



FAIR TRADE PRODUCT

Name	Roll No.	Branch
SIDDHARTHA SAROJ	202401100300246	CSE AI

DEPARTMENT OF CSE(AI), KIET GROUP OF INSTITUTIONS,
GHAZIABAD, UTTAR PRADESH

(AFFILIATED TO DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW, UTTAR PRADESH, INDIA)

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1 Introduction

Overview of project goals and scope

2 Empathy Phase

Understanding users and their needs

3 Define Phase

Identifying user problems and solutions

4 Ideation Phase

Brainstorming and prototyping potential solutions

MEET OUR TEAM

**SURAJ
KUMAR**

He made presentation, empathy map and flowchart.

**SHIKHAR
MAHESHWARI**

Ideated the project and paved the way for the base of the website.

**SHUBHAM
MISHRA**

He made the majority part of the website and provided the snapshots.

**SHIVAM
AGARWAL**

He understood the client Requirements, questions and made possible solutions .

**SIDDHARTH
SAROJ**

He compiled the Define phase and guessed the future possibilities.

CLIENT REQUIREMENTS

Easy Navigation

Simple browsing and filtering for diverse products

Product Information

Clear details about origin, producers, and impact

Mobile Optimization

Seamless experience across devices



CLIENT QUESTIONS

1

Ta r g e t A u d i e n c e

Who are the ideal users for this platform?

2

P r o d u c t R a n g e

What types of Fair Trade goods will be showcased?

3

B r a n d i n g

What is the desired look and feel for the platform?

POSSIBLE SOLUTIONS

Product Categories

Organize items by type (Organic coffee Beans
Handmade Chocolate, Fair Trade Tea)

Origin filters

Allow users to select specific countries or regions

Search Function

Easy product discovery with keyword searches

Product Stories

Highlight producers and the impact of their work

RESEARCH

1

User Interviews

Gather insights about shopping preferences

2

Competitive Analysis

Benchmark existing Fair Trade platforms

3

Data Analysis

Identify trends and user behavior patterns





PROJECT INTEREST

This project is exciting because it blends ethical sourcing with user-centered design, empowering both consumers and producers. A Fair Trade Product Showcase highlights ethically made products, supporting equitable wages, sustainable practices, and community development. It can feature tasting sessions (coffee, tea, chocolate), live artisan demos, and stories of global impact. The showcase can feature a variety of fair trade products, such as coffee, chocolate, crafts, and textiles. Each product can be accompanied by stories about its origin, production process, and the positive impact on the producers' lives. This creates a deeper connection between the audience and the fair trade mission.

FUTURE POSSIBILITIES



EMPATHY MAP

This is a visual representation of user needs and motivations, helping us design a truly user-centered product showcase.



USER PERSONA

User Persona: Priya Sharma

Age: 29

Location: Mumbai, India

Profession: Software engineer at a multinational company.

Values

Priya values authenticity, sustainability, and health. She prefers brands that align with her ethical principles, including fair trade practices and eco-conscious packaging. As a modern professional, she's mindful of her impact on the environment and enjoys supporting both local artisans and global ethical initiatives. Goals

Priya wants to explore premium coffee and chocolate to enjoy during her downtime, either as a reward after a long day or as part of her weekend relaxation routine. She's drawn to unique flavors and the stories behind the products, appreciating a blend of indulgence and purpose. Shopping Behavior

Priya prefers online shopping for convenience and variety. She values detailed product descriptions, clear certifications (like Fair Trade or Organic), and affordable delivery options. She's likely to explore combo packs or subscription services and uses digital payment methods like UPI or mobile wallets for quick transactions.

Preferred Features

Localized Options: Products that resonate with Indian tastes, such as spice-infused chocolates or single-origin coffee from Indian estates.

Eco-Friendly Packaging: Biodegradable or reusable options.

Exclusive Offers: Discounts on bundled products or first-time buyer deals.

