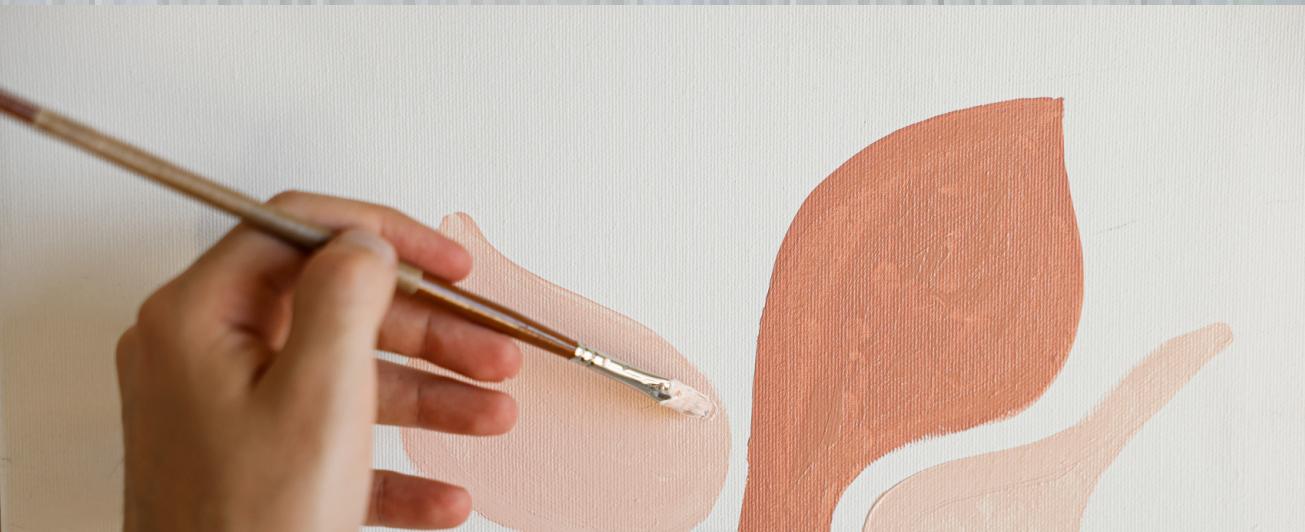


# CRAFTY CANVAS

## Team Members:

- Faarha Raza
- Hamza Azam
- Fiza Javaid



# Introduction

- The web app provides a platform for artists to sell their work and offer customized pieces.
- Customization options and a bidding system ensure fair compensation for artists.
- This initiative supports artists financially and fosters community pride.



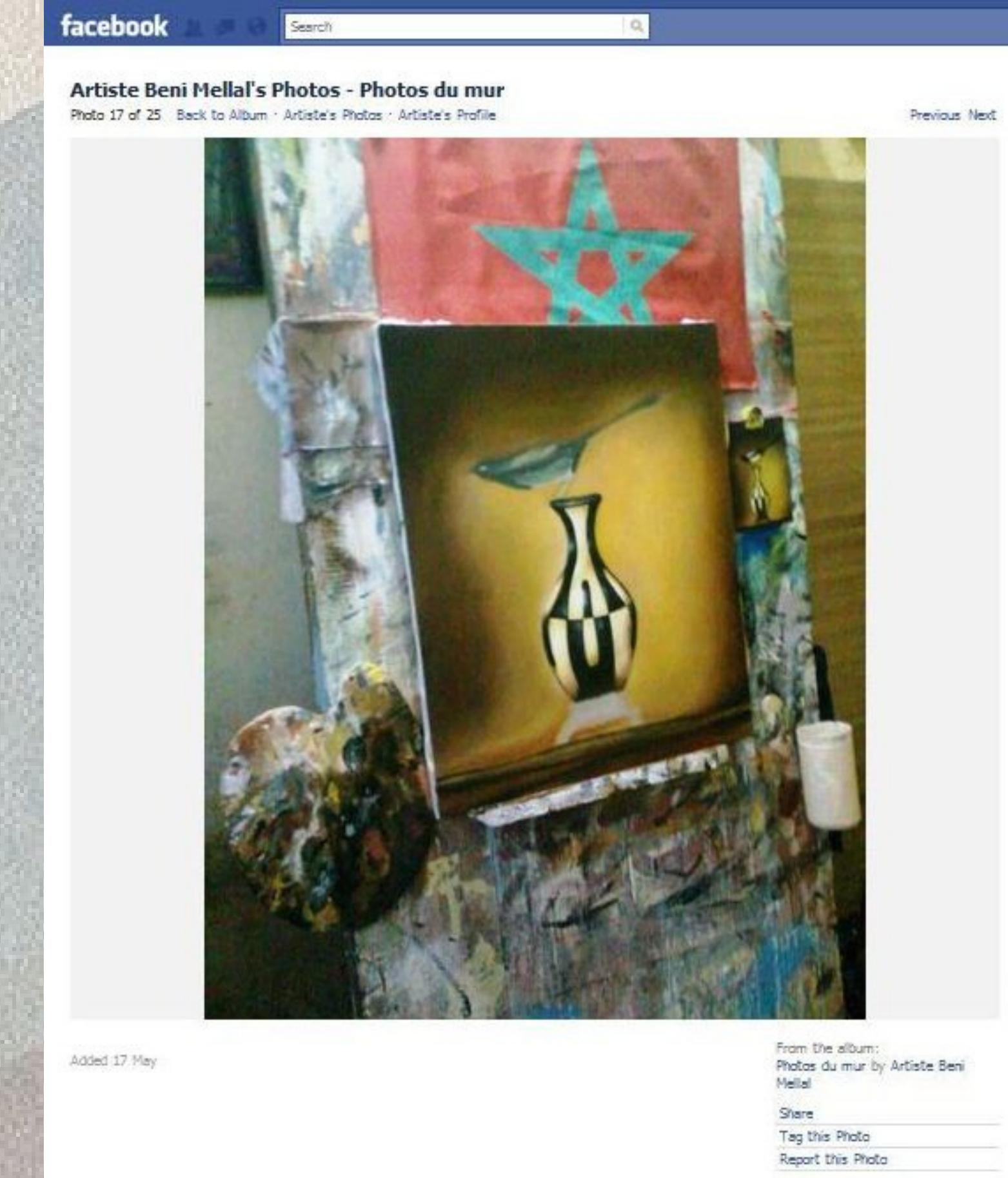
# PROBLEM STATEMENT:

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



# EXISTING SYSTEM FOR PAKISTANI ARTISTS

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



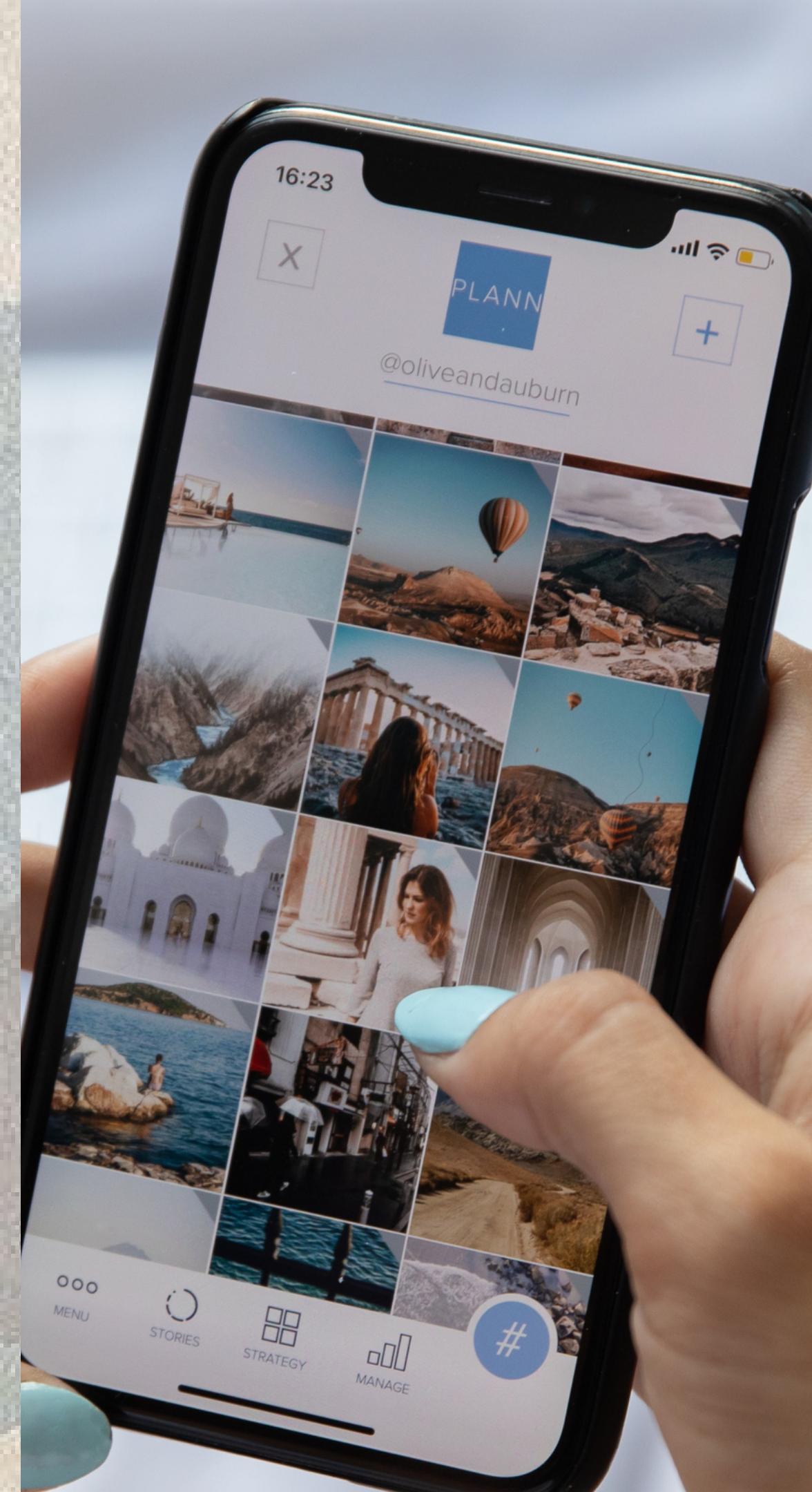
<https://lorimcnee.com/how-i-stopped-a-copycat-artist-on-facebook/>

