

Social Commerce Platform for Artists

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Abstract— In the digital age, many painters and artists are using online platforms to share their work and engage with a global audience. However, despite the widespread use of social media and e-commerce, there has been a glaring need for a specialized solution designed to meet the specific requirements of artists who want to simultaneously create portfolios and sell their works. This research paper examines the conception and creation of "ArtFeast," a cutting-edge social commerce platform created specifically for artists looking for a centralized arena to showcase their abilities and make profits from their works.

Keywords-. Emerging artists; Art discovery; Art enthusiasts; Art visualization; Art blog; AR technology; Creative empowerment.

I. INTRODUCTION

India, with its rich tapestry of culture, history, and artistic heritage, has long been a muse for creators and a canvas for artistic expression. From the timeless intricacies of Ajanta and Ellora to the vibrant stories woven into Madhubani paintings, India's artistic legacy is a testament to its people's enduring creativity. Yet, in the digital age, where the global art stage beckons, emerging Indian artists often find themselves yearning for a platform that celebrates their talent and connects them with a world eager to embrace their artistry.

The existing challenges in the art community include limited accessibility to a global audience, fragmented platforms for showcasing and discovering art, and a lack of immersive experiences that bridge the virtual and physical realms. The art community is in dire need of a holistic and dynamic solution that transcends these constraints. Artists yearn for a platform that not only amplifies their reach on a global scale but also fosters a sense of community and connection. Art enthusiasts seek an integrated and user-friendly space where they can seamlessly explore diverse works, while collectors desire a

curated experience that reflects the evolving landscape of contemporary art. The disjointed nature of the current art ecosystem underscores the necessity for a comprehensive platform that addresses these multifaceted challenges and paves the way for a more interconnected and immersive artistic experience. Recognizing these challenges, our research endeavors to introduce Artfeast, an innovative and comprehensive platform poised to redefine the art ecosystem.

In an era where social media platforms and e-commerce giants dominate the online landscape, Artfeast stands as a unique fusion—a digital haven where the vibrant strokes of Indian art find their canvas, where artists' dreams are nurtured, and where a global audience eagerly awaits to partake in this artistic feast.

Social media platforms and e-commerce avenues have become go-to spaces, yet their generalized nature fails to cater comprehensively to the intricate needs of artists. Despite the prevalence of digital platforms, a focused and artist-centric solution remains elusive. ArtFeast functions as a centralized showcase where artists can intricately display their portfolios, providing a curated and immersive experience for users. The platform's architecture is crafted to enhance the visibility of

each artist's unique style, fostering an environment that celebrates individuality. Beyond being a showcase, ArtFeast seamlessly integrates social commerce functionalities. Artists can showcase their creations to a global audience while simultaneously engaging in commerce, allowing them to monetize their works directly on the platform. This dual functionality distinguishes ArtFeast as a holistic solution for artists seeking both exposure and revenue generation. ArtFeast envisions empowering artists on their digital journey by providing tools for effective self-promotion, audience engagement, and financial sustainability. The platform facilitates a profitable artistic journey by merging the artistic and commercial aspects seamlessly.

This research paper embarks on a journey through the captivating landscape of Artfeast, an Indian-born platform with global ambitions. It explores how Artfeast harnesses the power of technology to unlock the potential of emerging Indian artists, providing them with a platform where their creativity knows no bounds. It delves into the ways Artfeast rekindles the flames of Indian art, offering artists an opportunity to weave their cultural heritage into the tapestry of contemporary art, and fostering an environment where their masterpieces resonate with art enthusiasts worldwide.

II. LITERATURE REVIEW

Due to industrialization Indian traditional art and craft are losing their potential market. As opposed to mass production, traditional craft practice creates a sustainable model of material usage and environment friendliness (Bhatt, 2007). Survival of a craft practice is mostly dependent on the economic rejuvenation of craft guilds. Lucy Donkin says the revived market can bring back artisans' motivation to practice their occupation and refrain the new generation from turning towards other occupations. This led to the damage of the guild system of the society of Indian artisans, which was an age-old tradition of our civilization (Coomaraswamy, 1909; Havell, 2007). Indian craft practice is intertwined with social practices, rituals, festivals, tacit knowledge of a community, and our cultural heritage (Donkin, 2001). P. Padmanabha, Registrar General of India said about the Indian Census of 'Handicraft Survey', that the Census reveals that traditional Indian art and crafts could not be revitalized unless they were fulfilling the contemporary user needs and acknowledging contemporary technology and also tuned to social and cultural transformation (Padmanabha, 1978; Wood, 2011). For these economic crises and the loss of craft guilds, our intangible cultural heritage is dying. However, cultural merchandise that has heritage value attached to it has the potential to add economic value subjected to proper conservation and awareness generation (Mourato & Mazzanti, 2002). There are many counter-arguments whether designer's interference to diversify the traditional art and craft to address contemporary market needs will destroy the essence of the tradition and technological intervention will dilute the essence of the craft (Sethi, Duque, & Vencatachellum, 2005).

