

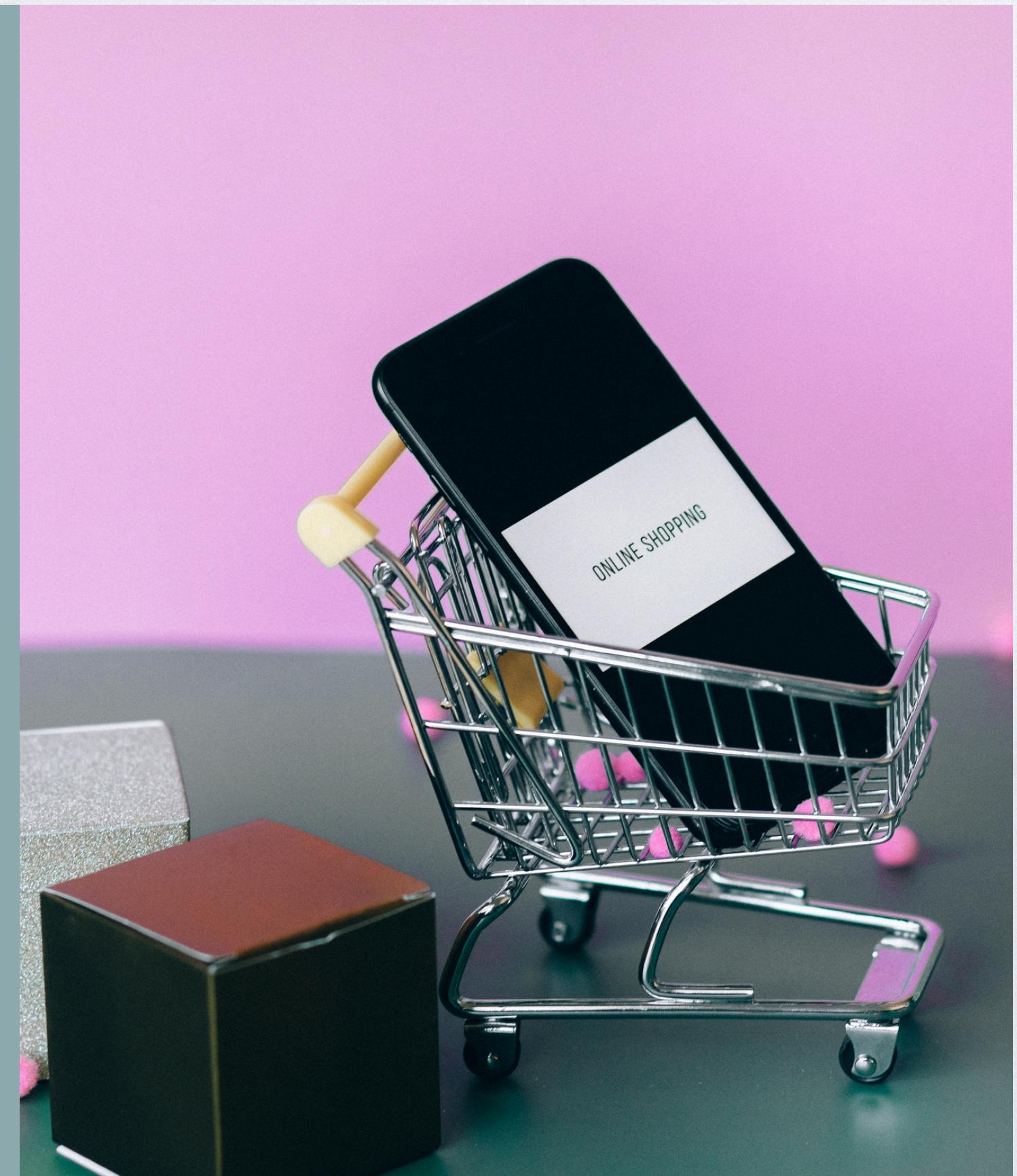


Uzact

Empower. Create. Sell.

Team Members:

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Problem statement

Many creatives in Kenya are not able to earn a decent income from their artistic talents due to the Arts and Crafts being undervalued as work, hence leaving them in poverty.

GCGO

Arts, Culture and Design

Why it matters

Poverty rates will continue to rise if we do not tap into every aspect of work that enables people to be economically secure by earning a livelihood. With about 7 million Kenyans in the creative economy, this could be an avenue to empower people to improve their quality of life.



MEET PENDO

Pendo, a single mother and MBA graduate, weaves baskets at the Karioko Market in Nairobi.

She aspires to create beautiful pieces that can compete internationally.

However, Pendo struggles with an unstable income and a lack of market exposure.

Despite these challenges, she is determined to explore sustainable practices and utilizes social media to promote her business.





