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**BEACONHOUSE NATIONAL UNIVERSITY**

**Project Title**

**PRJ-F23/xxx [project ID]**

**PROJECT PROPOSAL REPORT**

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**If Any**

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# **Problem Statement:** No proper webapp for Pakistani artists to sell their arts online or create a customized artwork for the clients.

**Existing System:** Pakistani artists often turn to social media platforms like Instagram and Facebook to showcase and sell their artwork. These platforms, while widely used, are not specifically designed for art sales.

On these platforms, artists are required to create generic social media profiles where they mix their art with personal updates, memes, and unrelated content. Artists primarily rely on direct messages, comments, or third-party communication tools to interact with potential buyers and manage commissioned orders. Handling payments and transactions often involves multiple steps, with artists having to share bank details or use external payment gateways. Artists may be concerned about the privacy of their artwork and the potential for copyright violations or unauthorized use when sharing their work on social media.

**Steps Taken to Get Around These Limitations:**

Artists must consistently post their artwork on their profiles to maintain visibility, Which requires frequent content creation and engagement to keep their audience interested. Artists often engage with their followers through comments, direct messages, and personal interactions to build a dedicated following. They may need to invest in additional marketing efforts, such as paid advertisements, collaborations, or shout-outs from influencers, to reach a wider audience. Artists may use third-party payment platforms or request payments via bank transfers, which can be less secure and less convenient for buyers. Artists need to actively monitor their work for unauthorized use and file complaints or claims when copyright violations occur. Artists have to manually track commissioned orders, communicate progress, and handle payments through separate channels, which can lead to inefficiencies and potential disputes.

**Literature Survey:**

Research, highlighting the need and potential for developing a web app for Pakistani artists to sell their art online and create customized artwork for clients:

1. Initiative of Supporting Artists During Challenging Times: British artist Matthew Burrows started the Artist Support Pledge initiative hoping to bring some relief to the many artists that suddenly found themselves without work due to the global pandemic by providing a platform where these technicians can showcase and sell their artworks without any commission fees. This demonstrates the importance of supporting artists, particularly during difficult circumstances like the COVID-19 crisis. The proposed web app can serve as a platform for artists to generate income using their artistic skill.

2. E-commerce for Artists: E-commerce is providing artists with platforms (e.g Shopify, Etsy, Artmo and Artsy etc ) to showcase and sell their artwork to a global audience, creating new revenue streams and expanding their reach. Building a dedicated web app for Pakistani artists can leverage this trend and enable them to reach a wider audience and increase their sales. Famous Websites for selling art online:

The Internet has provided an easier way for artists to share their work and sell art online to enthusiasts across the globe. Most of the famously used apps for selling and buying artwork online, across the globe includes:

**Etsy:**

Its online marketplace gives exposure to a huge global audience of craft and art lovers—one of the largest audiences on the internet. It is one of the most popular websites to sell art and also has one of the largest groups of independent artists (established and emerging artists alike!) trying to make a living off their work, and helps get your art in front of the right people online.[4]

This American company mainly focuses on handmade or vintage items and craft supplies. These items fall under a wide range of categories, including jewelry, bags, clothing, home décor and furniture, toys, art, as well as craft supplies and tools. [5]

To sell art on Etsy, there is a need to create an Etsy shop, which acts as an online store for showcasing art. Once created shop has been created, listing products (high-quality photos), starting marketing, and making sales have been done. Etsy has a variety of tools to reach artwork in front of the right audience. In terms of fees, it charges a nominal listing fee. If an artwork sells, the artist has to pay a 5% transaction fee and a 3% + $0.25 payment processing fee. There are also additional advertising fees if an artist wants to promote his products on the Etsy platform or off-site. [4]

**Saatchi Art:**

It is an online art gallery and marketplace with having huge audience. Their website gets approximately 12 million page views and 1.6 million visitors each month, and they have almost 500,000 followers on Facebook and over 650,000 on Instagram. Saatchi Art also has a global audience—and can help you sell art online on a global scale. To date, the platform has sold to collectors in over 80 countries around the world.[6]

To get started selling on the Saatchi Art online art gallery, There is a need to create profile, then photograph and upload artwork. When selling a piece of work, packaging has to be done. Saatchi Art handles the shipping and takes a 35% commission on the sale.[6]

This Los Angeles based e-commerce platform mainly focuses on selling paintings, photography, drawings, sculpture, and other artworks from artists from across the world.[7]

**Additional Research**:

we have interview an Artist, who is a fine art expert and sells commissioned artwork in Pakistan, like paintings, sketches, and Digital Illustrations using an online Platform (Facebook). She has a Fine Arts Degree, from Government College University Lahore.

Her Social Media Business Account’s Link is mentioned below:

Facebook Account’s Link: https://m.facebook.com/profile.php/?id=100063567257600

She mostly prefers to use WhatsApp as a convenient communication method to deal with her clients. She regularly posts on Facebook her completed artwork, client reviews, work-in-progress posts, and edited videos of her artwork to attract her followers and regular clients. She regularly takes client's instructions and reviews by sending updated work-in-progress pictures from time to time to ensure the satisfaction of her clients. She uses the Jazz Cash platform for successful and convenient payment process. Some clients prefer to buy existing listed artwork and some prefer to buy customized artwork. Some clients want physical artwork product and some ask to buy digital PDFs, depending on their needs. Some clients also want to customize edited videos of their artwork, however, artists also take extra charges for additionally requested work.