III. METHODOLOGY

In the context of the Artfeast project, various technologies and methodologies are likely to be used to create, launch, and manage the platform.

1. Web and Mobile Technologies:

HTML, CSS, and JavaScript: These are foundational web technologies used for building the user interface and functionality of web and mobile applications.

- React Native: For building cross-platform mobile applications with a single codebase, ensuring Artfeast is accessible on both iOS and Android devices.

- React Native AR libraries: Artfeast will leverage Augmented Reality (AR) technology to enhance the user experience. AR features can be incorporated to allow users to visualize artworks in their physical space through the mobile app. This integration involves the use of AR libraries compatible with React Native, providing users with an interactive and immersive way to engage with art.

- Redux: It will be utilized for efficient state management in the React Native application. As Artfeast grows in complexity, Redux can provide a centralized store for managing global state, making it easier to handle data flow and state changes across different components. Actions and reducers in Redux will streamline the handling of application state, ensuring a predictable and maintainable state management solution.

2. Backend Development:

- Node.js: A popular server-side JavaScript runtime used for developing the backend of web applications.

- Express.js: A web application framework for Node.js, which simplifies the creation of APIs and handling of routes.

- MongoDB: A NoSQL database used for storing user profiles, product data, and other dynamic content.

3. Agile Development Methodology:

- Artfeast's development process may follow Agile principles. Agile emphasizes iterative development, regular feedback from users, and adaptability to changing requirements.

4. Usability Testing:

- Conducting usability testing with potential users to evaluate the ease of use and user experience of the Artfeast platform.

5. Prototyping and User-Centered Design:

- Employing user-centered design principles to create wireframes and interactive prototypes. These prototypes are tested with users to ensure the platform is designed with their needs in mind.

6. Beta Testing:

- Before a full-scale launch, Artfeast may go through a beta testing phase where a limited group of users can test the platform in real-world scenarios and provide feedback.

7. Data Analysis Tools:

- Tools for quantitative data analysis to process and extract insights from survey data and user behavior data collected during the development and usage of Artfeast.

These technologies and methodologies are vital for the development and deployment of a dynamic platform like Artfeast. They enable the creation of a user-friendly, robust, and scalable system that can meet the diverse needs of artists, art enthusiasts, and collectors while responding to ongoing user feedback and market trends.