**SOCIETY HAS UPHELD PROFESSIONS IN FIELDS
SUCH AS MEDICINE, LAW, ENGINEERING, AND
ACCOUNTING HENCE OTHERS LIKE ARTS HAVE
NEVER ENTIRELY BEEN GRANTED PROFESSIONAL
STATUS AS AN OCCUPATIONAL FIELD.**

SOURCE: KUCHINKE, 2010

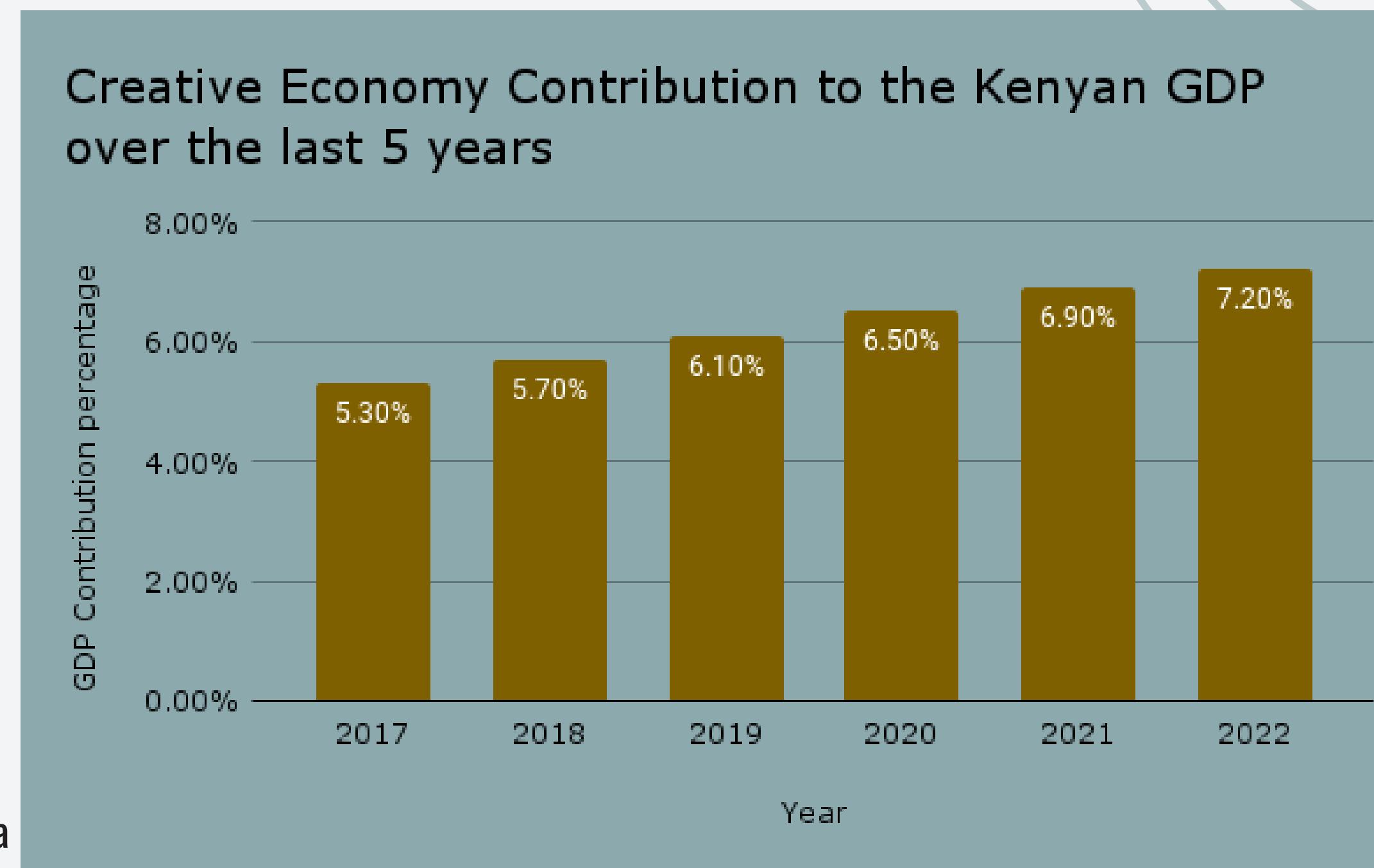
K. PETER KUCHINKE (2010) HUMAN DEVELOPMENT AS A CENTRAL GOAL FOR
HUMAN RESOURCE DEVELOPMENT, HUMAN RESOURCE DEVELOPMENT INTERNATIONAL, 13:5, 575-
585, DOI:10.1080/13678868.2010.520482



**KENYA'S
CREATIVE ECONOMY
CONTRIBUTES 5.3 % TO THE
NATIONAL GDP,
APPROXIMATELY KSH.
85 BILLION AS OF 2017 AND
IS ON THE RISE.**

Source:British Council, 2017

https://assets.publishing.service.gov.uk/media/5c76a3cd40f0b603d78528b6/BERF-Creative-Economy-Report_March-2017_Final_no-cover-page.pdf