Quote: "I want my coffee and chocolate to be more than just indulgence—it should be a meaningful experience."

Point for view:



DEFINE PHASE

The Define Phase is critical for the success of any project. It involves thoroughly understanding the problem you're trying to solve.

This goes beyond simply identifying a challenge; it requires deep research and analysis to fully grasp the user's needs and pain points. We want to establish a clear and concise understanding before moving forward.

Here's a shortened version of the **Fair Trade Product Showcase** phases:

Planning: Set goals, identify the audience, allocate budget, and select fair trade products.

Research: Learn about fair trade principles, connect with suppliers, and analyze market trends.

Design: Plan the layout, create promotional content, and ensure consistent branding.

Promotion: Market the event through social media, partnerships, and storytelling.

Execution: Set up the event, engage visitors with demos, and encourage interaction.

Evaluation: Collect feedback, measure success, and document outcomes.

This streamlined version focuses on key actions for each phase.



IDEATE PHASE

Brainstorming

Generate a variety of ideas,
both big and small.

Concept

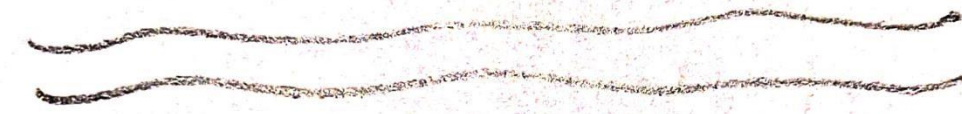
Development

Develop and refine your
ideas into concrete concepts.

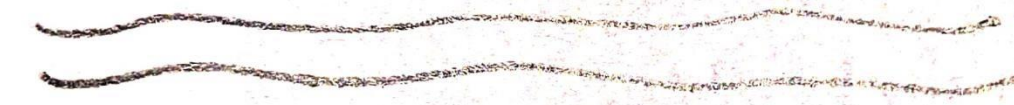
Visualize

Sketch, prototype, and test your ideas.

Trade Vista



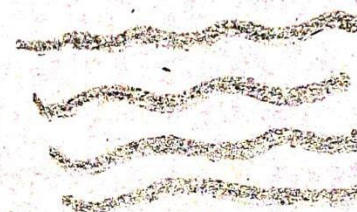
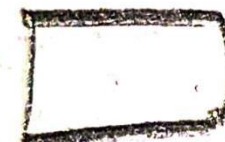
About Us



