

# Pottery Connect

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**Abstract:** PotteryConnect is a web-based digital platform designed to empower traditional artisans by enabling them to sell their pottery products directly to customers without the involvement of intermediaries. In many cases, potters rely on middlemen or local markets, which limits their income and restricts their reach to a broader audience. This platform addresses these challenges by providing a dedicated online marketplace where artisans can showcase their products, share their stories, and connect with customers globally. By eliminating intermediaries, PotteryConnect ensures fair pricing and better financial opportunities for artisans.

The platform offers a comprehensive set of features, including product browsing, secure purchasing, and real-time order tracking, ensuring a seamless shopping experience for customers. Artisans can easily upload product details such as images, descriptions, and pricing, while customers can explore a wide variety of pottery items based on categories, preferences, and regional styles. The system also incorporates user reviews and feedback mechanisms to build trust and enhance transparency between buyers and sellers.

In addition to e-commerce functionality, PotteryConnect integrates learning and community features aimed at preserving and promoting traditional pottery culture. Users can access tutorials, participate in workshops, and engage in discussions, fostering knowledge sharing and skill development. This aspect of the platform not only supports artisans but also encourages new learners to explore and appreciate the art of pottery.

The system is developed using modern web technologies, ensuring scalability, performance, and a user-friendly interface across multiple devices. With a focus on simplicity and efficiency, PotteryConnect creates a holistic ecosystem that combines commerce, education, and community interaction. Overall, the platform contributes to the sustainable growth of traditional artisans while preserving cultural heritage in the digital age.

**Keywords:** Digital Marketplace, E-Commerce Platform, Artisans, Handicrafts, Online Selling, Community Platform.

## I. Introduction

Traditional pottery is a valuable cultural heritage that reflects the artistic skills and traditions of local artisans. However, in today's rapidly evolving digital economy, many potters still rely on conventional methods of selling their products, such as local markets or intermediaries. These middlemen often take a significant portion of the profit, leaving artisans with limited income despite their hard work and craftsmanship. Additionally, the lack of digital exposure prevents these artisans from reaching a broader audience, restricting their growth and sustainability.

Although general e-commerce platforms are available, they are not specifically designed to cater to the unique needs of artisans. These platforms focus primarily on mass-produced goods and do not emphasize storytelling, cultural significance, or regional uniqueness of handmade products. Moreover, rural artisans often face challenges such as lack of digital literacy, limited access to logistics, and difficulty in building trust with online customers. These issues highlight the need for a dedicated digital platform that can bridge the gap between artisans and consumers.

PotteryConnect is proposed as a specialized digital marketplace aimed at empowering potters by enabling them to directly connect with customers. The platform focuses not only on selling products but also on promoting artisan stories, cultural identity, and craftsmanship. It simplifies onboarding, enhances trust through reviews and interactions, and provides support for logistics and payments. By addressing these challenges, PotteryConnect aims to create a sustainable ecosystem where artisans can thrive and expand their reach beyond local boundaries.

## II. Literature Survey

Existing systems for selling handicrafts primarily include large-scale e-commerce platforms such as Amazon and Flipkart. While these platforms provide wide market access, they are not tailored to meet the specific requirements of traditional artisans. They lack features that highlight the cultural background, uniqueness, and craftsmanship of handmade products. As a result, artisans often struggle to compete with mass-produced items and fail to

receive fair pricing for their work.

Research studies indicate that traditional artisans face several challenges, including low visibility in digital markets, dependency on intermediaries, and limited opportunities for skill development. These factors significantly impact their income and hinder the preservation of traditional crafts. Although social media platforms have emerged as a tool for promotion, they are often unstructured and lack mechanisms for secure transactions, trust-building, and organized product management.

To address these limitations, various specialized platforms have been proposed; however, many of them focus only on selling products without integrating learning and community features. The proposed PotteryConnect system aims to overcome these gaps by providing a comprehensive solution that combines e-commerce functionality with educational resources and community engagement. By integrating product selling, skill development, and user interaction into a single platform, PotteryConnect offers a more holistic approach to supporting artisans and preserving traditional crafts.

### III. Proposed Methodology

The PotteryConnect system is designed as a modular platform that integrates multiple functionalities to ensure efficient operation and user interaction. The system begins with a user registration and login module, where different types of users, including Admins, Artisans, and Customers, can create accounts and securely log in to access the platform. This module ensures proper authentication and role-based access control, allowing each user to interact with the system according to their permissions.

The Artisan Module enables potters to create detailed profiles that showcase their skills, experience, and background. Artisans can upload their products, manage inventory, track orders, and communicate with customers. This module empowers artisans by giving them complete control over their digital presence and product listings.

The Customer Module is designed to provide a seamless shopping experience. Customers can browse through various pottery products, view detailed descriptions, place orders, track deliveries, and provide feedback through reviews. This enhances customer satisfaction and builds trust within the platform.

The Admin Module plays a crucial role in maintaining system integrity and performance. It allows administrators to manage users, monitor product listings, and generate reports for analysis. The admin can also remove inappropriate content and ensure that the platform operates smoothly.

