

CraftNg
We Craft, fix and connect

Product Name: CraftNg

PROBLEM STATEMENT

In today's fast-paced, digitally driven environment, individuals seeking skilled artisans frequently encounter obstacles in finding and interacting with them. The effective process of discovery and interaction is most often hampered by the lack of a centralized platform or dependable resource for connecting people with artists. This lack of accessibility and transparency frustrates and inconveniences those who need specialized services and is a significant barrier for craftsmen who want to market their talents and expand their businesses. There is now a critical need for inventive and user-friendly software that fills in this gap, enabling people to quickly locate and connect with the best craftspeople for their unique needs while empowering artisans to increase their visibility and broaden their customer base.

SOLUTION

- To build a platform that enables artisans to showcase their works by way of image or video upload
- To help artisans establish an online presence by having a profile with their details
- To create a platform where users can easily find professional artisans from anywhere.

PRODUCT OVERVIEW

CraftNg is a revolutionary mobile application that effortlessly connects individuals with a vast network of skilled artisans. The app aims to transform the way people discover, engage with, and hire artisans for their diverse needs. Individuals can go through a wide variety of artisans' listings, narrow down search results, and get in touch with artisans directly to discuss project needs. The app also enables artisans to demonstrate their talents and receive ratings. Our mission is to streamline the process of finding and collaborating with artisans while saving time and effort for both parties.

GOALS

Our short-term goals

- To help clients find professional artisans around them
- To build a user-friendly app interface for easy access and navigation
- To acquire a large user base, onboard a diverse network of skilled artisans, and provide a seamless user experience within the app.

Our long-term goals

- To eliminate the stress of looking for trustworthy artisans by bridging the gap between artisans and clients.
- To maintain user retention by creating a social community of artisans and clients to allow for networking.
- To become the leading artisan app by expanding the network of artisans and clients within West Africa.

ASSUMPTIONS

- We believe that there is a demand for a convenient and reliable platform that connects individuals with artisans.
- We predict that users are familiar with using mobile apps for various purposes, including finding services.
- We believe that artisans will deliver professional services to the users.
- We assume that users are willing to make payments through the app for services rendered.
- We believe that artisans are willing to build clientele through the app.

MARKET RESEARCH

The population of Nigeria today is 221 million, with an average of 84 million internet users. With an estimated 30–35% of the population being artisans, there is a substantial market for an app that connects individuals with these skilled professionals. With advancements in technology, there has been a prominent shift towards digital platforms for service discovery, and CraftNg seeks to make this revolution worthwhile.

COMPETITIVE ANALYSIS

The competitors of our product are;

- Uber Eats
- Bolt Food
- Door
- AnyService ng
- Kayahelp

Competitor Overview	Craft. Ng	Wrkman	Clickafix	AnyService	Kayahelp
Strength	User-friendly interface Access to a variety of artisans Access to training and professional information of artisans Customers' reviews and ratings on clients Direct communication channel	Simple user interface Verification of artisans before creating a profile Customer ratings on artisans and the service rendered	User-friendly app Background check and verification of service providers	Wide-ranging directory of service providers Inclusive of services such as beauty, fashion, legal, medical, event decorators	Unrestricted access to many service providers The thorough verification process of artisans builds trust Insured payment transactions

Weakness	Limited artisan availability Initial trust building New/weak brand image Slow market penetration	Limited range of artisans Poor reviews on the Play Store Difficulty in onboarding on the app Unpleasant user experience	Absence of an in-app messaging tool Limited service options	No means to communicate between artisans and clients No regulation of service providers Weak online presence with no reviews from Play Store that could guarantee authenticity	Weak online presence Limited Geographical coverage
Opportunity	Partnership and collaboration with service providers and local organizations Expansion of service to include training and registration of artisans Integration with social platforms to gain visibility and attract users Growing market demand for skilled artisans and digital platforms	Large customer base and loyalty Collaboration with local artisan associations	Partnership with training institutes Integration with social media platforms to help increase visibility	Large geographic reach Expansion of service beyond Nigeria Integration of payment solutions	Enhanced user experience, which could attract a larger user base Funding opportunities to support artisans and help grow their business
Threats	Competition from existing and well-known brands The entrance of new brands offering similar or better services	Slow growth leading to a decline Economic fluctuations and recessions Negative user	Growing competition between similar and better brands Regulatory and legal challenges which could	The emergence of new and existing brands offering better service Evolving user preference	Intense competition Technological advancements User acquisition and retention