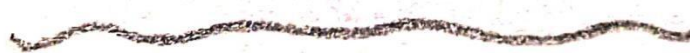
Our Products



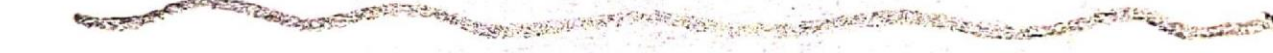
Our Procedure



Benefits of Fair Trade



Customer Testimonials

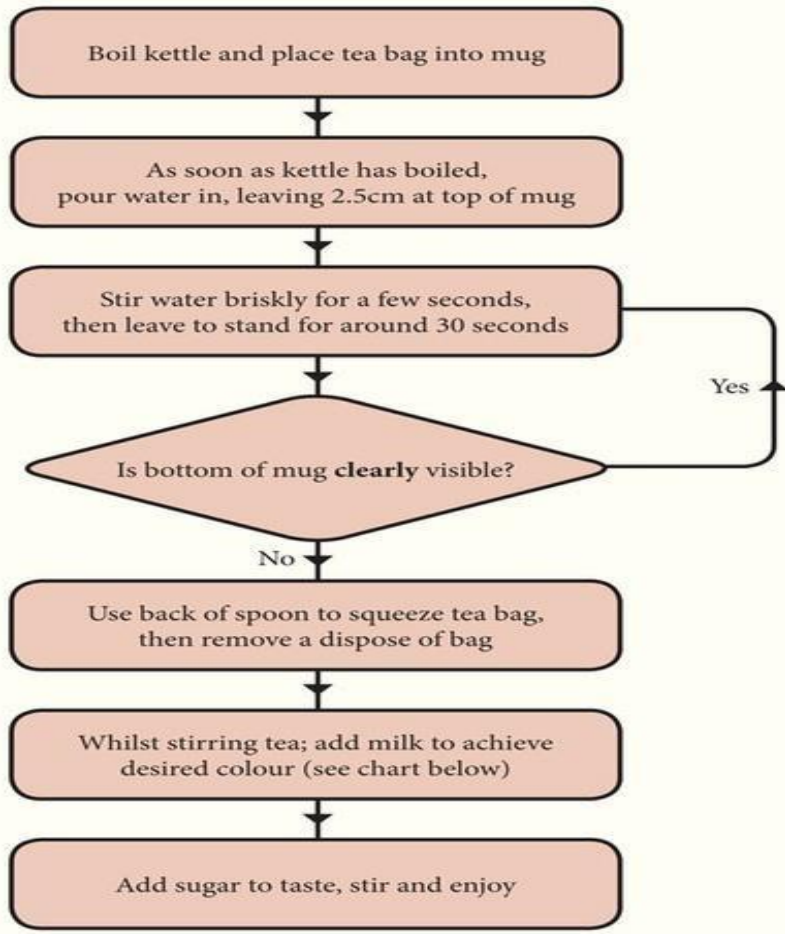


IMPRESSIVE FLOWCHART DESIGNS

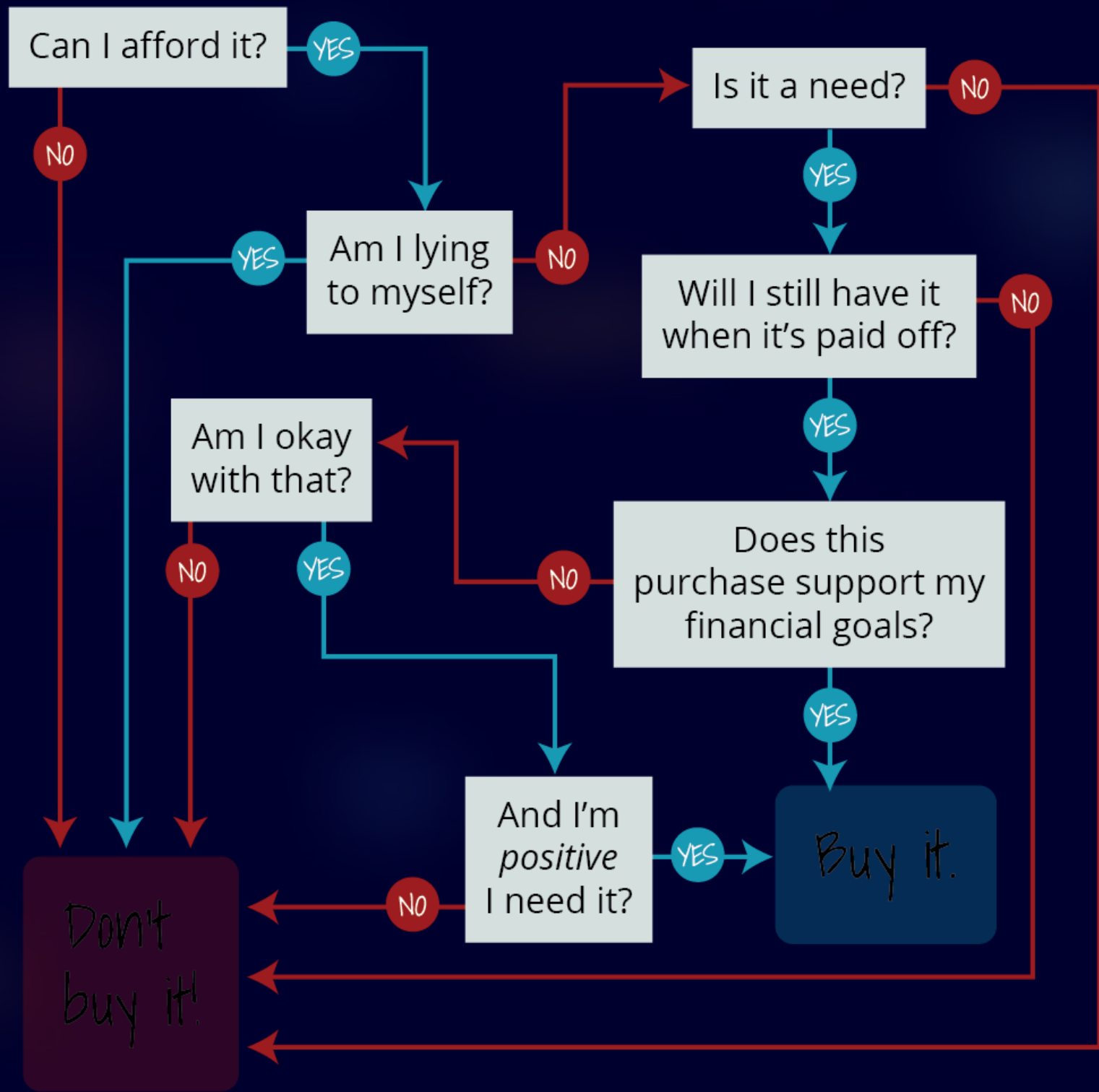
A Guide for the Making of A Perfectly Acceptable CUP OF TEA