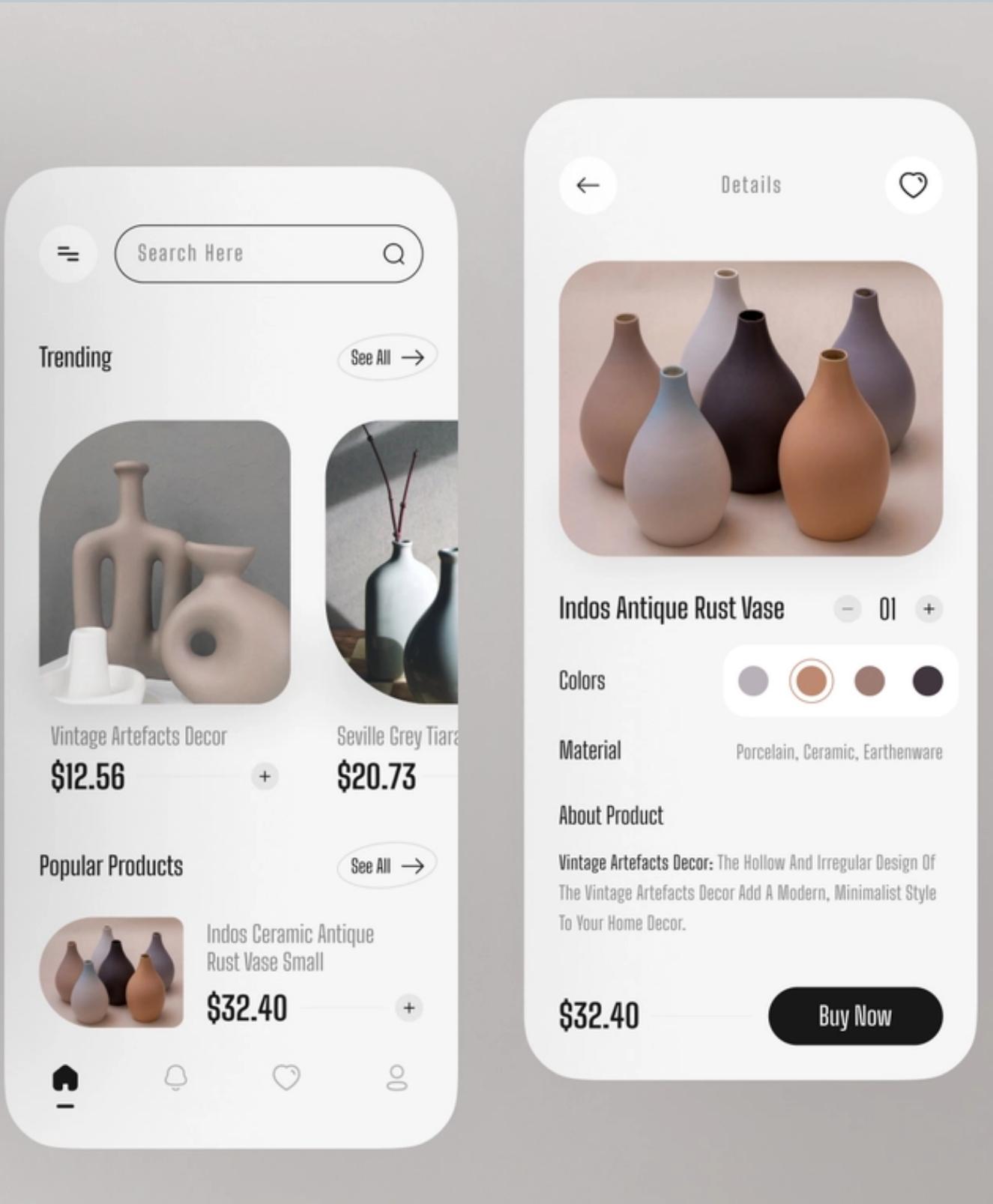




**GOVERNMENTS ARE INDIRECTLY
AFFECTED BY THE POVERTY
CHALLENGE.
ACCORDING TO THE WORLD BANK,
16.1% OF KENYA'S POPULATION LIVES
BELOW THE INTERNATIONAL
POVERTY LINE.**

SOURCE: WORLD BANK
[HTTPS://WWW.WORLDBANK.ORG/EN/COUNTRY/KENYA/PUBLICATION/KE
NYA-ECONOMIC-UPDATE-POVERTY-INCIDENCE-IN-KENYA-DECLINED-
SIGNIFICANTLY-BUT-UNLIKELY-TO-BE-ERADICATED-BY-2030](https://www.worldbank.org/en/country/kenya/publication/kenya-economic-update-poverty-incidence-in-kenya-declined-significantly-but-unlikely-to-be-eradicated-by-2030)