	Economic and technological changes	reviews could negatively impact the reputation of the brand	affect the business		
Target Market	Skilled and professional artisans seeking to find clients Individuals of all ages who have access to mobile devices	Artisans and individuals in need of house maintenance services	Skilled artisans and service seekers seeking basic service.	Technologically savvy artisans, skilled workers, and individuals seeking the services of artisans	Professional artisans, service providers, and users seeking these services

COMPETITIVE ADVANTAGE

- Specialized focus on connecting individuals with skilled artisans. This dedicated approach sets us apart from general service marketplace platforms and positions the app as the go-to destination for artisanal needs.
- A comprehensive directory of artisans across various crafts and trades. The diverse selection of skilled professionals makes CraftNg a unique platform for finding artisans.
- A robust verification process and user reviews that instill confidence in the quality and reliability of artisans listed on the platform,

USER RESEARCH

We carried out user research by sending out a survey form targeted at both artisans and people who require their services. The survey helped us understand users' pain points and gave us a guide as to features that should be developed to meet the needs of both personas of the product.

Key Insights

- 75.7% of respondents are clients, while 24.3% are artisans
- 59.4% often need the service of artisans, while 40.6% do not often need the services of artisans
- 89.7% found artisans mostly through family/friends, 20.7% through social media, 10.3% through artisan communities, and 6.9% through job sites.
- 96.6% would use an app where they could easily find artisans, while 3.4% voted no
- 87.5% of artisans would like to use an app that connects them to clients, while 12.5% voted no.

Findings

- Most individuals haven't used an app that connects them with artisans and would like to use one
- Most individuals would like to use the app because of the challenges encountered with dealing with artisans physically.
- Artisans are willing to use an app that helps them get clients

- Artisans would like to be paid on time for their services

Survey Form Link

<https://forms.gle/n3c9rAEg88DriwY8>

USER PERSONA



Dr. Joy Ngozi

- Age: 28 years
- Occupation: Medical Doctor
- Location: Lagos, Nigeria
- Gender: Female

"I am interested in people's wellbeing"

Goals

- To establish trust and good work relationship with artisans in the future
- To effectively consult an artisan without hassle or price overcharge in the future

Bio

Dr. Joy is a registered medical doctor who specializes in family medicine. She has over 4 years medical experience, she is dedicated to her job and loves helping people get better. She looks out for artisans who are professional, competent and painstaking with respect to time.

Painpoints and frustrations

- Inability to have access to artisans when I need them
- Untrustworthy artisans
- Price overcharge
- Unprofessionalism
- Distance barrier

Motivation

- To hire professional artisan
- To get artisans who are time oriented
- To prevent dubious artisans

Needs

- To get artisans when needed
- To get reliable and professional artisans.
- To get pocket-friendly service fees
- To get an artisan within close distance
- To get artisans who are ready to work



Ayanfolu Ayomide

- Age: 30 years
- Occupation: Electrician
- Location: Lagos, Nigeria
- Gender: Male

"I am committed to excellent service"

Bio

Ayomide is a trustworthy electrician with reputable years of training and experience in his field, seeking to work for clients who require his services.

He has demonstrated relevant skills and has remained professional in his work. His service fee is market-based and pocket friendly for clients.

Motivation

Customer Satisfaction
Access to Clients
Financial Stability

Needs

- To Increase customer base
- To get more job recommendations/referrals
- To work with a good price offer
- To work within his location or travel expenses get covered for distance jobs
- To determine work duration for a project
- To find well paying clients

Goals

- To establish a successful career
- To attain financial and social growth
- To establish trust and professional reputation with clients
- To develop skills and experience
- Provide excellent services and get more referrals

Painpoints and frustrations

- Distance barrier
- Underpayment/Delay in payment
- Intransparent payment process
- Difficulty finding clients
- Not having an online presence for people to see his work
- Inability to reach high profile client
- Mistrust
- Difficulty in connecting to communities for referral

KEY FEATURES

For Artisans;

- User Registration
- Artisan profile
- message/call
- Accept/decline requests
- Active orders
- Picture Upload

For end-users;

- User Registration
- User profile
- Search filter
- Payment Gateway
- In-app Notification
- Booking
- Rating/reviews

