CHAPTER -1

INTRODUCTION

1.1 Project Summary

1.2 Purpose

1.3 Scope

CHAPTER 1 INTRODUCTION

1.1 PROJECT SUMMARY

The Artistic Creation Website is an innovative digital marketplace designed to support local artisans and handicraft creators by providing them with a comprehensive and organized platform to showcase, promote, and sell their handmade products. In today's digital age, traditional marketplaces and word-of-mouth promotion are no longer sufficient to cater to the growing needs of artisans. The Artistic Creation platform aims to bridge this gap by offering features that enhance visibility, expand market reach, and provide fair opportunities for local craftsmen.

Platform Overview

The Artistic Creation Website provides artisans with an easy-to-use and personalized platform to display their products and connect with customers. The platform offers a range of features, including

- **Artisan profiles**: Creators can build their personal store page with product listings, descriptions, and prices.
- **Product showcase**: Handicrafts are displayed with high-quality images, detailed descriptions, and categories for easy navigation.
- **Search and filter options**: Customers can explore products by category, price, material, or artisan name.
- **Shopping cart and checkout**: A streamlined process for customers to add products to the cart and place secure orders.
- **Order tracking:** Buyers and sellers can track the status of their orders in real time.
- **Language freedom**: The platform supports multiple languages, allowing artisans to present their products in their preferred language and customers to browse in the language they are most comfortable with. Artisan-Customer Interaction.

Artisan-Customer Interaction

The Artistic Creation platform promotes direct communication between artisans and customers to build trust and transparency. This feature enables users to:

- Customization requests: Customers can request personalized or custom-designed products directly from artisans.
- Provide feedback: Buyers can leave reviews and ratings, helping artisans improve and gain credibility.
- Share stories: Artisans can share the cultural and artistic significance behind their crafts, strengthening customer connection.

Benefits

The Artistic Creation Website provides multiple benefits to both artisans and customers, such as:

- **For artisans**: Greater visibility, fair pricing, increased income opportunities, digital empowerment, freedom to express in their local language, option for customization requests, and improved product credibility through reviews.
- **For customers**: Access to authentic handmade products, direct connection with artisans, unique and customizable items, secure shopping experience, ability to shop in their preferred language, and contribution to sustainable shopping.
- **For communities**: Preservation of traditional art forms, promotion of cultural heritage, empowerment of local creators, encouragement of cultural exchange, and support for the local economy.

1.2 PURPOSE

The primary purpose of the **Artistic Creation Website** is to provide a centralized digital marketplace for artisans to showcase their handicrafts, connect with customers, and preserve cultural heritage. The platform aims to:

1. **Empower artisans**: By offering an online marketplace with language freedom, product listings, and customization options, the platform empowers artisans with digital tools to expand their reach.
2. **Promote cultural heritage**: By giving visibility to traditional crafts, the platform aims to preserve and promote cultural art forms for future generations.
3. **Enhance customer experience**: By providing authentic, customizable products, easy navigation, and secure shopping, the platform ensures a smooth and engaging customer experience.
4. **Support sustainable economy**: By connecting artisans directly with customers, the platform contributes to fair trade, local business growth, and sustainable shopping practices.

1.3 SCOPE

The scope of the **Artistic Creation Website** project includes:

1. **Design and development:** Creating a user-friendly and secure web platform with features such as artisan profiles, product listings, multilingual support, search and filter options, shopping cart, secure checkout, and order tracking.
2. **Artisan-customer interaction:** Allowing artisans to accept customization requests, receive customer feedback, and share cultural stories to build trust and connection.
3. **Administration and management:** Providing an admin module for monitoring transactions, verifying artisans, managing user accounts, and ensuring platform security.
4. **Scalability**: Enabling future expansion with features such as mobile app integration, promotional campaigns, international shipping, and loyalty programs.

CHAPTER – 2

PROJECT MANAGEMENT

2.1   Project Planning

2.1.1   Project Development

        Approach and Justification

2.1.2 Project Plan

2.1.3 Milestones

CHAPTER 2 PROJECT MANAGEMENT

2.1 PROJECT PLANNING:

The **Artistic Creation** project will be developed using the **Waterfall Model**. This approach is chosen because of its linear and sequential nature, which ensures that each phase is systematically completed before moving on to the next one.

2.1.1 Project Development Approach and Justification:

Waterfall Model

The Waterfall Model is a structured software development methodology that follows a step-by-step process. It is suitable for this project as the requirements are clearly defined, and changes during the later stages are minimal. This ensures efficiency and accuracy in delivering a functional e-commerce platform.

Here's a high-level outline for project planning:

1. Define goals
2. Research
3. Designing and prototyping
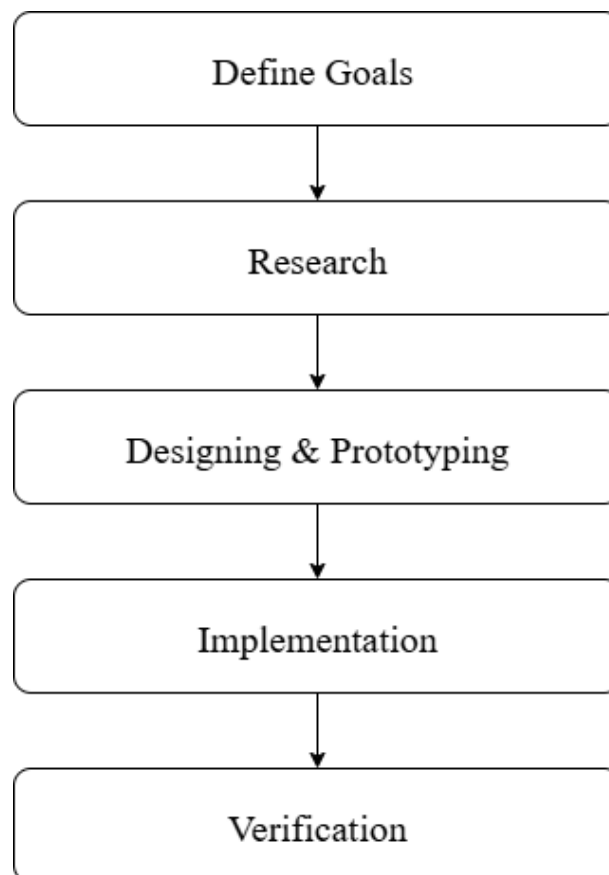4. Implementation
5. Verification