PROPOSED SOLUTION

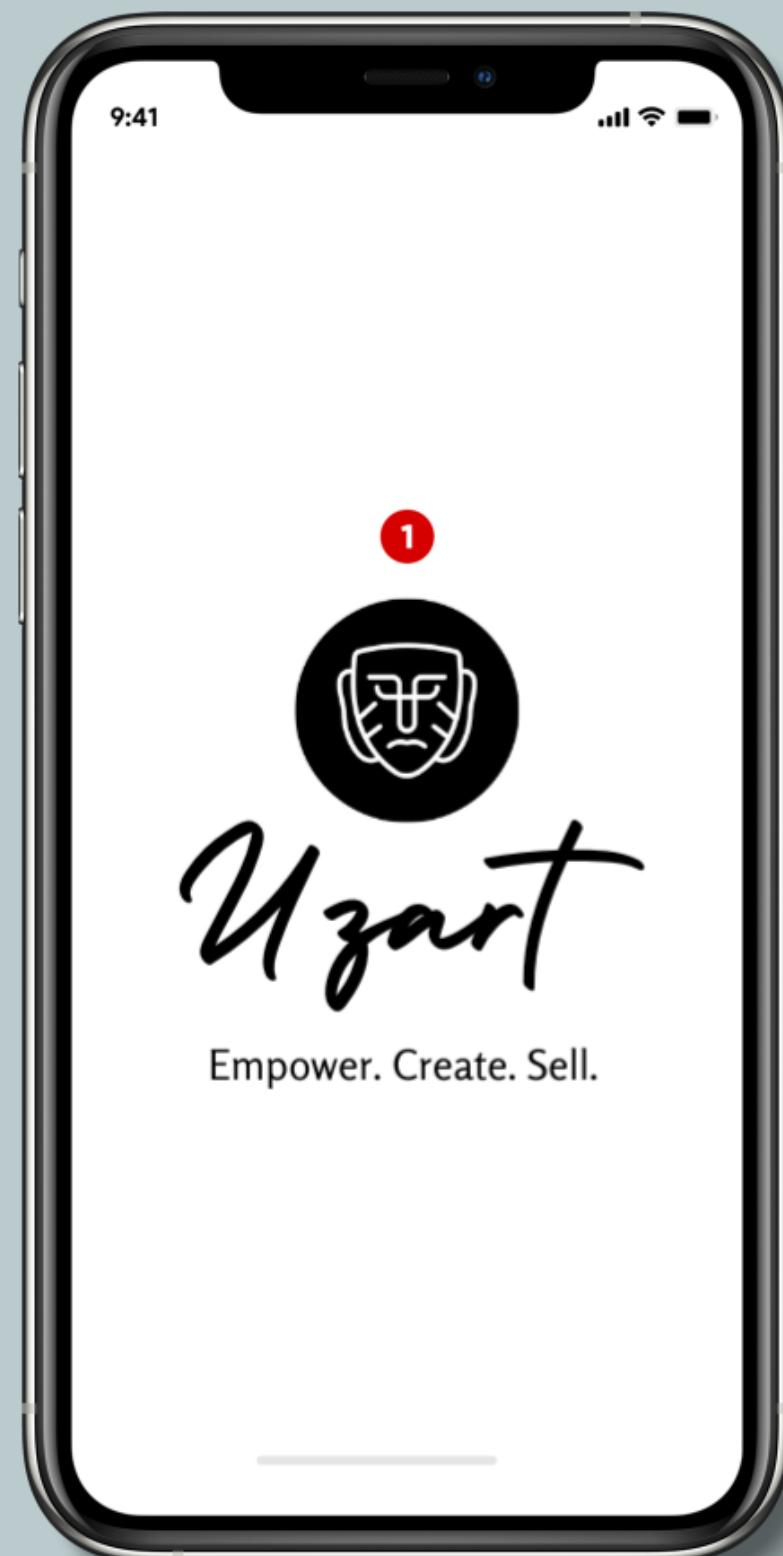


A mobile application, ***Uzart***, that provides an e-commerce platform.

This will enable different artisans to sell their merchandise to earn an income.

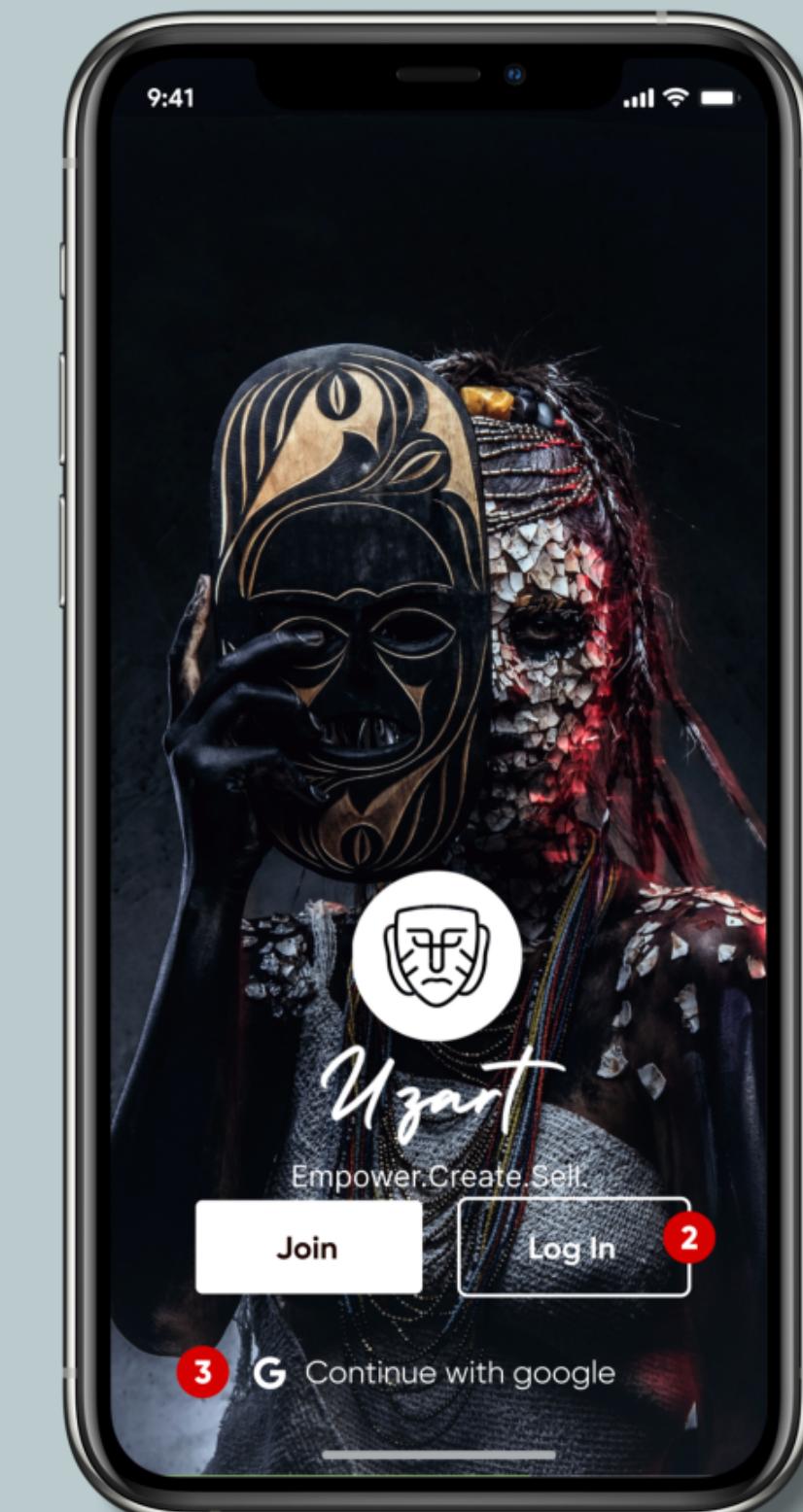
This is likely to be effective because creatives lack a platform where they can showcase and sell their work in different markets.

