



Artisan Marketplace Platform

Connecting rural artisans with global buyers through AI-powered
storytelling and commerce



Project Overview

24-Week Timeline

Systematic development from discovery to launch with continuous optimization

AI-Powered Platform

Machine learning recommendations, storytelling, and personalized shopping experiences

Dual Focus

Empowering artisans while delivering exceptional buyer experiences

Phase 1: Discovery & Planning

Weeks 1-4 - Foundation for success



Market Research

Survey 100+ rural artisans and interview buyers to identify challenges and preferences



Competitive Analysis

Analyze platforms like Etsy, Amazon Handmade, iTokri, and Typof for market positioning



Requirements Gathering

Develop user personas and gain/pain maps to identify value-addition opportunities

Key Platform Features



AI Recommendations

Personalized product suggestions using machine learning algorithms



Storytelling Content

Share product origins and crafting processes to build authentic connections



Live Shopping

Interactive video shopping experiences with influencer collaborations



Direct-to-Consumer

Customizable online storefronts with integrated social media tools

Phase 2: Design & Architecture

Weeks 5-8 - Building the foundation

Platform Design

- Modern UI/UX with minimalism and intuitive navigation
- Mobile-optimized for users with limited digital literacy
- Wireframes and prototypes using Figma

Technology Stack

- Node.js and MongoDB for scalable backend
- Secure payment systems integration
- Real-time visualization features



Phase 3: Development & Integration

Weeks 9-16 - Core feature development

AI-Powered Recommendations

Build machine learning algorithms for personalized product suggestions

1

2

Storytelling CMS

Develop content management system for product origins and crafting processes

3

Live Shopping Features

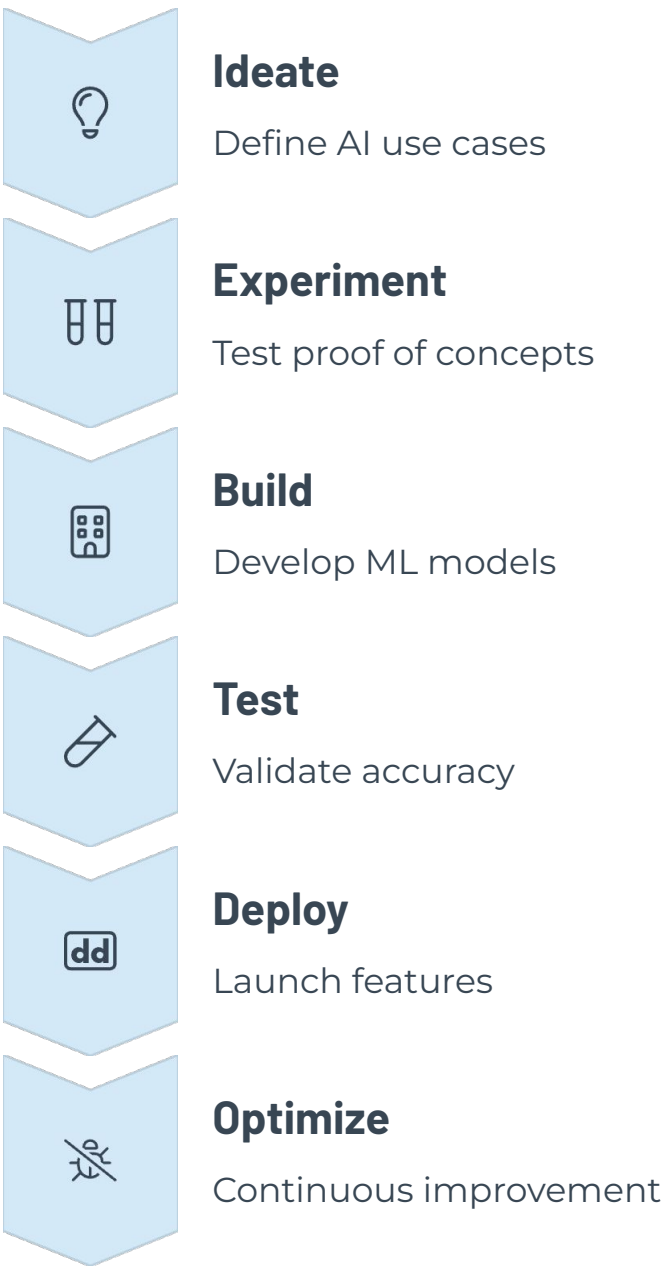
Implement video shopping and influencer collaboration tools

4

Social Integration

Connect with Instagram Stories, Reels, and Shops for broader reach

AI Implementation Strategy



Six-stage approach ensures robust AI implementation with inventory optimization and demand forecasting capabilities.