Figure 2.1.1 : Project Development Approach

1. Define Goals

The main aim of this project is to create a simple and user-friendly online marketplace where local artisans can showcase and sell their handmade products. The website will make it easy for sellers to register, upload their products, and manage their shop. For customers, it will provide a smooth shopping experience with options for browsing, adding items to the cart, and making secure payments. Success will be measured by the number of active sellers, customer satisfaction, and the growth in sales.

2. Research

Before building the website, research will be carried out to study existing e-commerce platforms such as Etsy and Amazon Handmade. This will help in understanding what features work well and where improvements can be made. We will also gather feedback from local artisans and potential buyers to learn about their needs, preferences, and challenges. This research will guide us in adding features that truly support small sellers and build trust with customers.

3. Designing and Prototyping

Once the research is complete, the website's design will be created. This will include the overall structure, the look and feel, and how users will move from one page to another. Simple wireframes and mock-ups will be developed for important sections like the homepage, product pages, shopping cart, and checkout. A prototype will then be tested with some users to collect feedback and improve the design before moving into development.

4. Implementation

In this phase, the actual website will be built using suitable programming tools. The main features such as seller registration, product uploads, search filters, shopping cart, and payment gateway will be added. The site will be designed to work smoothly on both computers and mobile devices. To ensure safety, security features like login authentication and data encryption will also be implemented.

5. Verification

After development, the website will be tested carefully to make sure everything works as expected. Sellers and buyers will try out the platform in a testing phase to provide feedback. Performance testing will also be done to check if the site can handle many users at the same time. Once all issues are fixed, the final version will be launched. Regular updates and maintenance will be planned to keep improving the platform over time.

2.1.2 Project Plan:

Project Planning Activity Chart

TASK	30/07/2025	06/08/2025	27/08/2025	03/09/2025	03/12/2025	20/01/2026
Project Definition	Requirements Gathering					
System Analysis		System Analysis				
System Design Diagram			System Design			
Interface Design Start				Interface Design		
Coding Start					Coding	
Testing						Testing

Figure 2.1.2: Project Planning Activity Chart

This activity chart represents the basic plan we followed to complete our project . Before moving into the execution phase, we first worked on defining the project scope, analyse system requirements, and preparing the design structure. Once these steps were completed, we proceeded with interface design, coding, and finally testing to ensure the website worked smoothly.

2.1.3 Milestones:

Milestones are important achievements within the project timeline that help track progress and ensure the work is on schedule. For the Artistic Creation, the following milestones were identified:

l. Project Kick-off

- Defined the main goal: to build an online platform for artisans to sell handmade products.
- Divided roles and responsibilities among the team.
- Prepared a simple roadmap for development.

2. Requirements Gathering and Analysis

- Collected needs from artisans (sellers) and buyers (customers).
- Finalized important features like seller registration, product uploads, cart, payments, and order tracking.

3. System Design and Prototyping

- Planned the structure of the database and website.
- Created sample screens for homepage, product page, and checkout.
- Made a simple prototype to test the flow.

4. Technology Stack Selection

- Choosing tools and technologies: HTML, CSS, JS, BOOTSTRAP for frontend, PYTHON/PHP for backend, MySQL/MongoDB for database.

5. Development Phase initiation

- Started coding the main features.
- Built seller dashboards, product upload options, search and filter, shopping cart, checkout, and payment system.

6. Testing and Final Checks

- Tested the website with sellers and buyers.
- Fixed issues based on feedback.
- Checked performance, security, and usability before launch.

CHAPTER - 3
SYSTEM REQUIREMENT STUDY

3.1 Hardware and Software Requirements

3.1.1 Hardware Requirement

3.1.2 Software Requirement

3.2 Constraints

CHAPTER 3 SYSTEM REQUIREMENT STUDY

3.1 HARDWARE AND SOFTWARE REQUIREMENTS

3.1.1 Hardware Requirements:

- Processor: Intel Core i3 or higher
- RAM: 4 GB or more
- Storage: 20 GB minimum

3.1.2 Software Requirements:

- OS: Windows / Linux / Mac-OS
- Backend: PHP/PYTHON with MYSQL
- Frontend: HTML, CSS, JSCRIPT, BOOTSTRAP
- Development Tools: VS Code, XAMPP

3.2 CONSTRAINTS

1. **Time Constraints**

   - The project needs to be completed within the planned schedule. Each phase such as design, coding and testing must be finished on time to avoid delays.

2. **Budget Constraints**

   - The project has limited financial resources. Because of this, we may not be able to add expensive features such as premium third-party tools or advanced automation.

3. **Resource Constraints**

   - The availability of skilled developers, proper testing environments, and required hardware /software may affect the speed of development.

4. **Technology Constraints**

   - Since we are using selected technologies like HTML, CSS, JSCRIPT, BOOTSTRAP, PHP/PYTHON and MYSQL the system's flexibility for integration with other platforms may be limited.

