

TOPIC: FAIRTRADE PRODUCT SHOWCASE

PRESENTED BY:

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BRANCH — CSE AI SECTION - D

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- 1 INTRODUCTION
 Overview of project goals and scope
- 3 DEFINE PHASE

 Identifying user problems and solutions

- 2 EMPATHY PHASE
 Understanding users and their needs
- 4 IDEATIONPHASE

 Brainstorming and prototyping potential solutions

MEET OUR TEAM

SURAJ KUMAR

SHIKHAR MAHESHWARI

SHUBHAM MISHRA

SHIVAM AGARWAL

SIDDHARTH SAROJ

He made presentation, empathy map and flowchart.

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

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

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



CLIENTQUESTIONS

TARGET AUDIENCE

Who are the ideal users for this platform?

PRODUCT RANGE

What types of Fair Trade goods will be showcased?

BRANDING

2

3

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)

SEARCH FUNCTION

Easy product discovery with keyword searches

ORIGIN FILTERS

Allow users to select specific countries or regions

PRODUCT STORIES

Highlight producers and the impact of their work

RESEARCH

USER INTERVIEWS

Gather insights about shopping preferences

COMPETITIVE ANALYSIS

Benchmark existing Fair Trade platforms

2 ____ 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

COMMUNITY FEATURES

Forum for product discussions and reviews

PRODUCER PROFILES

Detailed information about artisans and their stories

PERSONALIZED RECOMMENDATIONS

Tailored product suggestions based on user preferences

EMPATHY MAP

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



USERPERSONA

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."



DEFINEPHASE

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.

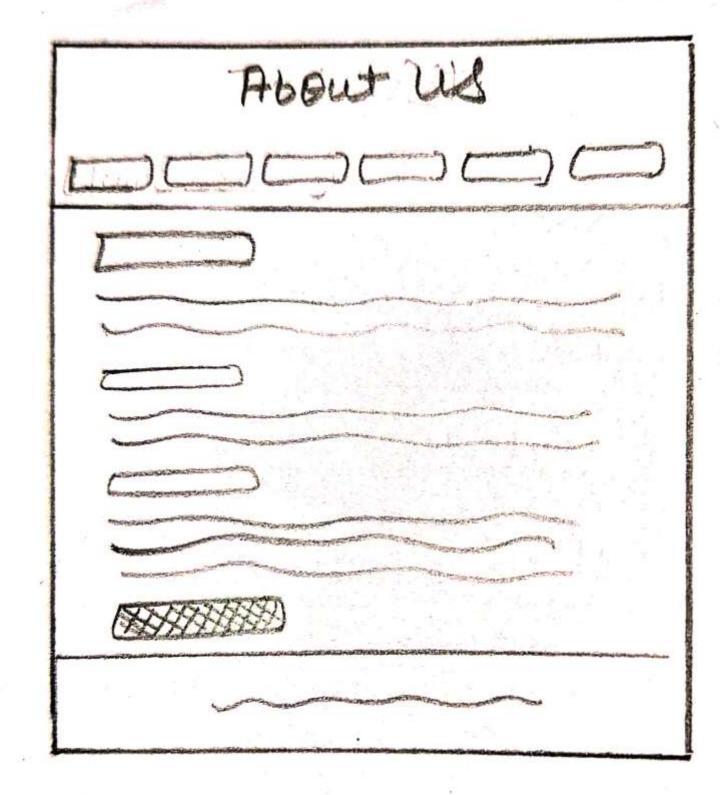
CONCEPT DEVELOPMENT

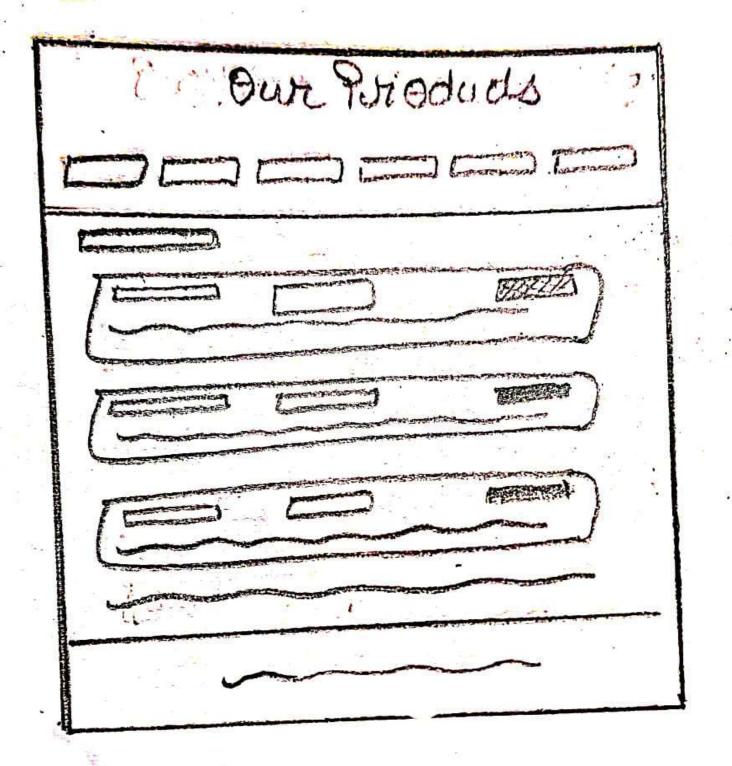
Develop and refine your ideas into concrete concepts.