WIREFRAME: E-COMMERCE MOBILE APP FOR ARTISANS



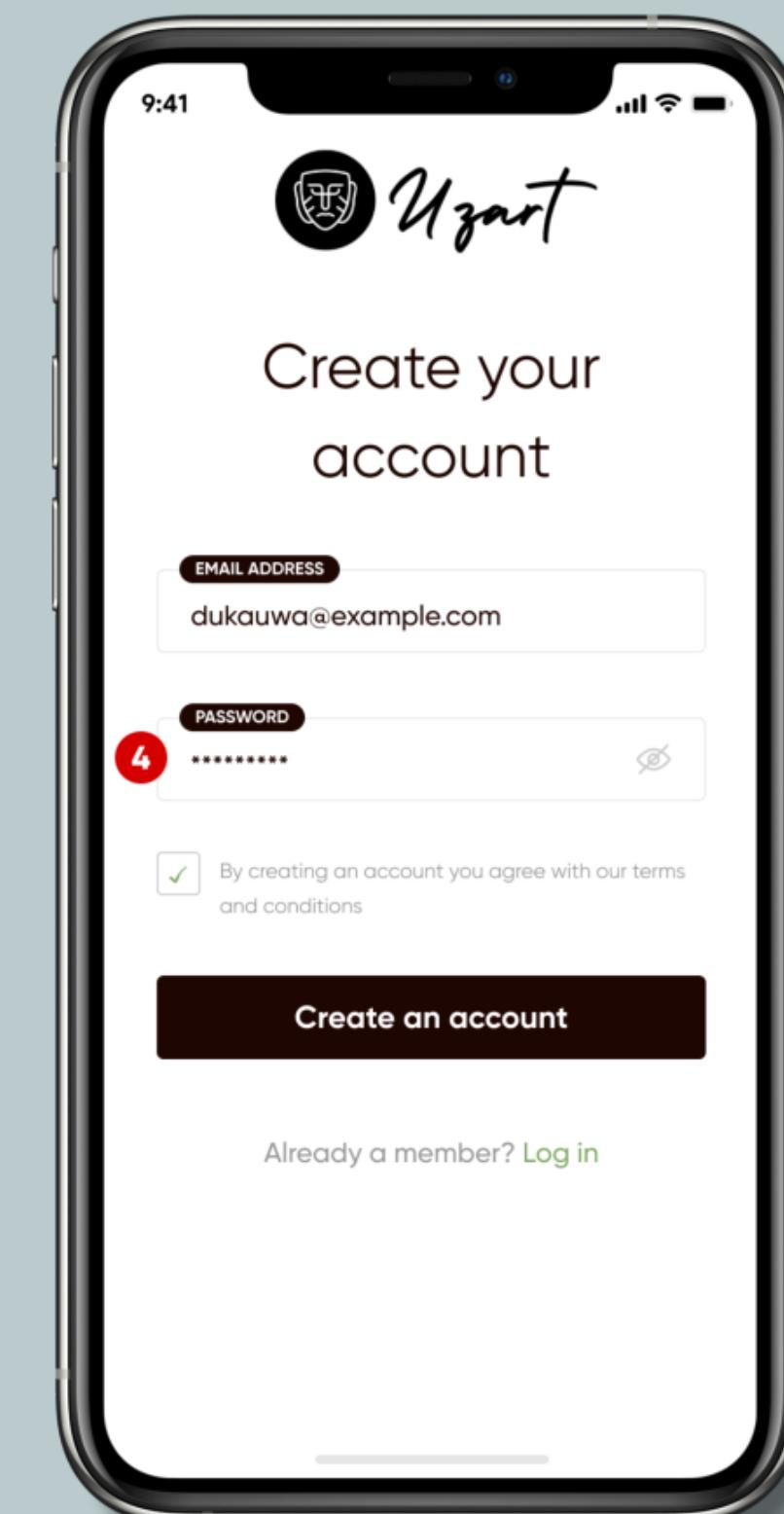
1 GETTING STARTED
REDIRECTS FIRST TIME USER TO THE SETTING UP
ACCOUNT PAGE

2 RETURN USERS CAN LOGIN DIRECTLY TO ENTER