5. **Security Constraints**

   - As it is an e-commerce website, security is very important. The platform must protect user data, ensure safe payments and prevent unauthorized access.

6. **Scalability Constraints**

   - If the number of users and product listings grows rapidly, the website may need more optimization and cloud-based support to handle the increased load.

7. **Testing Constraints**

   - Full-scale testing may be limited as we might not get access to large amounts of real seller and buyer data before deployment.

CHAPTER – 4

SYSTEM ANALYSYIS

4.1 Study of current system

4.2 Problems and weakness of current system

4.3 Requirement of new system

4.4 Feasibility study

4.5 Data Modeling

 4.5.1 DFD diagram

1. Zero Level Diagram
2. First Level Diagram
3. Second Level Diagram

 4.5.2 Use-case diagram

 4.6 Data Dictionary

CHAPTER 4 SYSTEM ANALYSIS

4.1 STUDY OF CURRENT SYSTEM

At present, most local artisans and handicraft sellers depend on traditional methods to sell their products. They rely on local markets, exhibitions, or word-of-mouth to reach customers. While some may use social media platforms like Facebook or Instagram, these are not designed as full e-commerce solutions and often lack proper order management, secure payments, or customer support.

This makes it difficult for artisans to expand their reach, manage their sales efficiently, and compete with larger online marketplaces. Customers also face challenges in finding authentic handmade products, as there is no centralized and trusted platform dedicated to local handicrafts.

4.2 PROBLEM AND WEAKNESS OF CURRENT SYSTEM

1. **Limited Reach for Artisans** — Local artisans mostly depend on small markets which restricts their customer base. They struggle to connect with buyers outside their local area.
2. **Lack of Centralized Platform** — Sellers use different methods like social media pages or word-of-mouth to sell products. There is no dedicated platform where all products are listed in an organized way for buyers to explore.
3. **No Secure Payment Options** — In the current system, many transactions happen offline or through unsafe channels, which can cause trust issues between sellers and buyers.
4. **Difficult Order Management** — Sellers face problems in keeping track of customer orders, payments, and deliveries without a proper system.
5. **Low Visibility of Products** — Handmade and cultural products often go unnoticed because artisans don't have a platform to promote them effectively, making it hard to compete with bigger brands.

4.3 REQUIREMENTS OF NEW SYSTEM

- Centralized platform for all handmade products.
- Digital management for sellers' products and inventory.
- Secure payment system for safe transactions.
- Buyer-seller communication through messaging and reviews.
- Smart search and filter options for easy browsing.
- Product promotion with featured listings for visibility.

4.4 FEASIBILITY STUDY

The Artistic Creation is a practical and feasible solution for helping local artisans sell their products online. The frontend will use HTML, CSS, JavaScript, and Bootstrap, while the backend will be built with PHP/Python and MySQL for database management.

This setup ensures smooth performance, scalability, and security. Buyers and sellers can interact safely, payments are secure, and the website can handle growing users and products efficiently. Overall, it is a user-friendly, cost-effective, and reliable platform for promoting local handicrafts.

4.5 DATA MODELLING

Data modelling is used to design the website's database structure efficiently. The key components include:

- **Users Table** — Buyers, Sellers, and Admins.
- **Products Table** — Handmade products, descriptions, prices, and images.
- **Orders Table** — Order details, payment status, and delivery information.
- **Reviews Table** — Customer ratings and feedback for products.
- **Messages Table** — Buyer-seller communication.

4.5.1 DFD Diagram

1. <u>Zero Level Diagram :-</u>

Represents how users browse **products, manage listings, place orders, make payments** and Communication through with website.
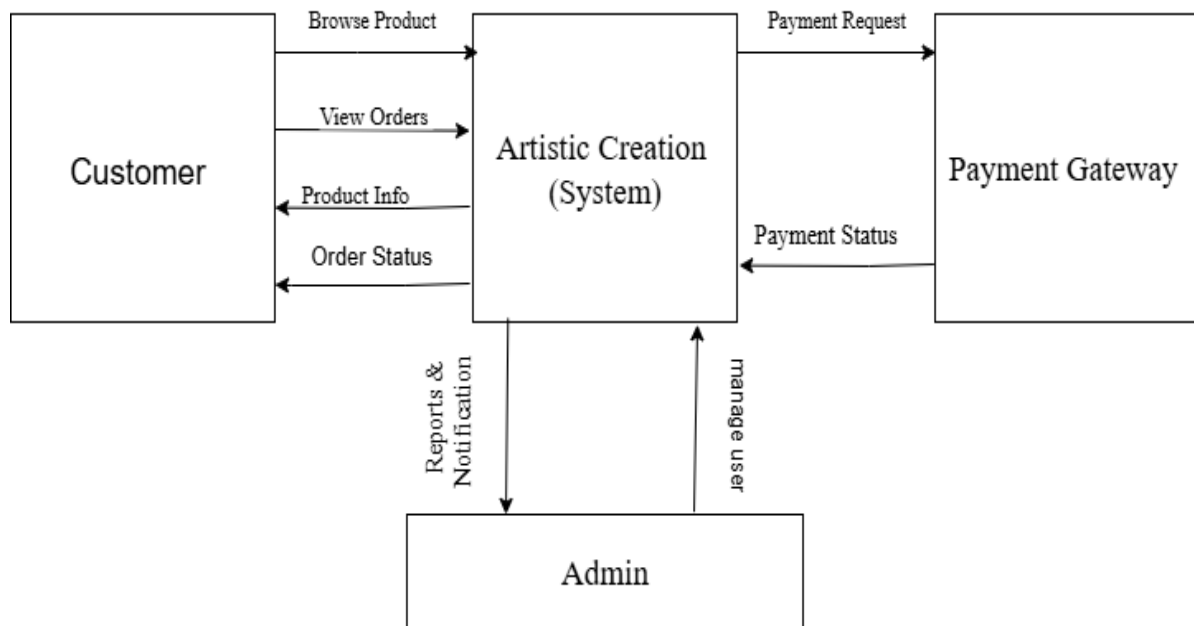