USER STORIES AND ACCEPTANCE CRITERIA

For Artisans

Features	User Stories	Acceptance Criteria
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Registration	As an artisan, I want to be able to sign-up on CraftNg so that I can get clients	• Artisan should be able to fill in their email address and phone number • Artisan must get verification to be able to access the app • Artisan must fill in all required fields and confirm their identity
Artisan Profile	As an artisan, I want to be able to create a profile where clients can see my works	• User should be able to create a profile after registering on the app • User must upload a clear display picture • User must fill in all required fields as a means of identification
In-app messaging	As an artisan, I want clients to be able to send me messages to discuss their needs.	Artisan should be able to reply to and send messages to clients
Accept/decline requests	As an artisan, I want to be able to accept or decline orders based on how convenient they are for me	• Artisans must get a notification upon being booked • Artisans should be able to click on the accept/decline order button when they get a notification
Active Orders	As an artisan, I want to be able to see my active orders so I can keep up with them	Artisan should be able to see their active orders when they accept an order or booking
Picture Upload (Portfolio)	As an artisan, I want to be able to upload pictures of my work as evidence of what I do	• Artisan should be able to upload pictures when creating their profile • User should be able to upload clear pictures of their work • Artisan should be able to upload a maximum of 6 pictures

For End-users

Features	User Story	Acceptance Criteria
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User Registration	As a user, I want to be able to register with my email so that I can access the app	• User must have a registered email • User must get a verification via email
User Profile	As a user, I want to be able to create a profile so that I can manage my information and orders.	• User should be able to create a profile after registration • User must enter all fields required • User should be able to see their orders on their profile
Search filter	As a client, I want to be able to search for the type of artisan I want so that I can narrow down my options	• The search icon must be available on the homepage for the user to click on. • Users should be able to filter their search by service or location
Payment gateway	As a user, I want to be able to make payments seamlessly on the app so that I can pay for services rendered to me	• Users should be able to pay through their bank card or by transfer • User must get a notification after payment • User should be able to see their payment transaction on their profile
In-app notification	As a user, I want to be able to get notifications when an artisan accepts my order so that I can follow up on the order.	• The user should be able to click on the notification button to see updates on orders • The message count should be updated when new notifications come in • The message should be unmarked after it has been read
Booking	As a user, I want to be able	• The user must be

	to schedule an appointment with an artisan so that I can avoid uncertainties about their availability	shown a calendar of available dates and times of the artisan they are booking • After booking, the user must be shown that they booking was successful • The user must get a notification 24 hours and 8 hours before the scheduled appointment.
Ratings/Reviews	As a user, I want to be able to rate and review the works of artisans so that I can help other clients make good choices.	• The user should be able to click on the rating or review button on the profile of the artisan • The rating and review should be indicated by star count and comment, respectively • Users should be able to submit the review when they are done typing

NON-FUNCTIONAL REQUIREMENTS

- Usability - To facilitate simple navigation, the app's UI should be simple and straightforward to use.
- Performance- The app must be responsive and capable of supporting numerous concurrent users without noticeably degrading its performance.
- Security - The app should put in place security safeguards to safeguard user data, transactions, and other private information.
- Compatibility- To ensure a consistent user experience across all devices, the app should be responsive and optimized for various screen sizes, in addition to being compatible with various devices.
- Compliance - The app should abide by all applicable laws, rules, and industry standards, as well as ethical guidelines and principles.

DESIGNS

Link to Figma board/Design Sprint:

<https://www.figma.com/file/EV1CgPF5qy13SOF2pyzKKq/DESIGN-SPRINT?type=whiteboard&node-id=0%3A1&t=WP9nCL7PdytUOhIC-1>

WIREFRAMES

Link to Prototype:

[https://www.figma.com/file/G1H5s5OZTpMw8jFtAN3HW6/Low-%26-High-Fidelity-Design-\(Team-G\)?type=design&node-id=0%3A1&t=j9hwtKLQH4EbpKMk-1](https://www.figma.com/file/G1H5s5OZTpMw8jFtAN3HW6/Low-%26-High-Fidelity-Design-(Team-G)?type=design&node-id=0%3A1&t=j9hwtKLQH4EbpKMk-1)

RISK ANALYSIS

Risk1:

- Non-compliance with data and privacy regulations

Mitigation:

- We will ensure we stay abreast of data protection laws and privacy regulations and ensure strict compliance with them. We would also obtain consent from users when collecting data or processing activities.

Risk2:

- Low user engagement and retention

Mitigation;

- We would conduct regular user research and testing to identify pain points, frustrations, and needs. We would also continuously gather feedback and iterate on the app's design and features

Risk 3:

- System failure or technical crash

Mitigation:

- We would implement testing methodologies and carry out regular audits to ensure high maintenance. We would also establish backup measures to mitigate the impact of system failures

DEPENDENCIES

- Database Management System: The app depends on a database management system like MySQL to store and manage user data and other information.
- Payment Gateway; For payments to be made on the app, we would need integration with secure and reliable payment gateway providers.

