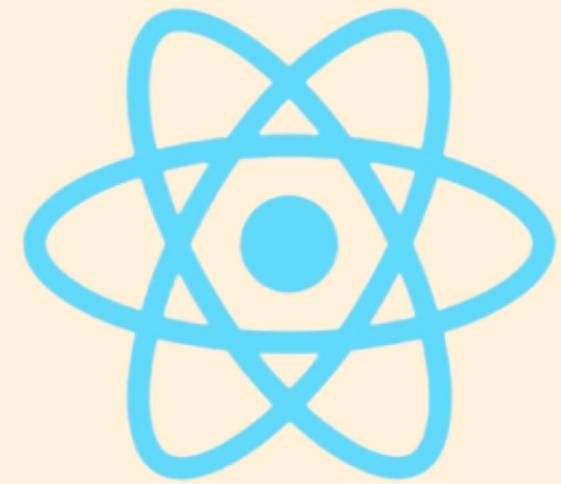
Deliverables

Web application for artists and clients that includes:

- Chat functionality.
- Customization features.
- Bidding/Price negotiation system.

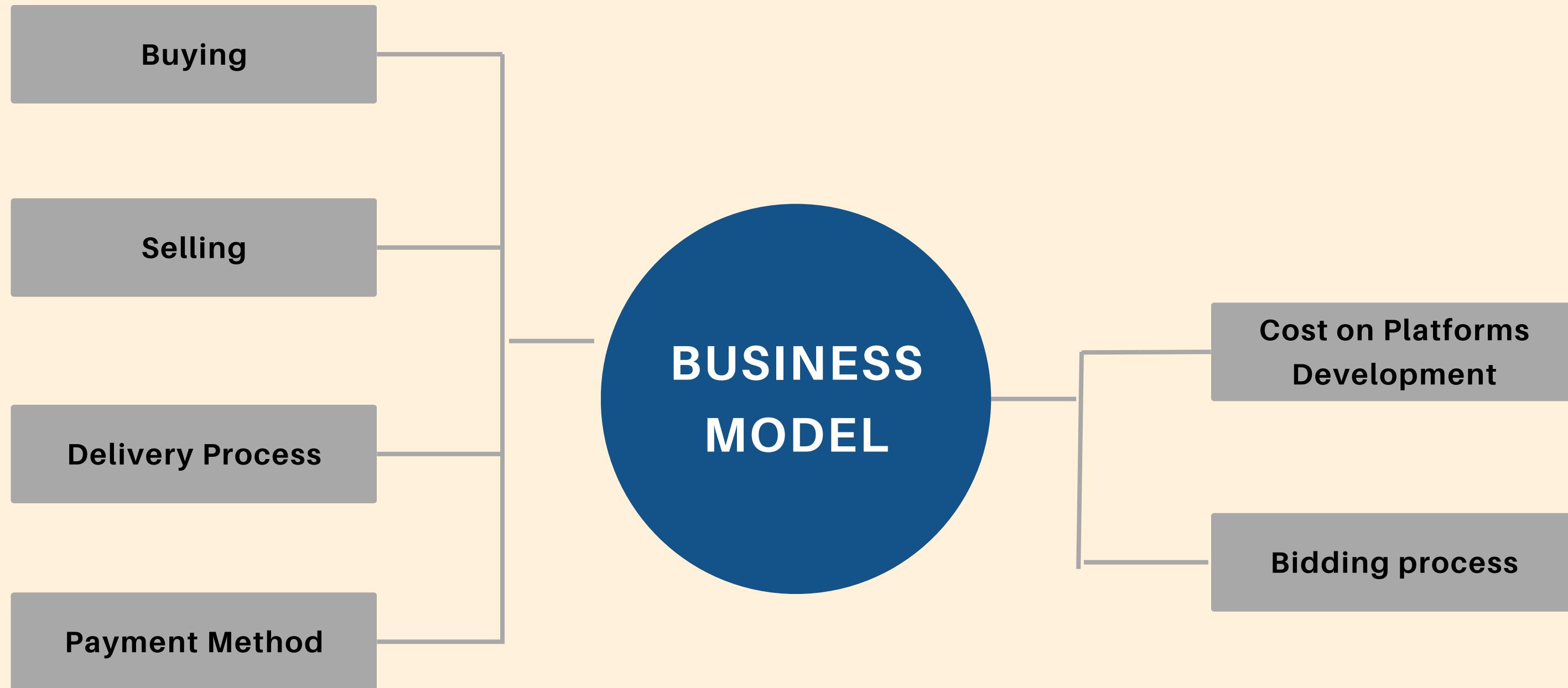


Technologies

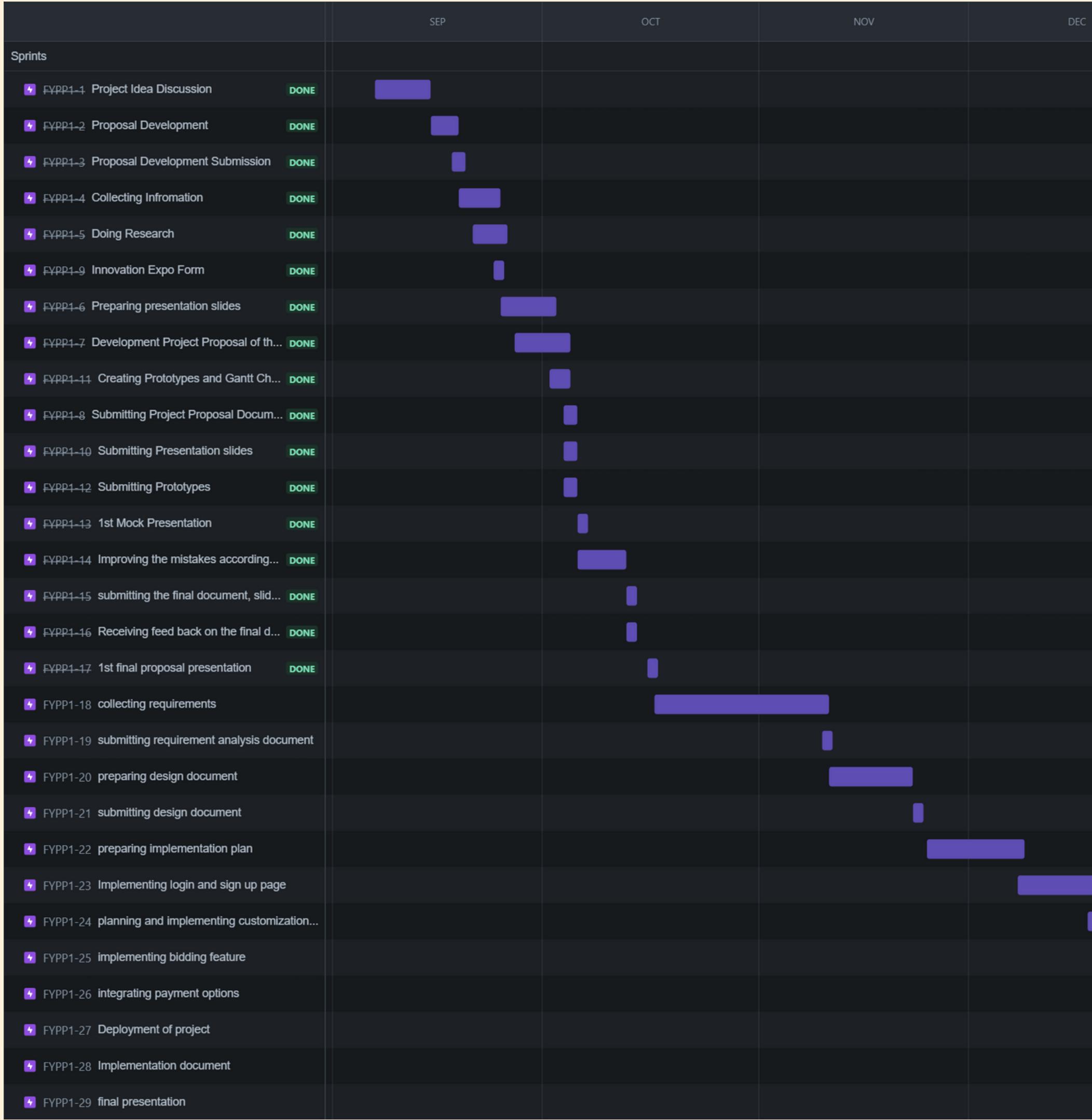


- Front-end: HTML, CSS, React.
- Back-end: Node.js.
- Database: MySql.
- Real-time Chat: Socket.io
- Payment Method: EasyPaisa and Jazzcash
- Code sharing: Github
- Prototypes: Figma/balsmaiq

Business Model



Gantt Chart



References:

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1. (<https://magazine.artland.com/how-to-stay-connected-and-get-your-fix-how-virtual-initiatives-are-supporting-artists-in-times-of-social-isolation/>).)
2. (<https://bootcamp.uxdesign.cc/case-study-artsy-net-new-features-9c22717c1095>)
3. (<https://www.etsy.com/>)
4. (<https://www.freshbooks.com/blog/websites-for-selling-art>)
5. (<https://www.ijraset.com/research-paper/e-commerce-website-for-artisans>).)



Thank you for listening!