Figure 4.5.1: Zero Level Data Flow Diagram [DFD]

2. Level 1 Diagram:-

Illustrates how data flows between different users (**artisans, customers, and admin**) and various modules of the platform such as:
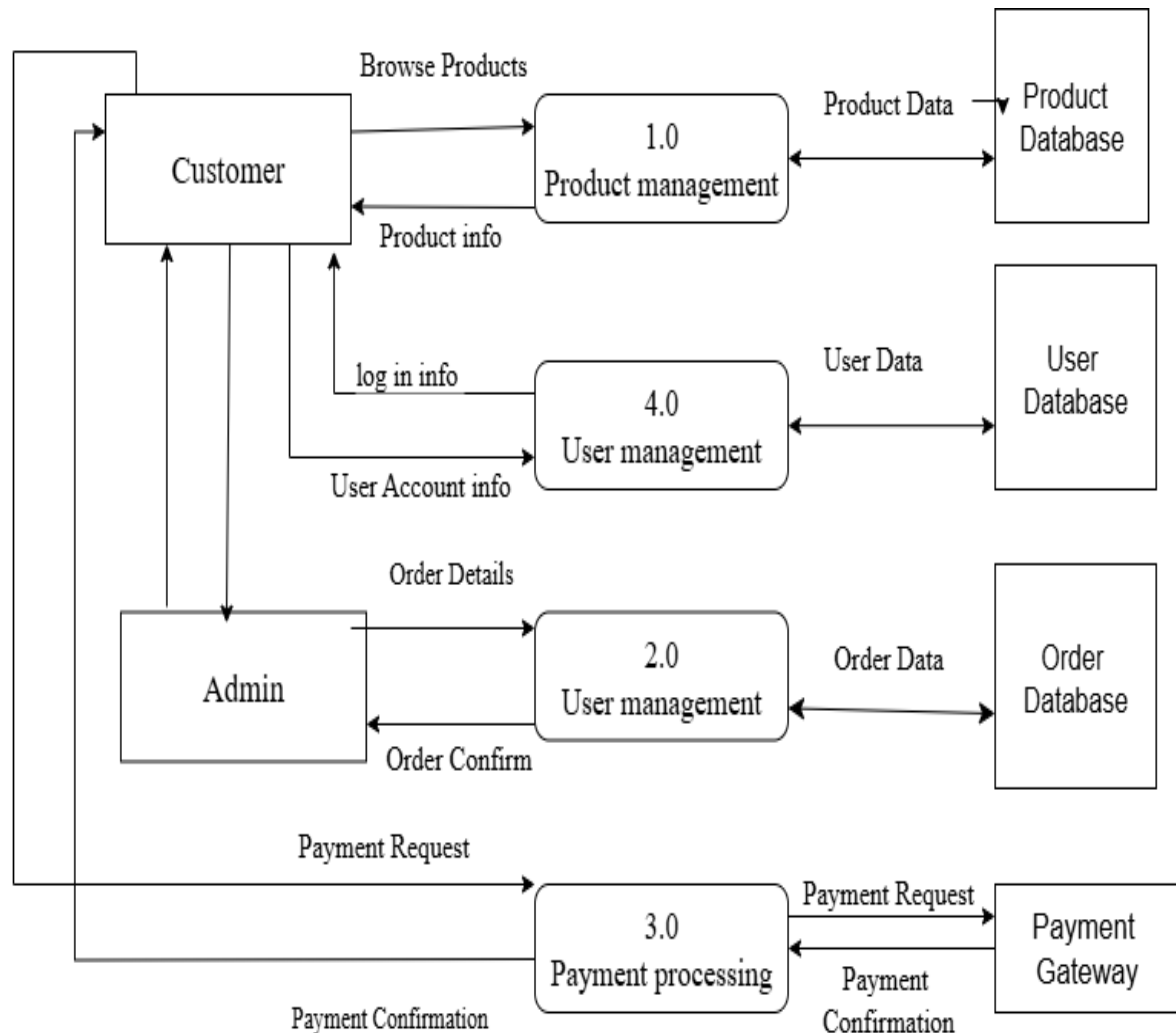

Figure 4.2 First Level Data Diagram[DFD]