THEIR USERNAME AND PASSWORD/RESET
PASSWORD IF FORGOTTEN



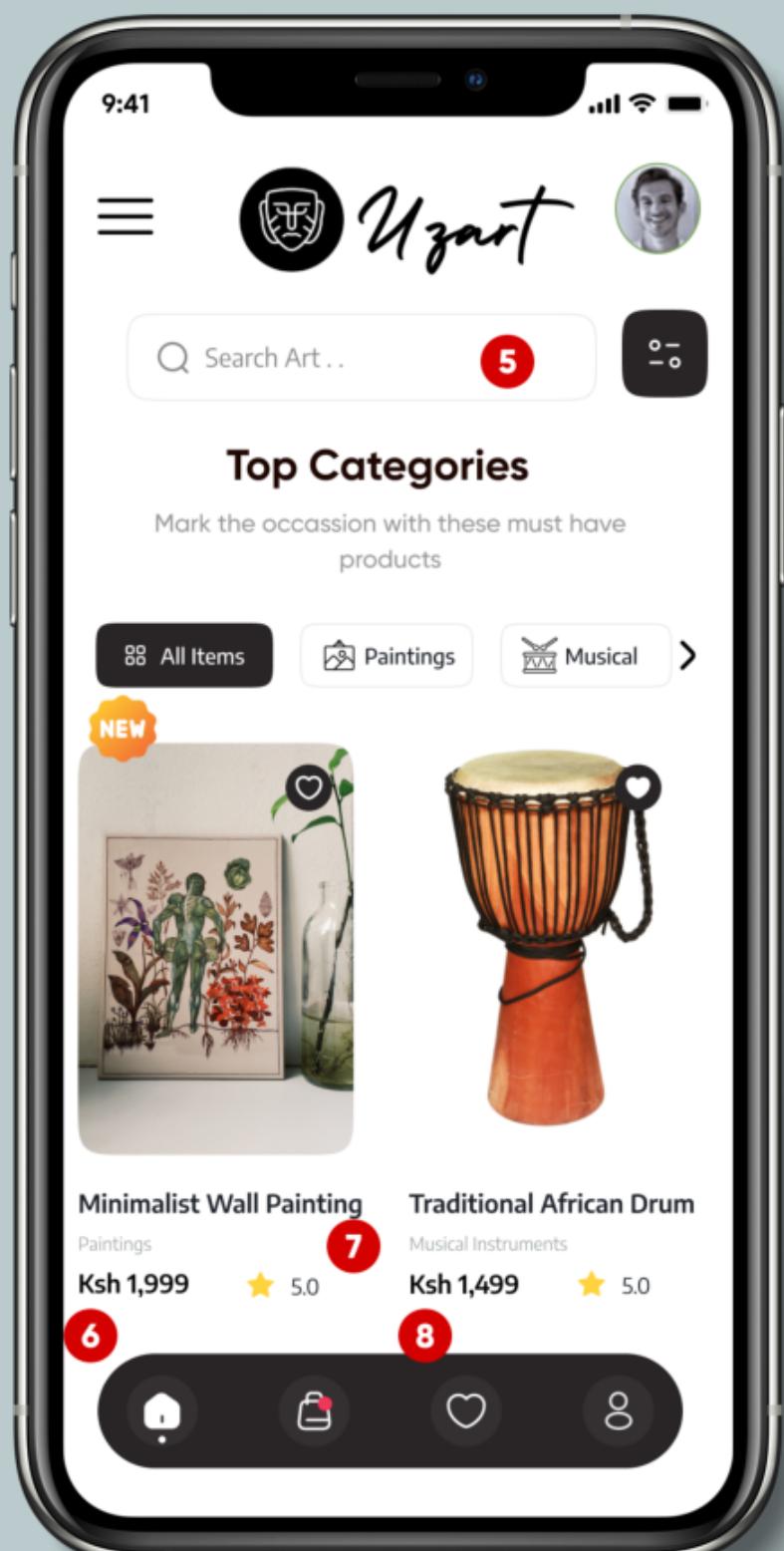
3 USERS (BUYERS) HAVE THE CHOICE OF LOGGING IN
OR SIGNING UP FOR THE APP VIA THEIR GOOGLE OR
FACEBOOK ACCOUNTS OPTIONS.

