**Project Title: Oromo Artisan & Storyteller Marketplace**

**Category: Digital Tourism / Fintech**

**1. System Overview**

The Oromo Artisan & Storyteller Marketplace is a digital platform designed to connect Oromo artisans and storytellers with a global audience. It enables the sale of authentic handmade products and the sharing of oral traditions through audio, video and written formats. The system promotes cultural preservation, financial empowerment and responsible digital tourism.

**2. Core System Functionalities**

**1. User Management**

* User Registration and Login
* Sign up via email, phone, or social media (OAuth)
* Separate roles: Customer, Artisan/Storyteller, Admin
* Profile Management
* Edit personal or business details
* Upload profile pictures and bios
* View purchase or sales history
* Role-Based Access Control
* Different access levels and permissions for users, artisans and administrators

**2. Artisan & Storyteller Dashboard**

* Product Upload
* Add product details: name, category, description, price, quantity, images
* Inventory Management
* Track available items and update stock levels
* Story Upload
* Upload audio, video or text-based oral stories
* Add story metadata: title, theme, language, description
* Order Management
* View, accept or ship incoming orders
* Earnings Tracking
* Vies income reports and transaction history

**3. Customer Dashboard**

* Product Browsing
* Search and filter products by category, location or artisan
* **Story Library (Access and listen to/watch oral stories with filtering options)**
* Access and listen to/watch oral stories with filtering options
* Shopping Cart & Checkout
* Add items to cart, view total price, and place orders
* Payment Processing

**The platform supports secure and flexible payment options tailored for both local and international users**.

* Secure checkout using Chapa, Telebirr, HelloCash, or Amole
* Support for local currency (ETB)
* Real-time transaction confirmation and order tracking
* International card support (Visa, MasterCard, etc.) via **Chapa**

**Payment Gateways Overview**

**1. Chapa**

* Supports local and international payments
* Accepts Visa, MasterCard, American Express, Discover, and more
* Connects global buyers with local sellers, making it the ideal payment bridge

**2. Telebirr, HelloCash and Amole**

* Serve primarily domestic users within Ethiopia
* Ideal for local artisans and customers
* Do not support international cards directly

**4. Admin Panel**

* User Verification & Moderation
* Approve or suspend artisans and storytellers
* Monitor uploaded content for cultural or ethical compliance
* Analytics Dashboard
* Track user growth, transactions, best-selling products, and top-rated stories
* Commission Settings
* Define platform commission rate for each sale
* Homepage Curation
* Feature selected artisans, products, or stories on the main page

**5. Cultural & Community Features**

* Ratings and Reviews
* Customers can rate artisans and provide feedback
* Story Tagging and Themes
* Classify stories by theme (e.g., folklore, nature, heroism, community)
* Monthly Features
* Highlight top artisans or cultural storytellers every month

**6. Localization and Accessibility**

* Multilingual Support
* Interface in Afaan Oromo, English and Amharic
* Responsive Design
* Fully accessible on mobile, tablet, and desktop
* Offline Access (Optional)
* Download stories or product brochures for offline viewing

**7. Security & Trust**

* Secure Authentication
* Password hashing, SSL encryption and optional 2-Factor Authentication
* Content Moderation
* Manual review and AI assistance to detect inappropriate content
* Fair Trade Guarantee
* Platform ensures artisans receive fair compensation through direct payouts

**8. In-App Chat System**

A real-time messaging feature that allows customers and artisans to communicate directly within the platform.

* Enables buyers to ask questions about products or stories.
* Facilitates personalized customer service and trust-building.
* Supports real-time messaging using technologies like WebSocket or Firebase.
* Optional moderation system for content safety and abuse prevention.

**9. Digital Training Center**

An educational section where artisans and storytellers can access training resources to improve their digital and creative skills.

* Offers tutorials on photography, pricing, storytelling branding, and online selling.
* Promotes self-improvement and professional growth for local users.
* Content delivered in multiple formats (videos, PDFs, guides) and languages (Afaan Oromo, Amharic, English).
* Encourages long-term sustainability and quality improvement.

**10. Augmented Reality (AR) Previews**

A modern visualization feature that allows customers to preview crafts or traditional clothing in real-world environments using their phone cameras.

* Buyers can view 3D models of products in their physical space before purchase.
* Especially valuable for international customers seeking immersive product previews.
* Enhances product confidence and reduces return rates.