You Will Need

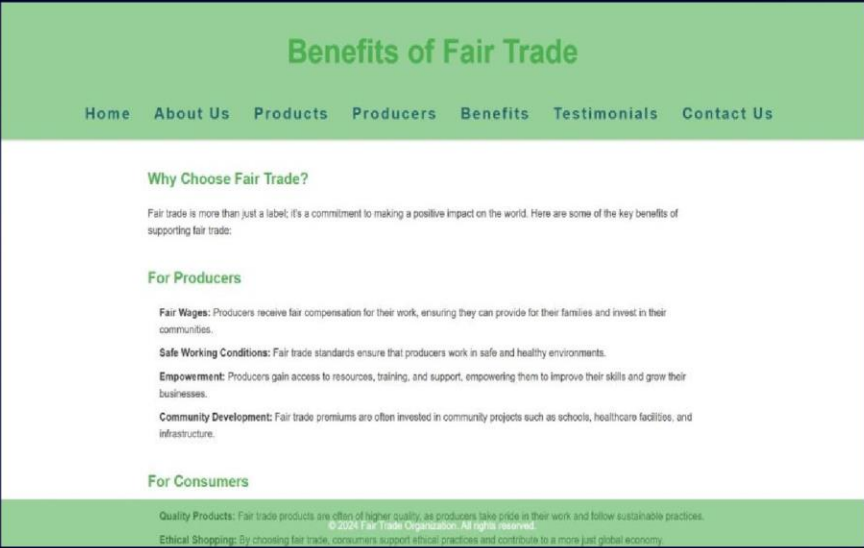
- 1 Mug
- 1 Tea bag
- A Kettle
- A Teaspoon
- Water
- Milk
- Sugar (Optional)



Should I buy it?

