

ARTISANO

AN ONLINE MARKETPLACE FOR HANDMADE GOODS

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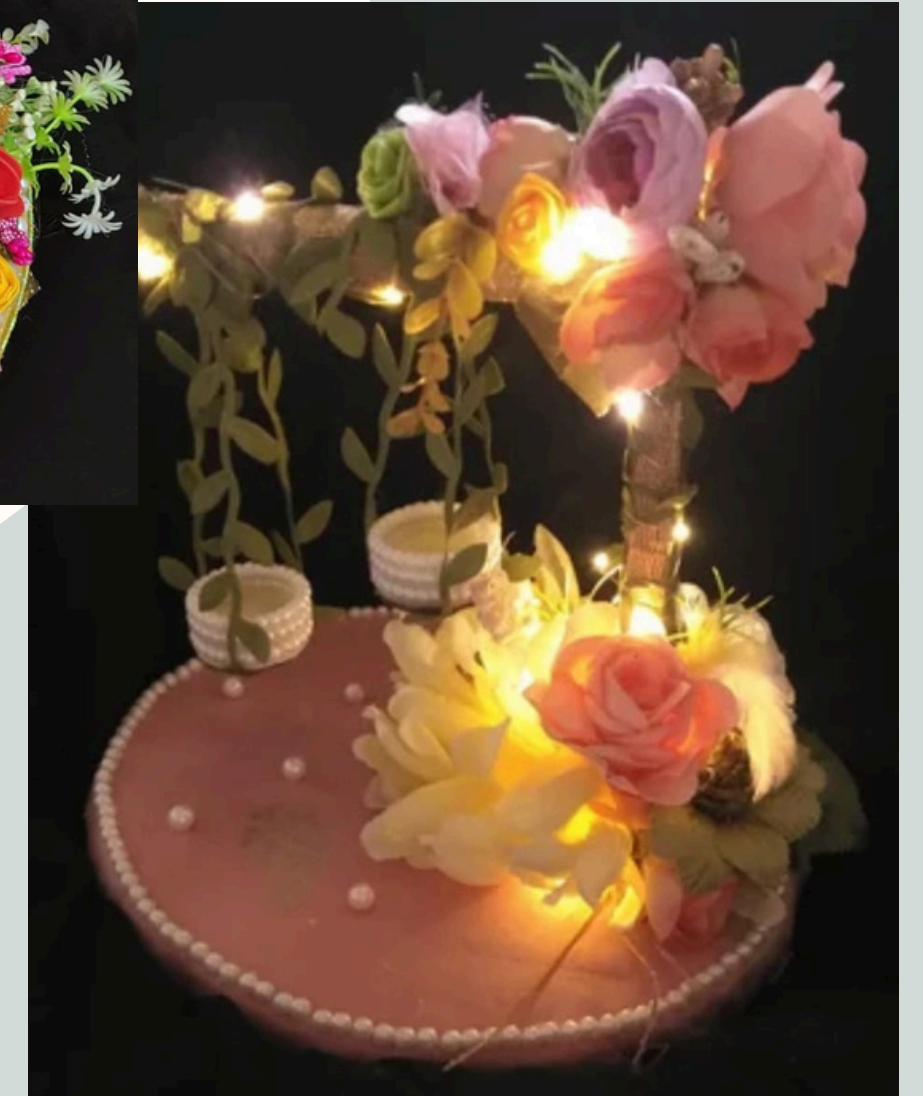
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ARTISANO

A PLATFORM FOR HANDMADE GOODS



INTRODUCTION

With the increasing popularity of online shopping, digital platforms have become essential for buying and selling products. Independent artisans and craftsmen often struggle to reach a wider audience due to:

- Lack proper marketing support
- Easy access to retailers
- An online marketplace.

This platform will:

- Helps artisans to easily sell their handmade goods
- Helps buyers to easily find unique handmade products
- Support small businesses and promote craftsmanship

PROBLEM STATEMENT & OBJECTIVES

Independent artisans face several challenges in selling their goods online:

- Hard for artists to sell their products
- Customers finds it difficult to find unique handmade products

There is a need for a dedicated platform that empowers artisans by providing them with an easy-to-use online marketplace.

Objectives are:

- Provide artisans a platform to showcase their products and which is also user friendly
- Enables secure transaction between buyers and sellers
- Offer order management and tracking
- Support local artisans

EXISTING SOLUTIONS & THEIR LIMITATIONS

| PLATFORM | LIMITATIONS |
|-----------------|---|
| Esty | High listing fees and transaction charges. Intense competition. |
| Amazon Handmade | Strict entry requirements and high commission fees. |
| Social Media | Limited e-commerce features, trust issues with buyers, and manual transaction handling. |

A specialized online platform can address these issues by providing:

- Lower fees & better visibility for artisans.
- Seamless order & payment management.
- A dedicated space for handcrafted goods with artisan-focused features.

Proposed System & Features

Proposed System:

The platform will provide:

- A user-friendly interface for artisans to list and sell their products.
- Secure transactions
- Efficient order management with tracking and notifications.

Key Features:

Seller Dashboard & Product Listings

Search & Filtering

User Reviews & Order Tracking

Wishlist & Favorites

Outcome: A dedicated e-commerce platform for artisans, ensuring smooth transactions, better visibility, and customer satisfaction.

SYSTEM ARCHITECTURE & WORKFLOW

System Architecture:

The platform follows a three-tier architecture to ensure efficiency and scalability:

1. Frontend – Website for buyers and sellers.
2. Backend – Manages business logic, authentication, and transactions.
3. Database – Stores user profiles, product details, orders, and transactions.

Workflow:

User Registration & Login → Product Listing & Browsing → Order Placement & Processing → Order Management → Delivery & Feedback System

CONCLUSION & FUTURE SCOPE

The website aims to bridge the gap between artisans and buyers by providing a user-friendly, and secure platform. This project:

- Empowers independent artisans by enhancing their online presence.
- Offers a seamless shopping experience
- Promotes handmade craftsmanship and supports small businesses in the digital economy

Future Scope:

- AI-Based Product Recommendations – Personalized shopping experience based on user preferences.
- Global Expansion & Multi-Language Support – Enabling artisans to reach international buyers.
- Integration with Social Media & Influencer Marketing – Boosting artisan visibility through social platforms.



Thank you!