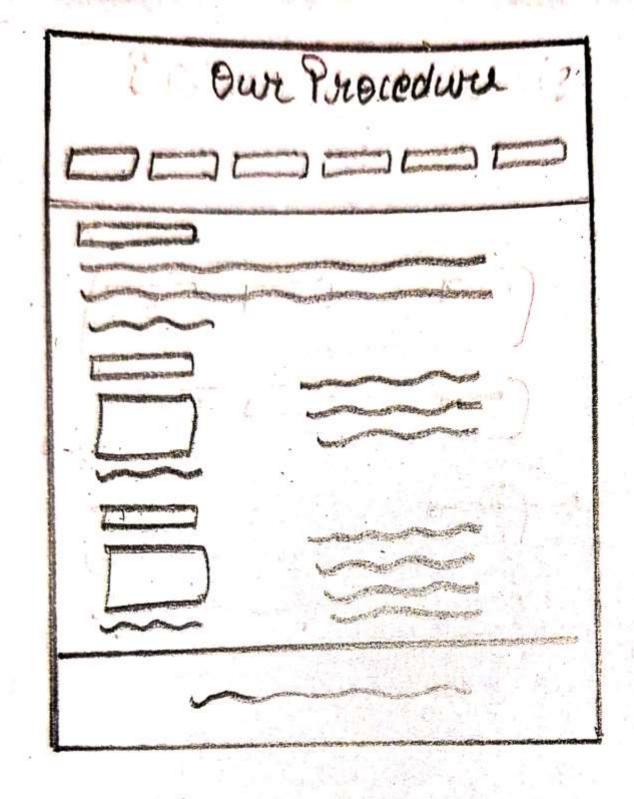
VISUALIZE

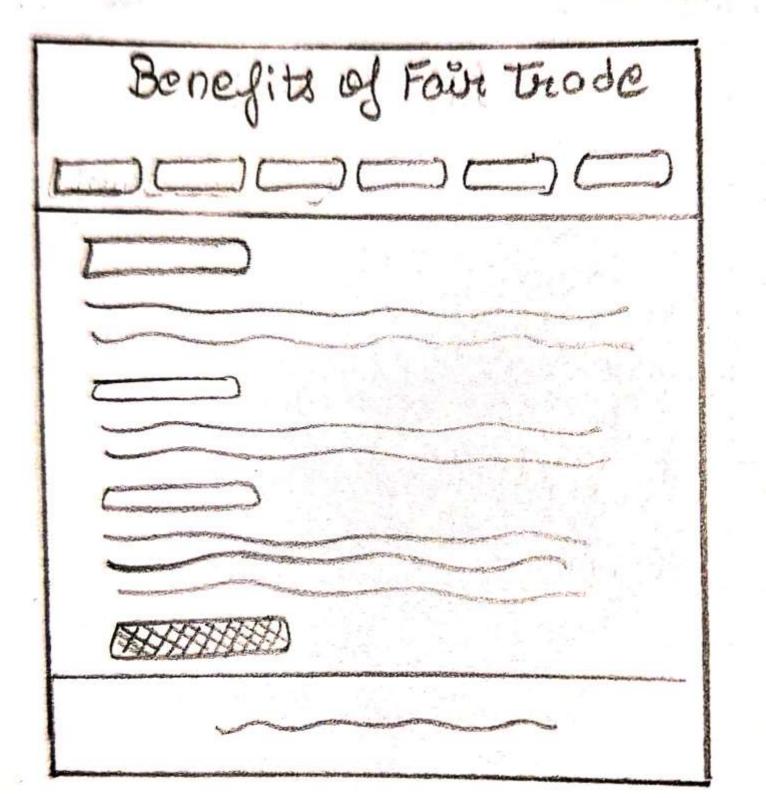
Sketch, prototype, and test your ideas.