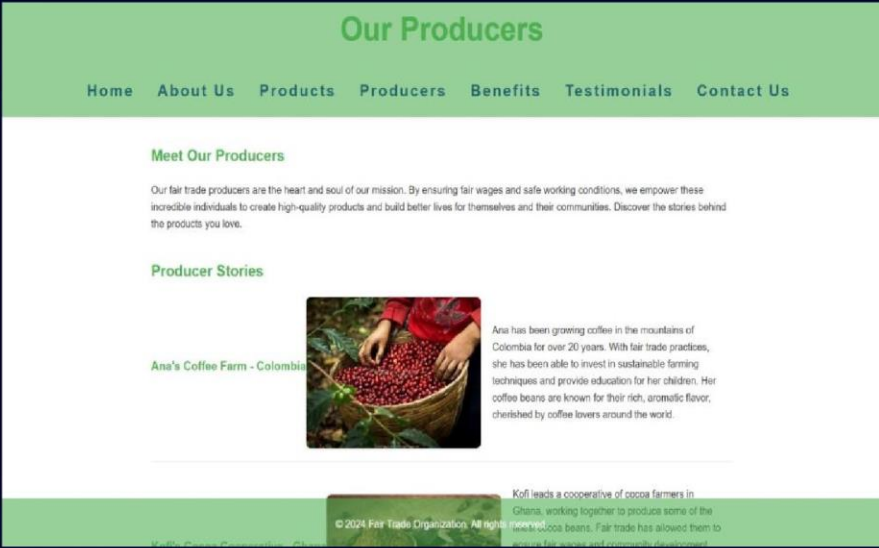


SNAPSHOTS



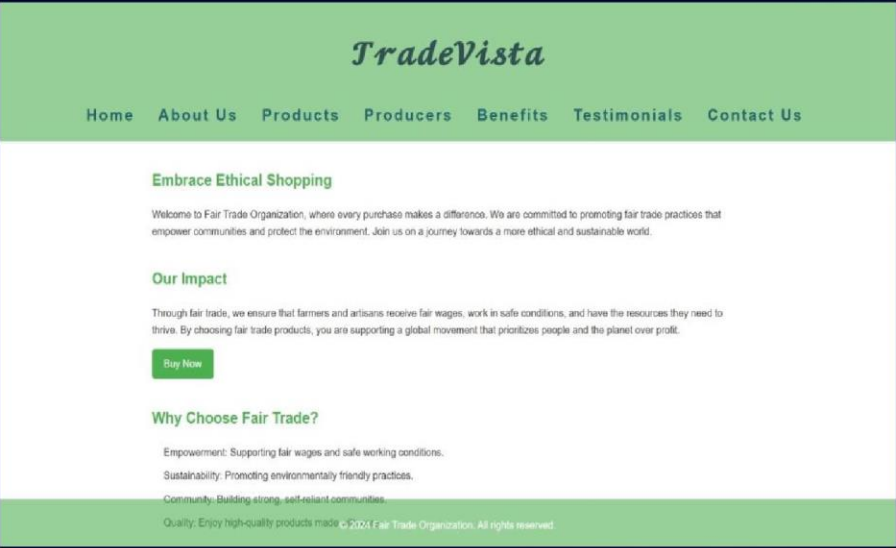
STAGE 1: IDEA GENERATION

This flowchart segment illustrates the brainstorming phase, where ideas are generated and evaluated.



STAGE 2: DESIGN AND DEVELOPMENT

Here, the flowchart maps out the design and development processes, including testing and iterations.



STAGE 3: LAUNCH AND MARKETING

This section focuses on the product launch strategy, including marketing campaigns and sales efforts.



USER FEEDBACK

SHAHID SIDDIQUE
BRANCH- CSE AI
SECTION-D
ROLL NO-4

“ The website is visually appealing and easy to use. The product selection of coffee, tea, and chocolates is great, but more details on the origins and brewing methods would be helpful.”

YUVRAJSINGH TANIYA
BRANCH- CSE AI
SECTION D
ROLL NO- 72

"The website has a clean, modern design and is easy to navigate. The selection of coffee, tea, and chocolates is appealing, but more focus on the unique qualities of each product (like flavor profiles or sourcing stories) could help customers connect better with the products.”

GITHUB LINK

<https://github.com/siddhartha-saroj/Fair-trade-product-showcase>

LINKEDIN LINK

<https://www.linkedin.com/in/siddhartha-saroj-0aa643342/>



Thank You