# CHALLENGES FACED ON SOCIAL MEDIA PLATFORMS

- Lack of artistic focus due to mixed content.
- Inefficient communication with potential buyers.
- Complex payment and transaction processes.
- Privacy and copyright concerns.

# 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.
- Vigilance required for copyright protection.



# MANUAL HANDLING OF COMMISSIONS

- Artists manually track commissioned orders.
- Progress updates and communication are handled separately.
- Payments may require bank transfers.
- Potential for disputes and inefficiencies.

# 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

Page 10

## Virtual Initiatives Supports Artists In Times of Social Isolation

Matthew Burrows started the Artist Support Pledge initiative to provide a platform for Artists to post pictures of their artworks on Instagram under #artistsupportpledge for £200 or less, when an artist reaches £1000 they commit to spending £200 on another artist's work.

<https://magazine.artland.com/how-to-stay-connected-and-get-your-fix-how-virtual-initiatives-are-supporting-artists-in-times-of-social-isolation/>



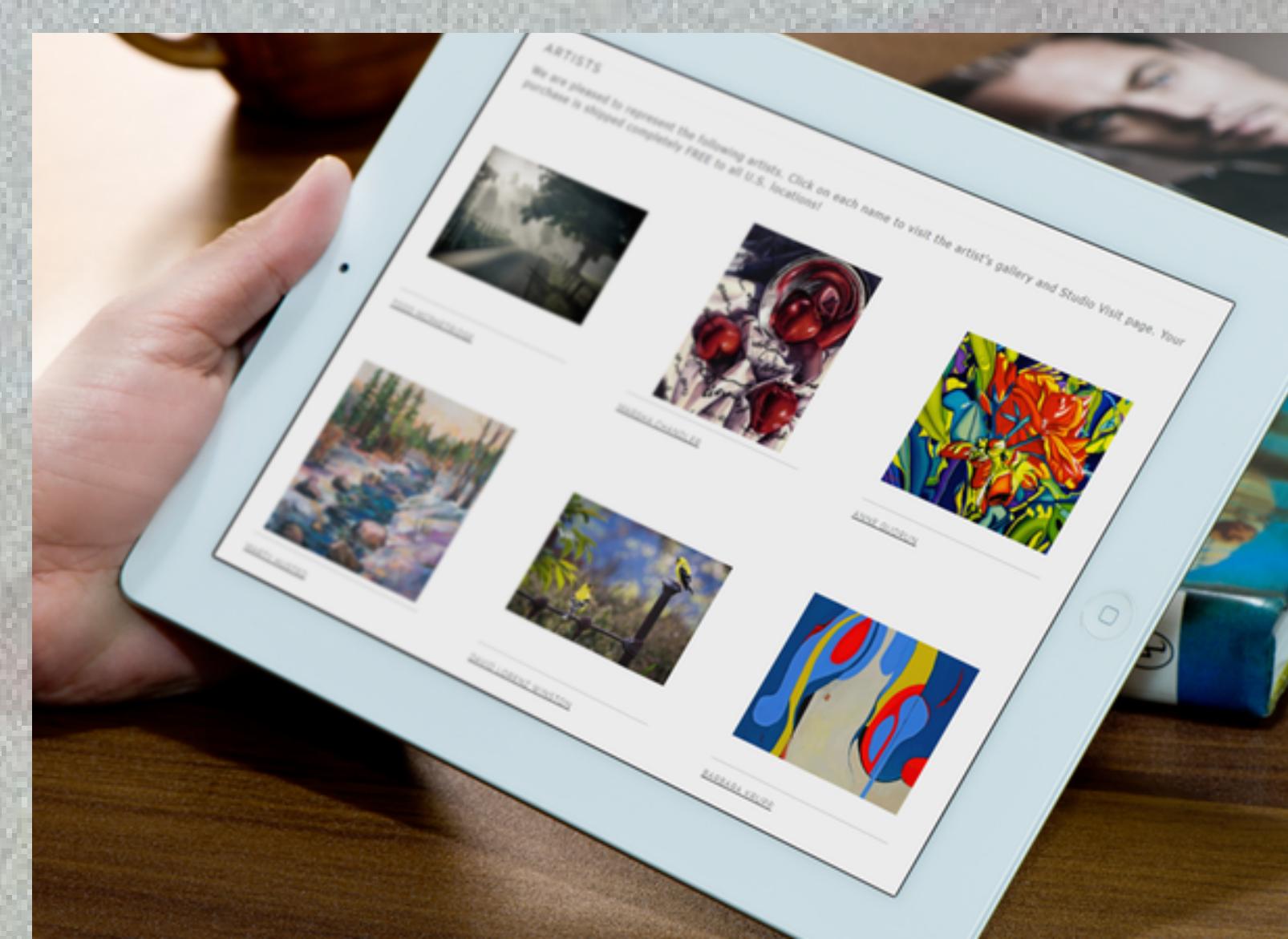
# Literature Survey cont...