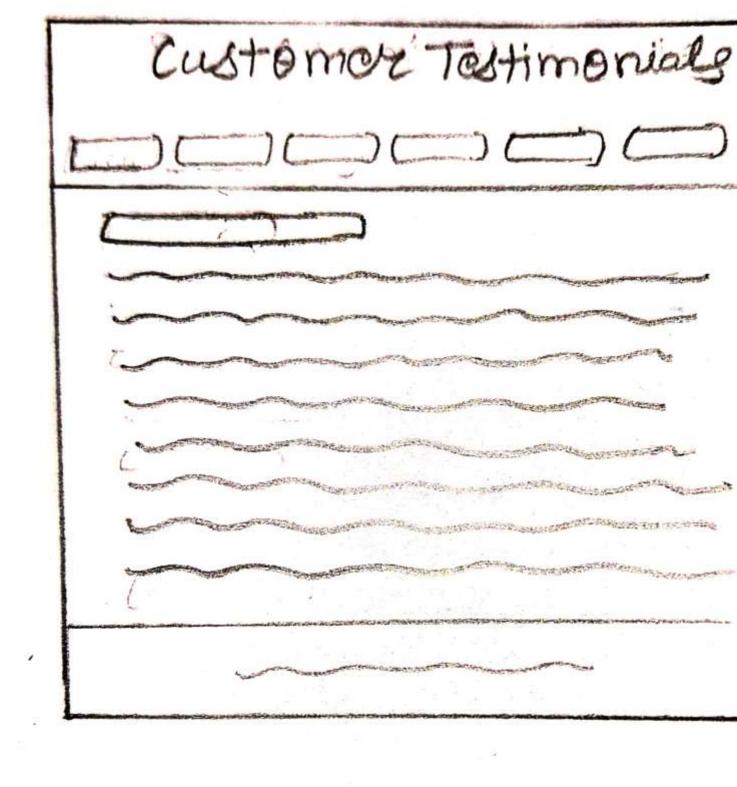
Trade vista









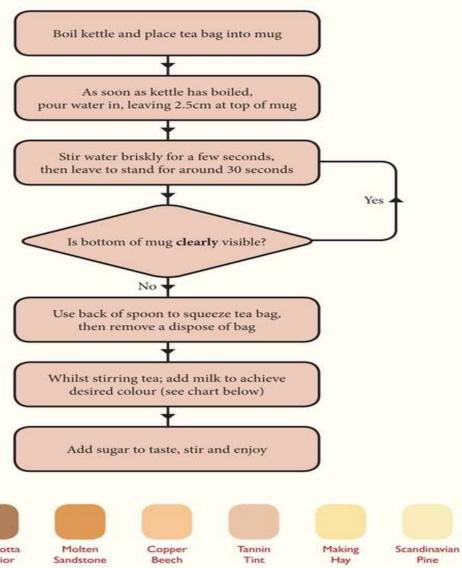


IMPRESSIVE FLOWCHART DESIGNS

A Guide for the Making of A Perfectly Acceptable

You Will Need

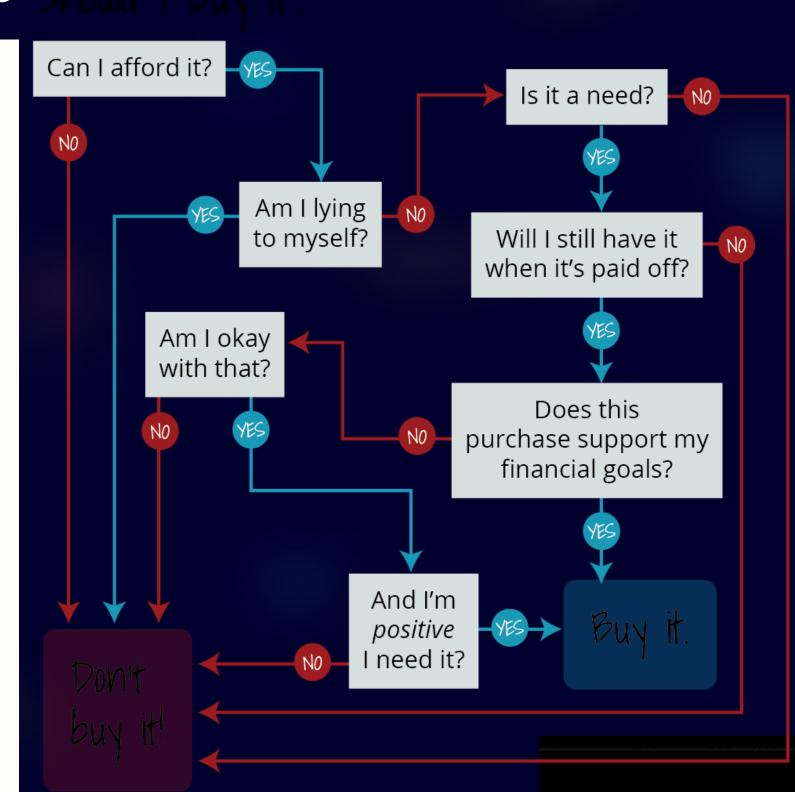
- 1 Mug
- · 1 Tea bag
- · A Kettle
- · A Teaspoon
- Water
- Milk
- · Sugar (Optional)











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."

YUVRAJ SINGH 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."