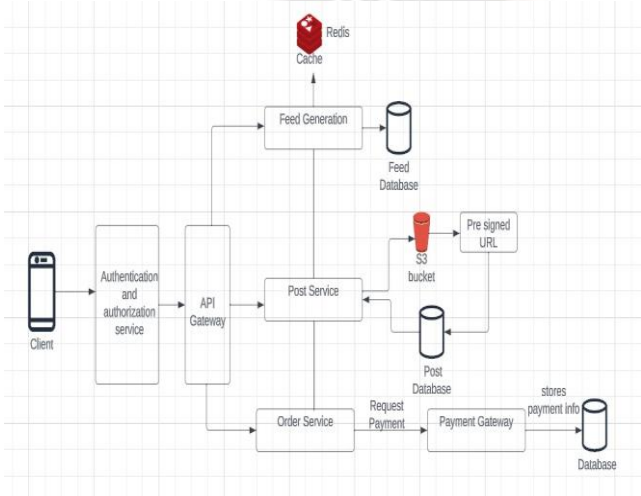


Figure 3.1: System design

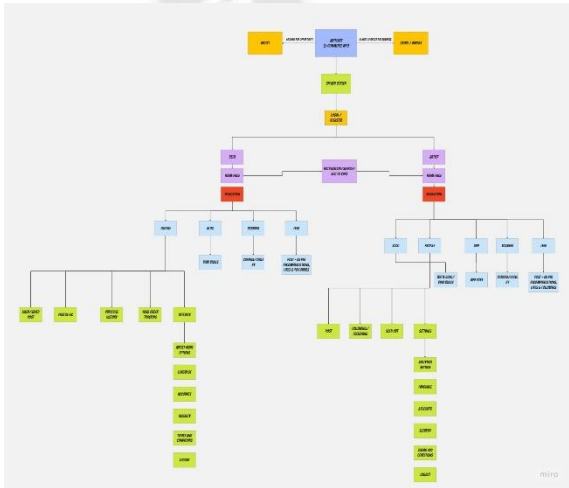


Figure 3.2: User Flow diagram

	Artfeast	Instagram/Facebook	Amazon	Online Art Galleries
Company				
Artistic Focus	specifically designed for artists and art enthusiasts, creating a dedicated space for the art community.	allow users to share art, serve a wide range of purposes beyond art & may not provide specialized tools and features tailored to artists' needs.	general e-commerce platform that sells a variety of products, including art.	primarily focus on displaying and selling art but may lack the social and collaborative elements
Artist-Centric Features	Offers artist profiles, art sales, collaboration tools, and the ability to write and share blogs, providing artists with a comprehensive platform to showcase their work and engage with their audience.	artists can share their work, these platforms lack dedicated tools for art sales, collaboration, and in-depth storytelling through blogs.	an e-commerce platform, does not provide artists with tools to create profiles, share their artistic journey, or connect with other artists.	Focused on art sales, these platforms may lack collaboration and community-building features.
Community and Engagement	Places a strong emphasis on community engagement, with features like liking, commenting, sharing, and following artists, creating a vibrant artistic community.	Although users can engage with art-related content, these platforms are more generalized, and engagement may not be as art-focused.	Lacks the community-building features and art-centric engagement found on Artfeast.	While users can view and purchase art, the social and community aspects may be limited.
Visualization Tools	Offers AR technology for users to visualize art in their own space before making a purchase, enhancing the art-buying experience.	Do not provide AR visualization features for art.	Although it sells art, it may not offer comprehensive visualization tools for art buyers.	May not include advanced visualization tools like AR.
Blogging and Art Insights	Allows artists to write and share blogs, providing a platform for in-depth storytelling, sharing creative processes, and connecting with art enthusiasts on a personal level.	Do not offer dedicated blogging features for artists.	Lacks the blogging and storytelling components found on Artfeast.	May not provide a platform for artists to share their insights and creative journey through blogs.

Figure 3.3: Comparative analysis

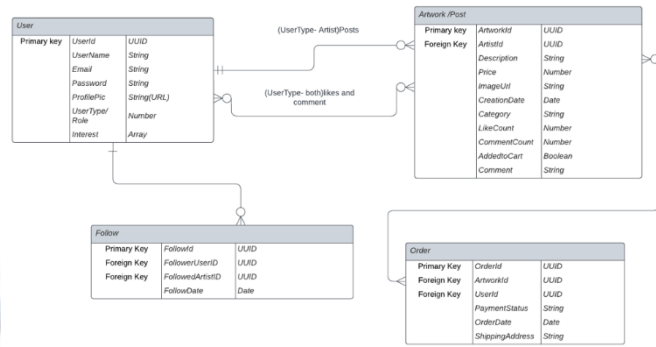


Figure 3.4 : Entity Relationship diagram of ArtFeast

IV. SURVEY

The survey conducted for this research utilized an online Google Form to gather insights from both college students and local residents. The goal was to capture a diverse range of perspectives, including those of aspiring artists and individuals passionate about art. The survey encompassed various dimensions to comprehensively assess the potential reception of Artfeast..

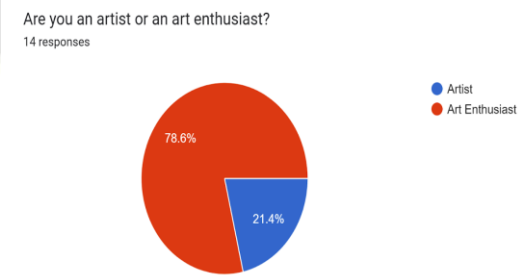


Figure:4.1 Artist or an Art enthusiast

The survey saw participation from a broad spectrum of individuals, with 78.6% identifying themselves as artists and the remaining 21.4% as art enthusiasts. This diverse representation ensures a holistic understanding of the platform's appeal.

How likely would you be to use a platform like Artfeast, where artists can showcase their art, sell it, and interact with their followers?