Page 10

## E-commerce has become Norm for artists

- Platform to showcase and sell products online
- Creating new revenue streams
- Expanding their reach

[https://www.ijraset.com/research-paper/e-commerce-website-for-  
artisans#:~:text=E%2Dcommerce%20provides%20a%20solution,streams%20and%20expanding%20th  
eir%20reach.](https://www.ijraset.com/research-paper/e-commerce-website-for-<br/>artisans#:~:text=E%2Dcommerce%20provides%20a%20solution,streams%20and%20expanding%20th<br/>eir%20reach.)



# Literature Survey cont...

## Online Art Marketplaces

- Online platforms, with over 12 million monthly page views and 1.6 million visitors.
- A massive global audience and 500,000+ Facebook followers.
- Diverse categories, including handmade items, fine art, and crafts.
- Artists create profiles, upload art, and handle packaging.

<https://www.freshbooks.com/blog/websites-for-selling-art>

# Literature Survey cont...

## Online Art Marketplaces

- A substantial 35% commission on sales for the platform.
- Global reach, connecting with collectors in 80+ countries.
- A Los Angeles-based e-commerce platform for various art forms.
- A world of opportunities for artists with substantial exposure and sales potential.

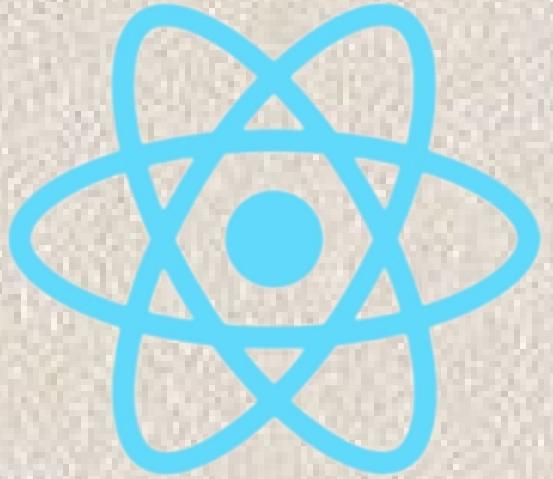
# DELIVERABLES

- Web application for artists and clients.
- Chat functionality for communication.
- Customization features.
- Bidding/price negotiation system.



# TECHNOLOGIES

- Front-end: HTML, CSS, JavaScript, React.
- Back-end: Node.js.
- Database: MongoDB.
- Real-time Chat:  
Socket.io/still under decision.
- Payment Integration



# METHODOLOGY

MARKET  
RESEARCH

CONCEPT  
DEVELOPMENT

INFRASTRUCTURE

USER  
EXPERIENCE

BACKEND  
DEVELOPMENT

FRONTEND  
DEVELOPMENT

TESTING

DEPLOYMENT

MARKETING

MONITORING



THANK YOU FOR  
LISTENING!

Ask any questions if required!