

# E-COMMERCE PLATFORM FOR LOCAL ARTISANS

Industry  
Consumer Goods

Web Technologies  
Android | iOS  
SQLite

Mobile Technologies  
PHP | Symfony  
MySQL




## ABOUT PROJECT

Our client, a Swiss-based artisan speciality goods trader, required an e-commerce solution to facilitate the online selling and buying of artisanal and handcrafted goods. Their objective was to provide local artisans (like farmers, bakers, butchers, brewers, distillers and more) with an easy-to-use online platform wherein they can register and sell/promote their goods.

## THE REQUIREMENT

- An online marketplace focused on the purchase and sale of artisanal and handcrafted goods
- Intuitive and interactive user interface (UI)
- Integration of multiple payment gateways
- Multi-stakeholder model
- E-commerce tracking



“The web and mobile apps developed by our team helped people buy unique products from multiple authentic artisans and allow local artisans increase their customer base.”

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## THE CHALLENGES

- Search optimization
- Page improvement for better conversion rate
- Relatively short project implementation deadline
- Fluctuation and inaccuracy of the requirements

## THE SOLUTION

- Development of web and mobile apps to facilitate the online selling and buying of artisanal goods
- Implementation of multi-stakeholder model: customer, artisan and back office admin
- Development of an easy-to-use e-commerce dashboards for all the stakeholders
- Integration with multiple payment gateways
- Implementation of easy registration and robust authentication processes for artisans
- Incorporation of social sharing feature for artisans (like WhatsApp, Facebook and Instagram)

## THE BENEFITS



One stop access to local artisanal goods



Appealing UI and UX



Effective e-commerce analytics tracking



Reduced business transaction costs



Better income for local artisans



HELIOS  
SOLUTIONS