3. Level 2 Diagram:-

Breaks down individual modules, such as how products are uploaded, purchased, and managed in the system.
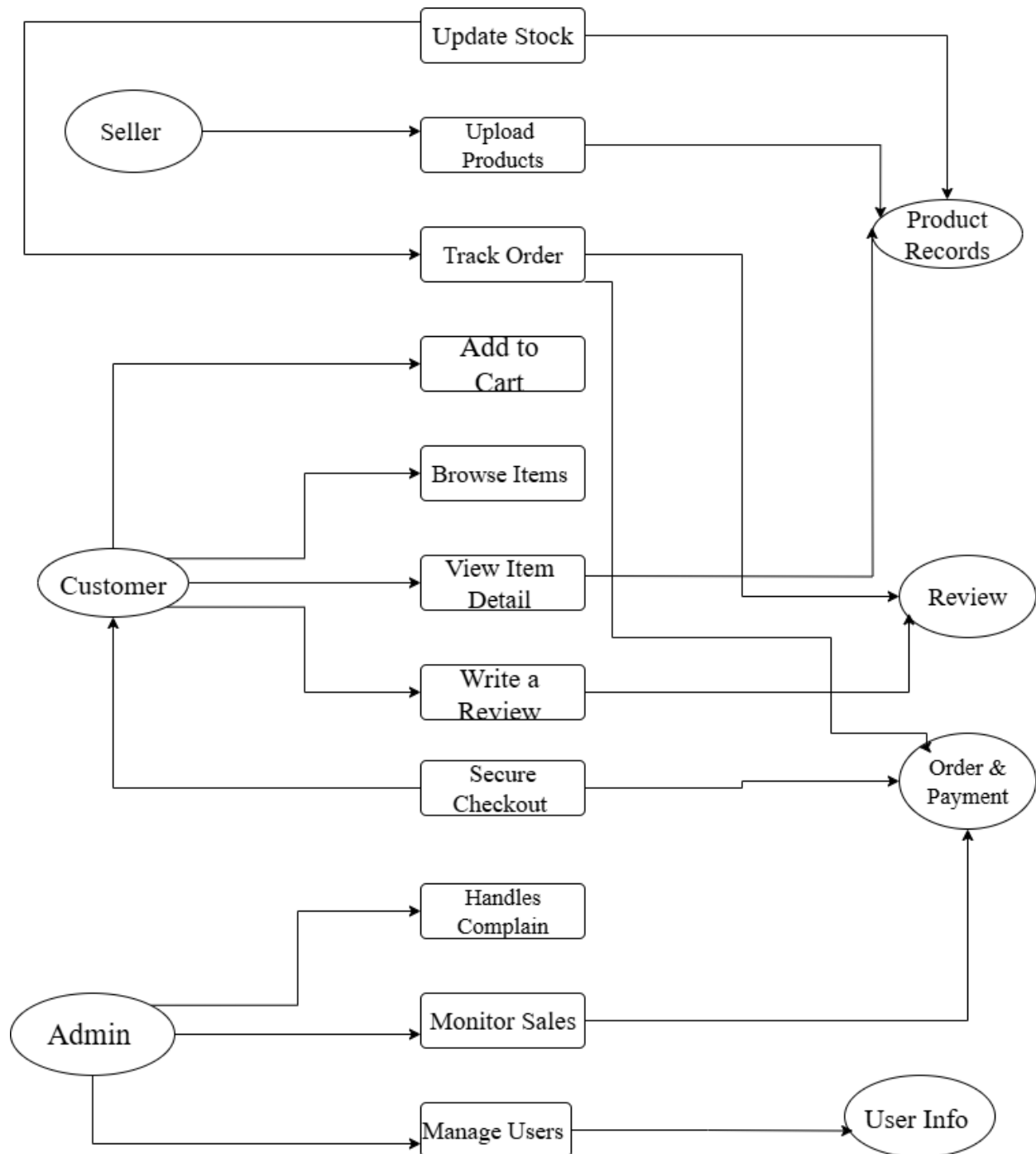
Figure 4.3: Second Level Data Flow Diagram [DFD]

4.5.2 Use case Diagram:-

- **Customers** can log in, browse products, add items to the cart, make secure payments, track their orders, and leave reviews for artisans.

- **Artisans** can create accounts, uploads handmade products with details, manage inventory, track orders and interact with customers through messages or reviews.

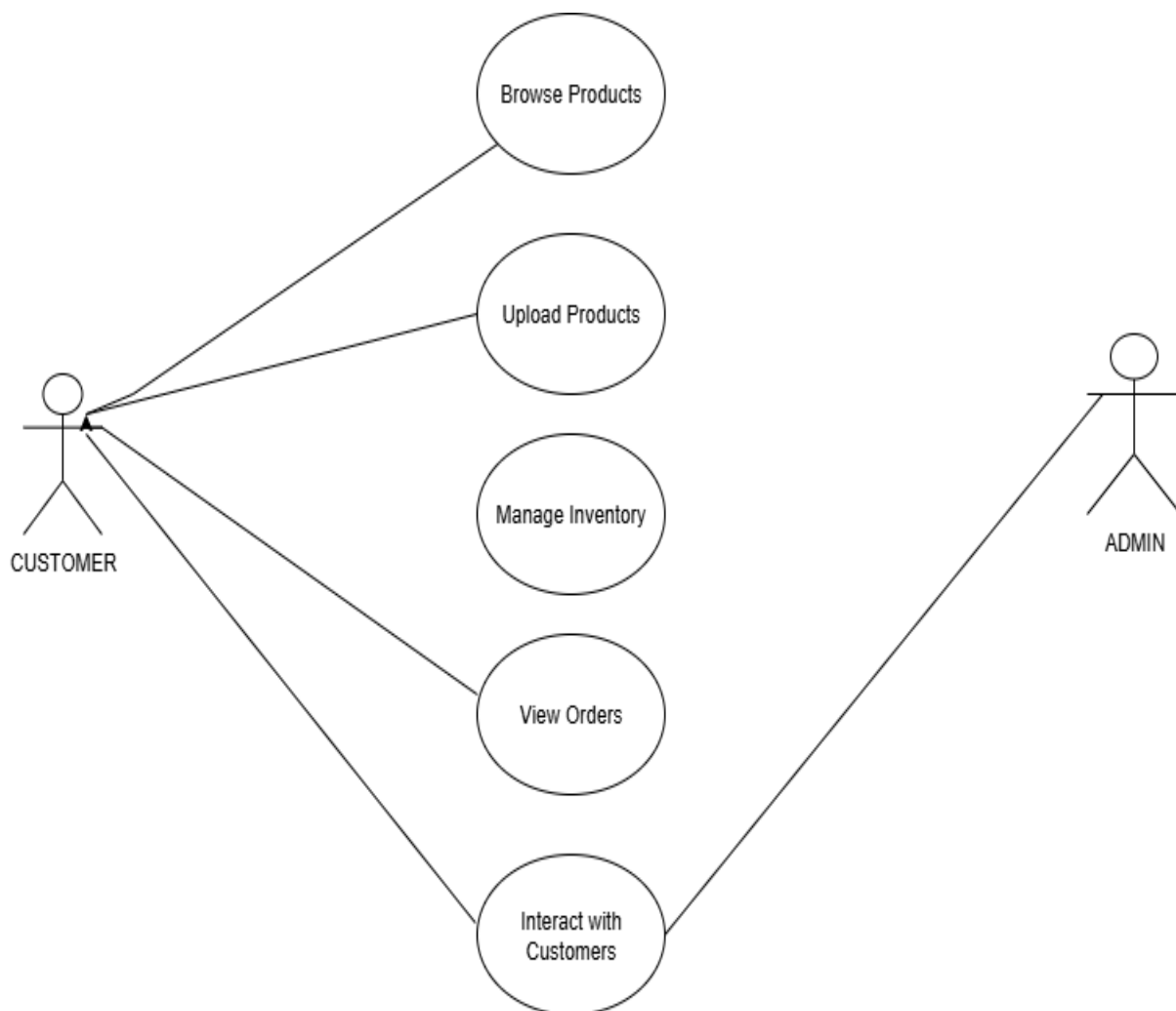- **Admins** manage user authentication, oversee transactions, handle complaints, and ensure the website runs smoothly with regular updates and security checks.