Phase 4: Testing & Validation

Weeks 17-20 Ensuring quality and user satisfaction

Quality Assurance

Thorough unit testing, integration testing, and usability validation with beta users

AI Algorithm Testing

Validate accuracy and performance optimization of machine learning models

Pilot Launch

Deploy MVP to select artisans and buyers, gather feedback through analytics

Phase 5: Launch & Optimization

Weeks 21-24 - Going live and scaling

Platform Launch

- Deploy fully functional platform with all core features
- Marketing campaigns and partnerships
- Artisan onboarding with incentives

Post-Launch Support

- Hypercare support during initial weeks
- Performance monitoring and feedback collection
- Future feature planning and scaling



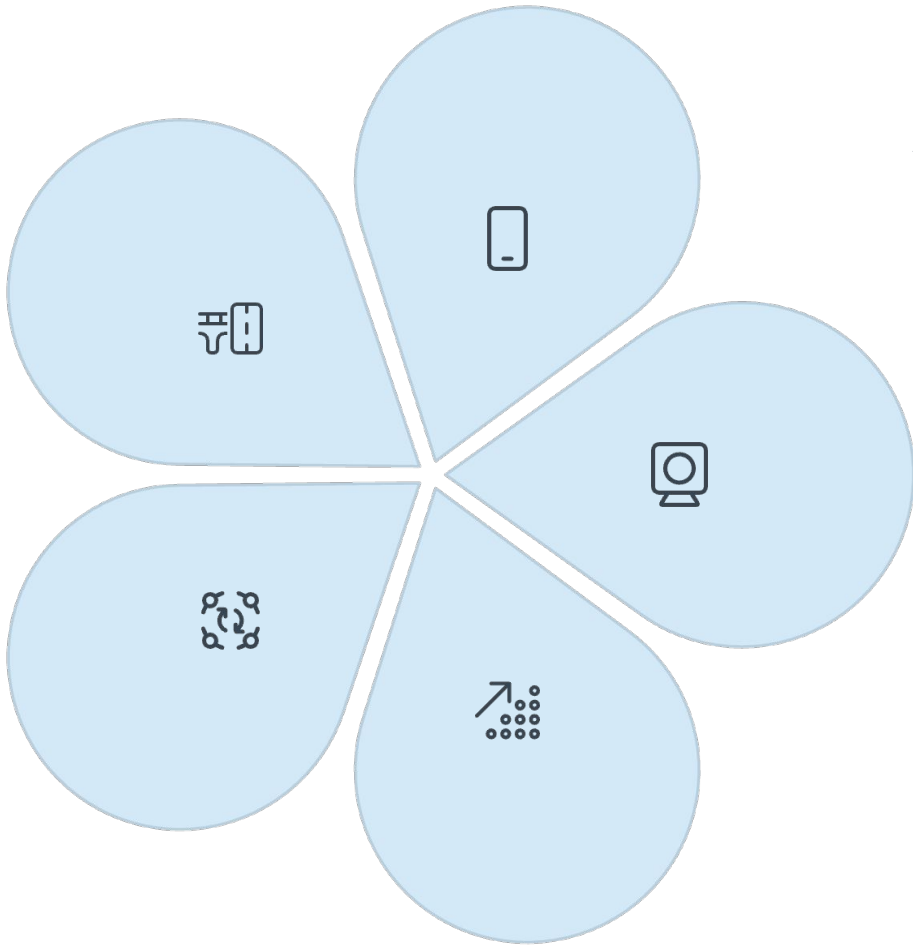
Critical Success Factors

Technical Infrastructure

Robust backend with AI processing
and scalable architecture

Community Building

Engagement features encouraging
retention and growth



Mobile-First Design

Accessible across devices with intuitive
user experience

Secure Payments

Multiple integration options with
robust security measures

Market Adoption

Strong onboarding strategy and
compelling value proposition

Delivering meaningful value through technical excellence and user satisfaction