# **Proposed Solution:**

# By looking through all the issues and problems faced by the artists of our country, we decided to propose a solution in a form of web app which will solve the problems of the clients as well as the artists. We proposed a platform through which clients and artists can communicate more easily and reliably. Another issue faced by the clients were that if they wanted to customize any artwork (to get the painting of their own choice made), then we have observed there are no such websites for Pakistani community where they can create an art of their own choice. the clients and artists also face this issue that they do not have one platform to discuss their progress of the artwork or get reviews from the clients and artists. So, due to this lack of communication among the artists and the clients, there are high chances of client do not like the painting or artists not able to understand the requirements of the client. This communication gap can create a lot of hassle on both ends. So to overcome this issue, there will be a chat option where the client can discuss the requirements and issues with artists and the artists can gradually receive feedback from the client by sending them the images or videos of the work done till then. The artist also faced an issue that their paintings were not being sold at fair prices so we will add an option of bidding or price on request which will allow the artist to know the different prices offered by clients and then the client can sell that painting to the client who is giving a fair price.

# **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, Express.js
* Database: MongoDB
* Real-time Chat: Socket.io
* Payment Integration: jazz cash or easypaisa

# **Business Model**

1. **Buying:**
   * **Product Listings:** Artists can list their artworks for sale, including details like title, description and price.
   * **Customization:** Clients can request customized artwork by providing specific instructions to artists through a chat.
2. **Selling:**
   * **Artist Profiles:** Artists create profiles showcasing their portfolio, bio, and previous work.
   * **Commission:** The platform may charge a 15% commission fee for each successful sale made through the platform.
3. **Delivery Process:**
   * **Shipping Options:** Artists can choose to offer physical delivery
4. **Payment Method:**
   * **Payment Gateways:** Integrate secure payment gateways like jazz Cash or easypaisa for transactions.
5. **Return Policy/Refund Policy:**
   * **Returns and Refunds:** If the artwork arrives damaged or is not as described (e.g., wrong size, color, or style), client can return it or change it but amount doesn’t refund again.
   * **Timelines:** one day after the delivery
6. **Cost on Platforms Development and Maintenance:**
   * **Development Costs:** Initial costs for hiring developers and other technical resources.
   * **Maintenance Costs:** Ongoing expenses for server hosting, bug fixes, updates, and customer support.
   * **Marketing and Promotion:** Budget for marketing activities to attract both artists and clients to the platform.
7. **Auction process**

* **Bidding Period:** it’s about 15 to 30 days.
* **Bidding process:** Implement an bidding system where buyers can set their maximum bid.

# **Project Methodology**

1. **Understanding the Needs:**
   * Talk to Pakistani artists to understand their challenges in selling and customizing artworks online.
   * Study how they currently use social media for this purpose.
2. **Defining Core Features:**
   * Identify essential features like artist profiles, secure payments, real-time chat, and customization options.
3. **Choosing Technology:**
   * Use HTML, CSS, JavaScript, React for the frontend, and Node.js, Express.js, MongoDB for the backend.
   * Integrate secure payment gateways like Stripe or PayPal.
4. **Designing User-Friendly Interface:**
   * Create intuitive interfaces for artist profiles, artwork listings, customization, and order management.
5. **Developing Backend Logic:**
   * Set up databases for secure storage of artist profiles, artworks, and orders.
   * Develop server-side code for user authentication and transaction processing.
6. **Building Frontend:**
   * Write clean code for the user interface, focusing on simplicity and user-friendliness.
   * Ensure mobile responsiveness for a seamless experience.
7. **Testing for Reliability:**
   * Test thoroughly to find and fix any bugs or issues in the system.
   * Make sure all features work well, including real-time chat and payment processing.
8. **Deployment:**
   * Choose a reliable hosting provider and deploy the web app.
9. **Promoting the Platform:**
   * Market the platform to Pakistani artists, highlighting its benefits such as secure transactions and customization options.
10. **Listening and Improving:**
    * Gather feedback and update the platform based on user insights.

# **Timelines** (insert a Gantt chart covering the work to be done in both FYP I and FYP II; ideally this should cover the same steps you have detailed in the previous sections but now with timelines)

# **Expertise**

Our group has expertise in HTML, CSS, JavaScript and not much know about the react and their frameworks, so we can get idea from watching the tutorial from YouTube. e.g., like code with harry and programming with Mosh. These are the best youtuber for the react and their frames works.

# **References:**

[Reference 1](<https://magazine.artland.com/how-to-stay-connected-and-get-your-fix-how-virtual-initiatives-are-supporting-artists-in-times-of-social-isolation/)>).

[Reference 2] (<https://www.google.com/aclk?sa=l&ai=DChcSEwi1r_CEo9BAxXJSU>ECHf2tCsYYABABGgJ3cw&ase=2&gclid=CjwKCAjwvfmoBhAwEiwAG2tqzI09RhrnmTLw0mO5V8uHCRAtmc7x82aHASl0RtFOSdKS7BJP6erwhoCNEYQAvD\_BwEsig=AOD64\_2IAE8hGw1NiHwV00GDE8wJdO5gA&q&nis=4&adurl&ved=2ahUKEwjU4OmEo9BAxXYcfEDHdVMAjoQ0Qx6BAgHEAE)

[Reference 3](<https://www.etsy.com/>)

[Reference 4] (<https://www.freshbooks.com/blog/websites-for-selling-art>)

[Reference 5](https://www.ijraset.com/research-paper/e-commerce-website-for-artisans)).