14 responses

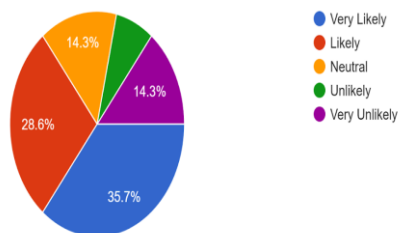


Figure:4.2 Platform like Artfeast (Showcase their Art etc).

When asked about their likelihood of using Artfeast, 35.7% expressed being very likely, 28.6% likely, 14.3% neutral, and 21.4% unlikely.

How often do you purchase art online?

14 responses

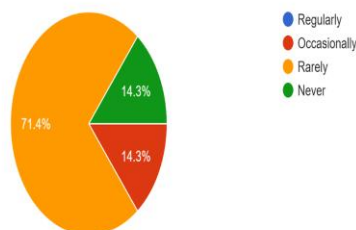


Figure:4.3 Purchase at Online details

Regarding online art purchasing behavior, 14.3% of participants indicated occasional purchases, while a majority of 71.4% rarely purchased art online.

How user-friendly do you find the current platforms you use to showcase or discover art online?

14 responses

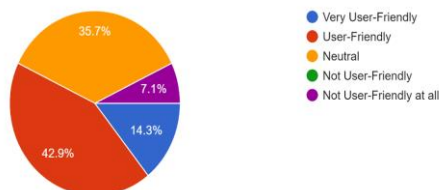


Figure:4.4 User-friendly (Showcase or Discover art Online)

When queried about the perceived user-friendliness of Artfeast, 42.9% responded affirmatively, indicating a positive outlook, while 35.7% considered it likely to be user-friendly. These responses highlight the importance of user experience in the platform's success.

How important is the AR feature (visualizing art on your wall) to you when considering purchasing art online?

14 responses

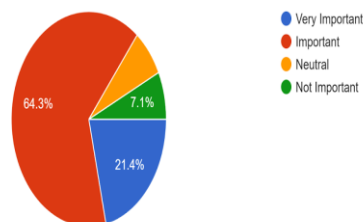


Figure:4.5 AR Features (For purchase in Online)

A notable 85.7% of participants expressed interest in augmented reality (AR) features, emphasizing the potential impact of innovative technologies in enhancing the overall user experience.

The survey findings play a pivotal role in shaping the development trajectory of Artfeast. Understanding the demographics and preferences of potential users guides the platform's features and functionalities. Insights into the likelihood of adoption, online purchasing behavior, and perceptions of user-friendliness provide a nuanced understanding of user expectations. Additionally, the expressed interest in augmented reality features underlines the importance of incorporating innovative technologies to create a compelling and immersive art-buying experience. This user-centric approach ensures that Artfeast aligns closely with the needs and preferences of its target audience, fostering a platform that is not only technologically advanced but also resonates with the art community it aims to serve.

V. FUTURE SCOPE

The future scope of Artfeast is exceptionally promising. As it evolves, the platform has the potential to expand its global reach, welcoming artists and enthusiasts from around the world while addressing diverse cultures and languages. It can venture into the realm of blockchain and non-fungible tokens (NFTs) to secure and transparently facilitate art transactions, while also exploring advanced technologies like AI for personalized art recommendations. The integration of virtual reality (VR) can transport users into immersive art galleries and exhibitions. Beyond commerce, Artfeast may extend its influence into art education, sustainability practices, and art as a therapeutic medium. The platform can continue to nurture collaborations between artists and technology innovators, paving the way for ground breaking tech-art projects. The possibilities for Artfeast

are limitless, promising a dynamic and transformative future for the art world.

VI. ACKNOWLEDGMENT

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VII. CONCLUSION

In this comprehensive project, we have envisioned, designed, and developed Artfeast, a dynamic online platform dedicated to nurturing emerging artists and fostering a vibrant art ecosystem. Artfeast empowers artists to showcase their creations, connect with art enthusiasts, and achieve greater visibility in the highly competitive art world. Through innovative features like augmented reality (AR) visualization and interactive community engagement, Artfeast revolutionizes the art-buying experience. This platform not only connects artists and collectors but also promotes cultural diversity and heritage preservation through art. Our journey involved market research, user-centered design, agile development, and continuous user feedback. Artfeast is not just a platform; it's a community, an educational resource, and a space for therapeutic expression. By addressing limitations in the

existing art systems and embracing the potential of technology, Artfeast opens doors to a more inclusive, engaging, and empowering art world for creators and enthusiasts alike.

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