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Subject: CP	Aim: Ideation and Stakeholder Need Analysis
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Ideation and Stakeholder Needs Analysis

Stakeholder Identification

The main stakeholders for the **Jetpur Sarees Platform** are:

1. **Saree Manufacturers (Jetpur-based and regional textile artisans):**

   - Need a reliable digital presence to showcase their catalogues.

   - Require direct inquiry channels (WhatsApp, call, request quote) instead of e-commerce cart systems.

   - Need to connect with domestic and international buyers.

2. **Retailers and Bulk Buyers (B2B stakeholders):**

   - Require quick access to detailed product catalogues across categories (cotton sarees, silk sarees, ethnic wear, etc.).

   - Need easy ways to contact manufacturers directly for custom orders, bulk pricing, and export requirements.

3. **Exporters and Wholesalers:**

   - Require structured inquiry and quotation workflows to manage large-scale exports.

   - Need dedicated pages for export guidelines, quote requests, and catalogue downloads.

4. **End Customers (secondary stakeholders):**

   - While not the primary focus, they may explore the site for awareness and may connect with manufacturers indirectly.

Needs Analysis

From stakeholder research and domain study:

- **Manufacturers:** Lack affordable platforms to represent their products online; many depend on middlemen or fairs. A digital platform with detailed product pages, manufacturer profiles, and communication channels reduces dependency. (Ref: FICCI Textile Report, 2023).

- **Retailers/Wholesalers:** Require curated categories and advanced filters to quickly explore product catalogues. A structured website simplifies discovery and reduces transaction time.

- **Exporters:** Seek professional, standardized workflows (e.g., "Request Export Quote") to streamline communication with international buyers. (Ref: Ministry of Textiles, India, 2022).

- **Global Trend:** According to McKinsey's 2023 Fashion Report, digital B2B platforms are increasingly important for textile supply chain visibility, making such a project directly relevant to ICT-enabled trade solutions.

Problem Statement

Despite Jetpur's prominence as a textile hub, **there is no centralized, digital-first platform for manufacturers to showcase their sarees, connect directly with buyers, and streamline inquiries/exports**. Existing platforms are either retail-focused (Flipkart, Amazon) or costly B2B portals that do not cater to local artisans. This creates a gap for a dedicated **ICT-enabled platform for Jetpur sarees manufacturers, wholesalers, and exporters**.

Solution Ideation

1. **Digital Catalogue & Manufacturer Profiles:**

   - Create category-wise catalogues (cotton sarees, silk, designer, etc.).

   - Each product has a detailed page with rich images, material info, and inquiry options.

   - Manufacturer profiles with direct call/WhatsApp buttons to enable instant communication.

2. **Inquiry & Export Workflow:**

   ○ Instead of add-to-cart, the system provides "Request Quote," "Start Exporting," and "Custom Requirement" workflows.

   ○ Export pages include guidelines, downloadable catalogues, and quotation request forms.

3. **Search, Filter, and Accessibility Features:**

   ○ Fully working search bars and filters for catalogues and manufacturer listings.

   ○ Dedicated landing pages for categories and exports with professional imagery (heritage and authentic ethnic visuals).

   ○ Accessibility improvements (button visibility fixes, contrast improvements, form validations).

Relevance to ICT Domain

This project lies in the **Web Applications & Cloud Computing** segment of ICT. It uses:

● **Supabase (Database + Auth):** To manage manufacturer profiles, catalogues, and user authentication.

● **TypeScript Framework:** For scalable, secure web development.

● **ICT in Trade & E-Commerce:** Demonstrates how ICT tools empower regional industries (textiles) to access national and international markets.

● **UI/UX & Accessibility Improvements:** Aligns with ICT principles of human-centered design and usability.

By bridging traditional textile markets with ICT-based solutions, this project showcases how local industries can digitize their presence effectively.