Figure 4.5.2: Use Case Diagram

4.6 Data Dictionary

Data Dictionary defines and describes all database attributes and relationships in the Artistic Creation. It ensures structured data flow, efficient inventory and transaction management, and supports personalized experiences for both artists and buyers.

Attribute	Description	Data Type
User ID	Unique identifier for each user.	INT
Name	Full name of the user.	VARCHAR
Role	Defines if the user is a Seller or Buyer.	ENUM
Product ID	Unique identifier for each user artwork/handicraft listed.	INT
Order ID	Unique identifier for customer orders.	INT
Order Date	Timestamp when the order was placed.	DATETIME
Price	Price of the artwork/product.	DECIMAL
Message ID	Unique identifier for chat messages (artist to buyer communication).	INT
Review ID	Unique identifier for product reviews/ratings.	INT
Rating	Feedback given by buyers to products.	INT

With these elements, the **Artistic Creation** maintains an organized, user-friendly platform supporting artists in showcasing their creations and customers in discovering and purchasing unique art.

CHAPTER – 5

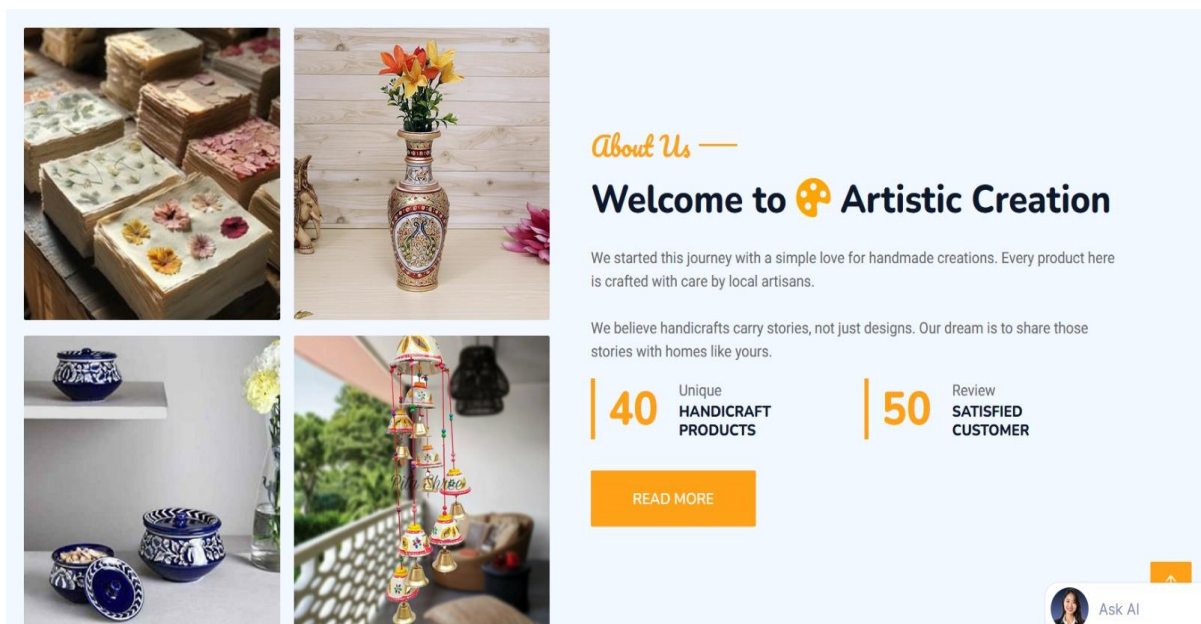# SCREENSHOTS

CHAPTER 5 SCREENSHOTS

Figure 5.1: Banner and Navbar

Figure 5.2: About Us Section
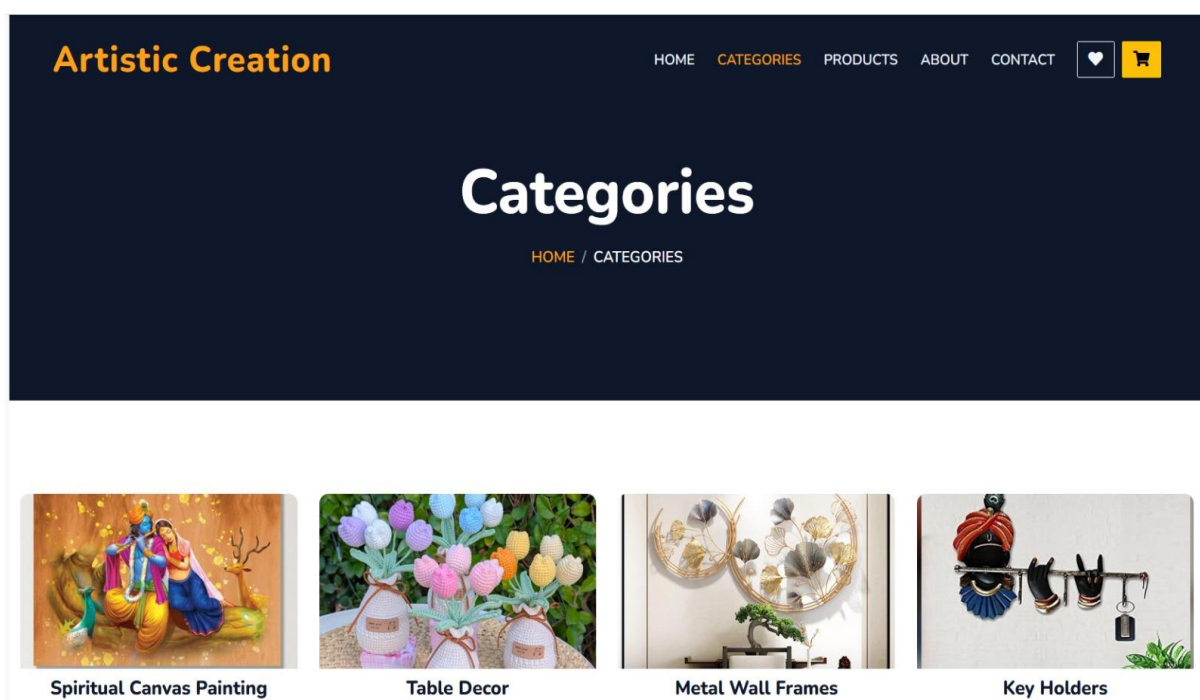
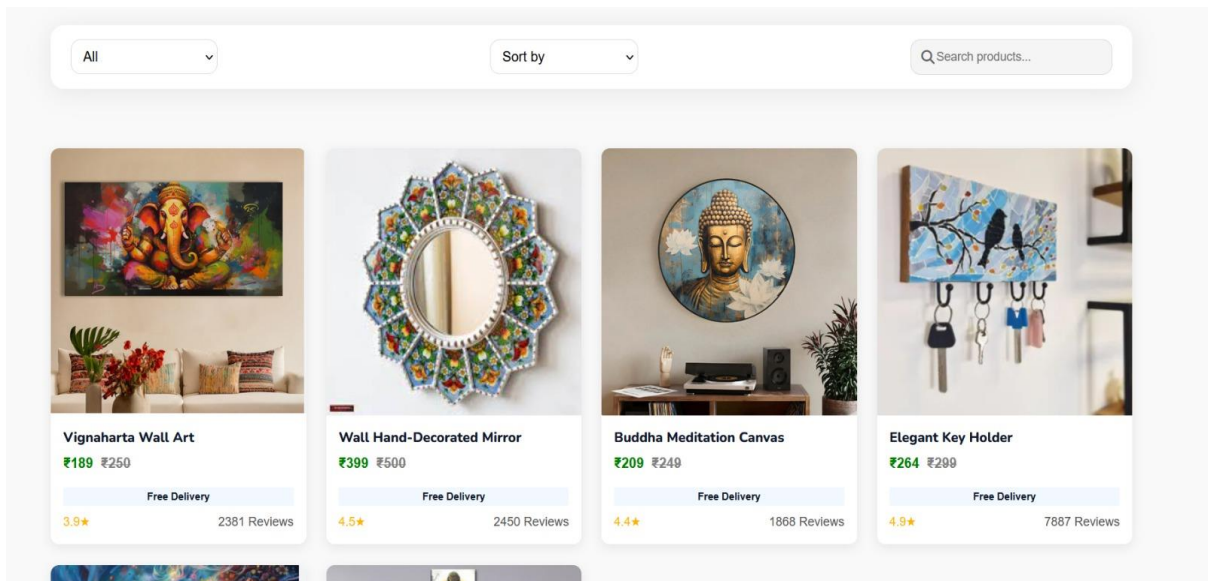**Figure 5.3: Deals Section**