- Monitoring and Tracking: For us to be able to track adoption and engagement on the app, we would rely on analytics tools like Google Analytics or inbuilt analytics software.
- Third-Party Services: CraftNG would rely on APIs and third-party services for services such as authentication, email notification and social media integration.

SUCCESS METRICS

We will measure the following metrics to determine our success rate.

Adoption

- 1000 signups in the first month of launch
- A number of 500 registered artisans in the first two months
- A total of 350 registered clients in the first two months

Engagement

- A 50% of Daily and Monthly Active Users ratio in the first month of launch
- The amount of time users spend on a feature on the app

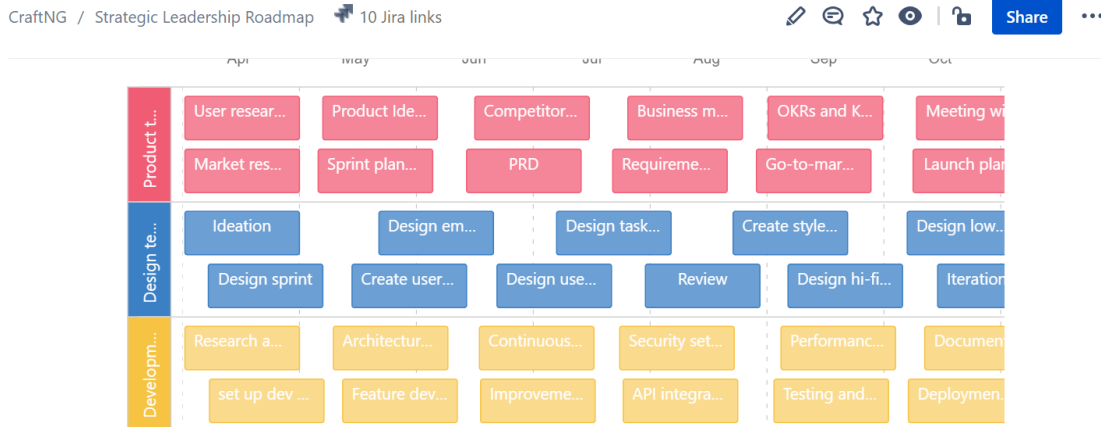
Satisfaction

- A greater number of positive ratings and reviews of artisans on the app in the first quarter than negative
- 80% positive user feedback on the app and other channels such as Google Play Store and social media
- A higher number of promoters than detractors who rate the app.

Revenue

- The average revenue per user (ARPU) in the first month
- Monthly Recurring Revenue in the first month
- Amount spent on promoting the product and getting customers
- Services successfully completed in a month

PRODUCT ROADMAP



Link to Roadmap:

<https://rachaelugbomeh.atlassian.net//cp/nUiDVdkk>

GO-TO-MARKET STRATEGY

Our go-to-market strategy will include the following;

- Social media: we will leverage social media, including Facebook, Instagram, and Google Ads, to market the product to users.
- Influencers/Top Voices: We hope to engage social media influencers and influential people who are successful artisans to spread the word about CraftNg.
- Referrals from Users: We will encourage existing users to refer our product to new users.
- Pricing: We would rely on the commission we charge artisans and make the app free for users without them paying to access any feature. We would also ensure that the prices that artisans charge are fair enough.
- Unique Value Proposition: We would focus on making the app a platform where artisans are able to showcase their work and build a client base and also where people can request the service of artisans without hassles.

USABILITY TESTING

A usability test was conducted to know how users felt about the product and get insights into features to develop in the next version.

Key insights

- 54.5% of respondents are artisans, while 45.5% are clients
- 54.5% of respondents have used the app before, and 27.35 haven't.
- 45.5% have used similar apps before, another 45.5% have not, and 9.1% were undecided.

- 45.5% had challenges with payment, 36.4% with customer support, 9.1% with limited reach of artisans, and the other 9.1% had issues with artisans not showing up on the scheduled date.

Findings

- Most individuals have used the app before
- Some people have used similar apps in the past, while others have not
- Most individuals have faced challenges when using similar apps, such as the inability to choose their preferred payment mode, ineffective customer support and limited reach of artisans
- Users would like to see features like voice notes, video uploads for Artisans, diverse payment options, community/group and responsive customer support in the next version of the app.

Having heard from users, we would develop more features in the next version to make for a pleasant user experience. The features in the next version would be:

- Customer support bot
- Community of skilled professionals
- Video Uploads
- Voice note