**Building an artisanal E-commerce platform using IBM Cloud Foundry**

**Phase 2**: Innovation

**Step 1: Artisan-Centric Design**

Create a user-friendly platform with a design that celebrates the uniqueness of artisanal products. Use visually appealing layouts that showcase the craftsmanship and cultural significance of these items.

**Step 2: Artisan Verification**

Implement a robust verification system to ensure the authenticity of artisans and their products. This can build trust with customers and protect against counterfeit items.

**Step 3: Artisan’s stories**

Share the process and story behind the product. Video content or blog posts can help customers connect with artisans on a personal level so that they could buy the product.

**Step 4: Product Customization**

Allow artisans to customize their storefronts, enabling them to reflect their brand and personality. This could include templates, color schemes, and the ability to tell their story.

**Step 5: Collaboration and partnership**

Establish partnership with local organization, businesses and artisan’s communities to create a supportive ecosystem so that they can get many customers over many places.

**Step 6: Quality Assurance**

Ensure product quality through stringent vetting processes and provide guarantees, which can help in building trust with customers so that they could buy the product without any doubt.

**Step 7: Security and privacy**

Ensure robust security measures to protect artisan's data and customer information so that it could be safe and secured.

**Step 8: Payment and Shipping Flexibility**

Allow for various payment methods and offer flexible shipping options to accommodate different artisan needs and customer preferences as the customers will be from various places.

**Step 9: Feedback**

Continuously gather feedback from artisans and customers to make iterative improvements to the platforms so that the platform will be modified as per their convenience.

**Step 10: Reviews and Ratings**

Implement a reliable review and rating system to build trust among customers and artisans so that they could honestly give the reviews and believe the platform.