Figure 5.4: Categories Section

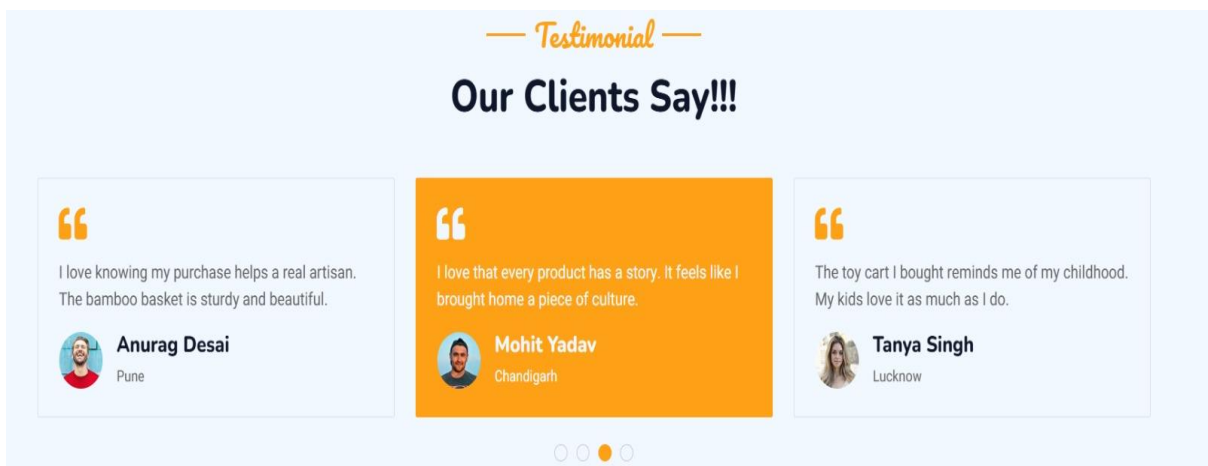**Figure 5.5: Product Catalog Section**

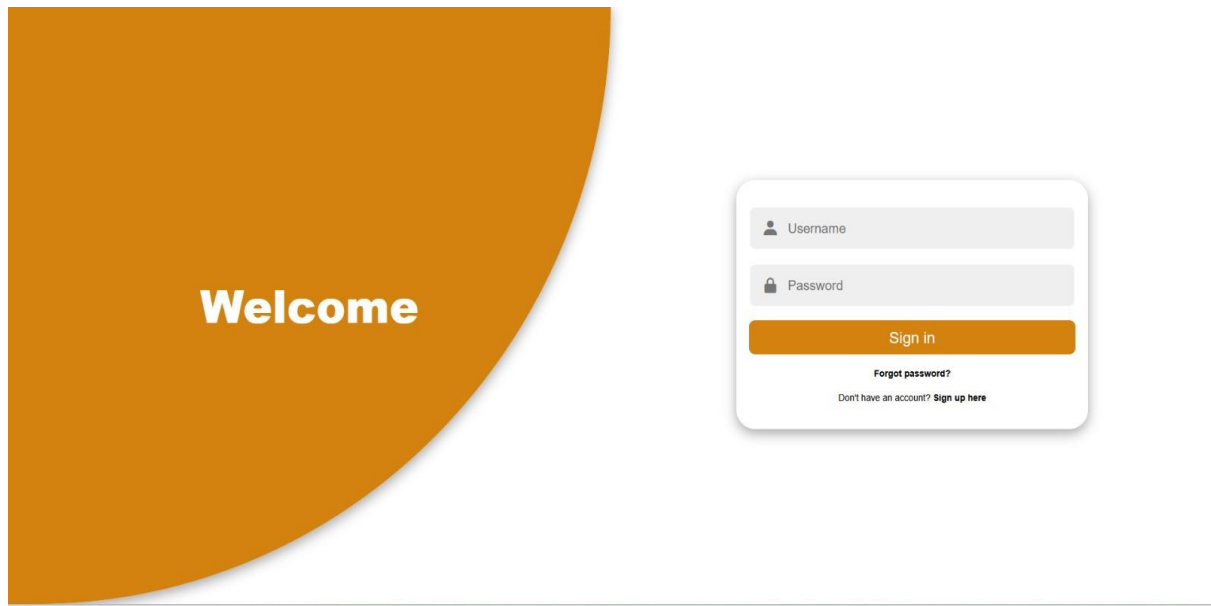**Figure 5.6: Customer Reviews Section**

Figure 5.7: Login Page

CHAPTER – 6

CONCLUSION

CHAPTER-6: CONCLUSION

The **Artistic Creation** Website successfully addresses the challenges faced by traditional handicraft markets by providing artisans with a modern online platform to showcase and sell their work. The system integrates product listings, secure payment gateways, customer reviews, and real-time order tracking, making it easier for artists to connect with buyers and grow their business.

Through continuous testing and improvements, the platform ensures scalability, security, and user satisfaction. While the current version provides essential e-commerce features, future enhancements such as mobile app access, AI-based product recommendations, and real-time sales notifications will make it even more powerful and user-friendly.

Overall, the Artistic Creation Website is a modern, efficient, and scalable solution designed to empower artisans, increase market reach, and provide customers with a smooth shopping experience while preserving traditional art and culture.

Final Thoughts:

The **Artistic Creation** Website is a step forward in digitalizing the handicraft sector, offering a structured and user-friendly platform that boosts visibility, accessibility, and sales opportunities for artisans. By integrating personalized product suggestions, secure payments, and interactive communication tools, the system greatly improves traditional selling methods.

While the project meets its main goals, continuous advancements in technology provide opportunities for further growth. Features like predictive sales analytics, global marketplace integration, and adaptive marketing strategies can enrich the platform. With scalability and innovation at its core, the Artistic Creation Website has the potential to revolutionize how handmade art and crafts reach the world, becoming an essential tool for empowering artisans and promoting cultural heritage.

REFERENCES

1. **HTML**: https://developer.mozilla.org/docs/Web/HTML
2. **CSS**: https://developer.mozilla.org/docs/Web/CSS
3. **JavaScript**: https://developer.mozilla.org/docs/Web/JavaScript
4. **Bootstrap**: https://getbootstrap.com/docs
5. **GitHub**: https://github.com
6. **W3Schools**: https://www.w3schools.com/