4 PASSWORD CRITERIA: AT LEAST 8 CHARACTERS, ONE
UPPERCASE LETTER, ONE LOWERCASE LETTER, TWO
NUMERAL DIGITS



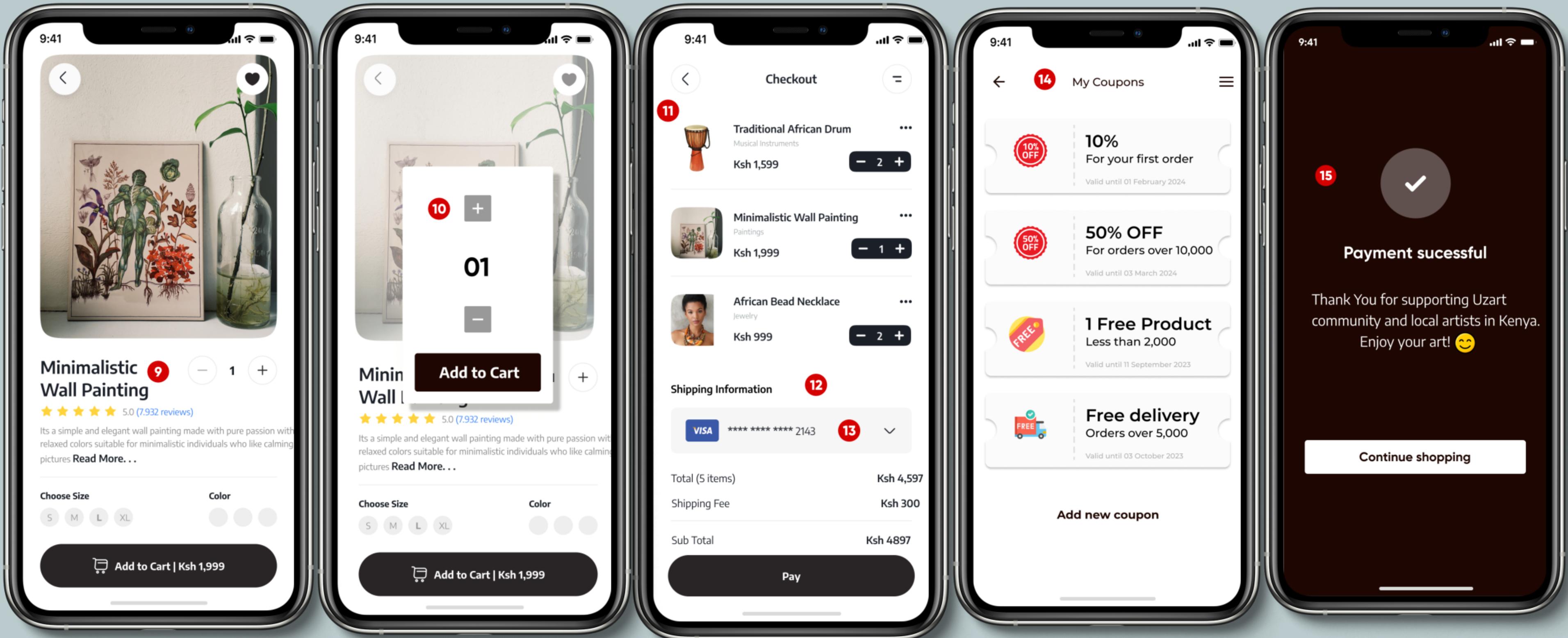
5 SEARCH BAR, BUYERS CAN SEARCH FOR ITEMS VIA
CATEGORIES, VIA PRODUCTS ON OFFER OR ON SALE AND
NEW PRODUCTS THAT HAVE BEEN NEWLY PLACED FOR
SALE BY SELLERS

6 THE HOME, CATEGORIES, ADD TO CART AND USER
PROFILE TABS ARE CONSTANT AND DO NOT CHANGE;
PLACED AT THE LOW BOTTOM PART OF THE SCREEN
TO DIRECT BUYERS THROUGH THOSE TABS.



7 THE ITEMS UNDER EACH CATEGORY HAVE DETAILS OF
PRICE OF THE PRODUCT PER ITEM AND REVIEWS OF
BUYERS OR USERS OF THE ITEM RATED BY A DIGIT
MAXIMUM OF 5 BEING SUPERB AND 1 BEING POOR AS
SHOWN BY A RATING STAR.

8 THE HOME, CATEGORIES, ADD TO CART AND USER PROFILE
TAB S ARE CONSTANT AND DO NOT CHANGE; PLACED AT THE
LOW BOTTOM PART OF THE SCREEN.



9 ONCE AN ITEM IS SELECTED, THE PRICE, DESCRIPTION DETAILS ARE REVEALED. THE BUYER ALSO GETS AN OPTION OF VARIOUS COLORS TO SELECT FROM AND HAVE THE OPTION OF ADDING TO CART FOR LATER CHECK-OUT OR BUY NOW AND PAY IMMEDIATELY OPTION FOR A SINGLE ITEM OPTION.

10 AFTER SELECTING VARIOUS ITEMS, THE BUYER HAS AN OPTION OF CHOOSING AND CHECKING OUT THE ITEMS HE WANTS TO PAY FOR, THE BUYER CAN ALSO INCREASE OR DECREASE THE QUANTITY OF ITEMS ORDERED PER CATEGORY BY CHECKOUT TO PAYMENT AND DELIVERY DETAILS IN THE NEXT SLIDE.

11 THE BUYER ENTERS THEIR DELIVERY ADDRESS TO CONFIRM DELIVERY AREA FOR PAYMENT.

12 THE BUYER CHOOSES THEIR PREFERRED MODE OF PAYMENT FOR THE ITEMS ORDERED; CASH, MPESA OR VISA DEBIT OR CREDIT CARDS AND GOES AHEAD TO CONFIRM THE TRANSACTION AND PLACE THE ORDER.

13 OPTIONAL DELIVERY INSTRUCTIONS; BUYER CAN INDICATE IF THEY WANT DELIVERY PLACED ON THEIR FRONT DOOR OR GIVEN TO THEM PERSONALLY OR CHOOSE SOMEONE TO PICK IT ON THEIR BEHALF AFTER THE ESTIMATED DELIVERY DATE.

14 TOTALS OF BONUS LOYALTY POINTS PER TRANSACTION ARE INDICATED, BUYER CAN ALSO SEE THE TOTAL LOYALTY POINTS INCURRED FROM PREVIOUS TRANSACTIONS.

15 BUYER CAN SEE LISTS OF SUPERMARKETS AND RESTAURANTS WHERE THEY CAN REDEEM COUPONS FOR THE LOYALTY POINTS THEY HAVE EARNED BY SHOPPING USING THE APP.

PAIN POINTS



1. THE LANDING PAGE IS NOT USER FRIENDLY AND THE NAVIGATION IS HARD TO FOLLOW.



2. THE PROTOTYPE DOES NOT HAVE A PROVISION FOR BUYERS TO COMMUNICATE WITH SELLERS.

STRATEGY N°3

RECOMMENDATIONS

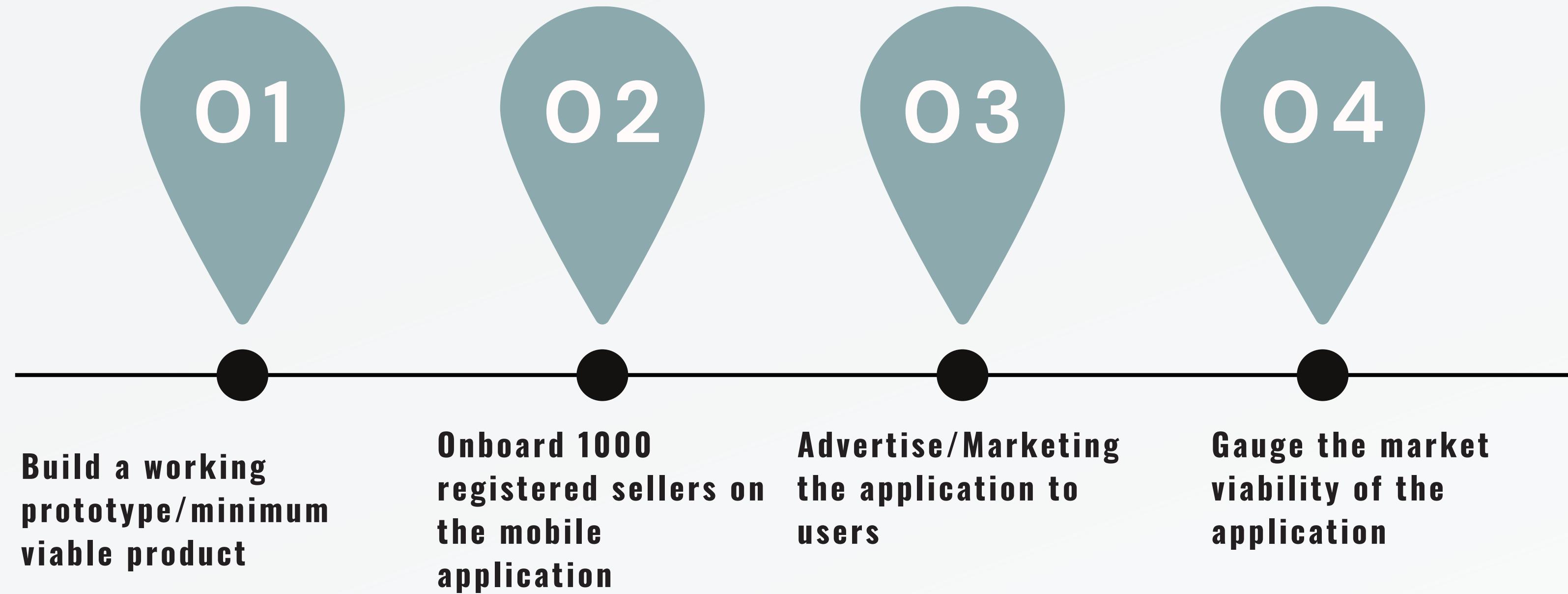


Improve on the landing page to make it more presentable and easy to use.



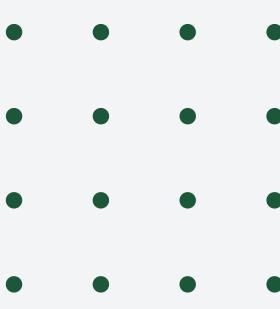
Add chat functionality to the wireframe between buyers and sellers.

What is next?



Why

Implementing an e-commerce solution can greatly benefit individuals in the arts and crafts industry. By showcasing their unique creations online, artists and crafters can reach a wider audience, increase sales, and enhance their financial prospects, providing a valuable boost to their businesses, hence earning an income to improve their quality of life



An example of a similar successful platform is **Shopify**, an e-commerce that provides the tools and resources for artisans to set up their own online stores.