Product Management is another essential component, where artisans can upload product details such as images, prices, and descriptions. This ensures that products are well-organized and easily accessible to customers. Additionally, the Learning

and Community module provides tutorials, workshops, and discussion forums, enabling users to learn pottery skills and interact with others. This promotes knowledge sharing and cultural preservation.

Finally, the Order Processing module handles all transactional activities, including cart management, payment processing, and delivery tracking. This ensures a smooth and secure purchasing experience for customers while maintaining accurate records for artisans and administrators.

### IV. Implementation

The implementation of the PotteryConnect system utilizes modern web technologies to ensure scalability, performance, and a user-friendly interface. The frontend is developed using React.js along with HTML, CSS, and JavaScript, providing a responsive and interactive user experience across different devices and screen sizes. The backend is implemented using Node.js, which efficiently handles server-side logic, API requests, and user authentication processes.

MongoDB is used as the database to store all system data, including user information, product details, orders, and transactions. Its flexible and scalable nature makes it suitable for handling large volumes of data. Communication between the frontend and backend is achieved through RESTful APIs, with data exchanged in JSON format, ensuring seamless integration and efficient data transfer.

The system is structured around several core logic modules that manage different aspects of functionality. The User Management Module handles user registration, login, and authentication, ensuring secure access and role-based permissions. The Product Management Module allows artisans to upload, update, and manage their products, ensuring proper display and easy searchability within the platform.

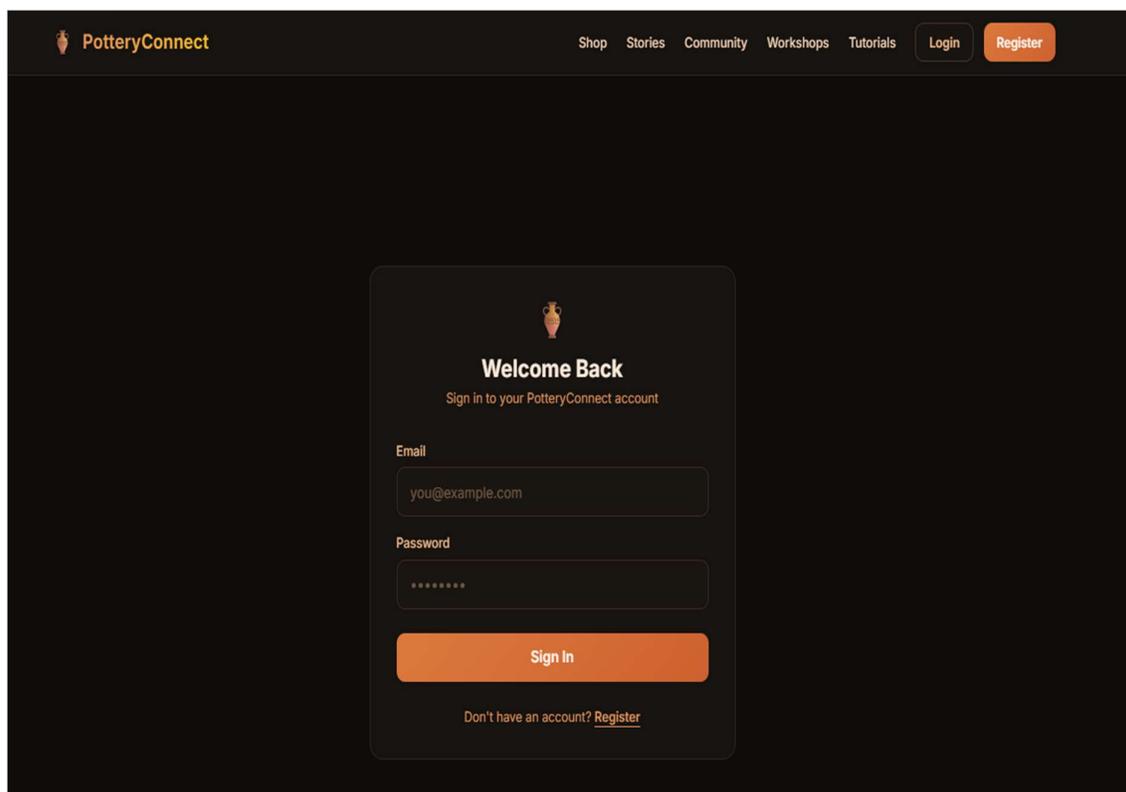
The Order and Payment Management Module manages the entire purchasing process, including adding items to the cart, placing orders, processing payments, and tracking deliveries. This module ensures a smooth and reliable transaction experience for users. The Learning and Workshop Module provides educational content such as tutorials and videos, allowing users to develop pottery skills and participate in workshops.

The Admin Control Module oversees the overall system by managing users, monitoring activities, and generating reports. It ensures that the platform operates efficiently and maintains quality standards. Lastly, the Communication and Interaction Module enables users to interact through reviews, feedback, and possibly chat features, enhancing trust and engagement within the platform.

Overall, the implementation of PotteryConnect integrates modern technologies and modular design principles to create a scalable, efficient, and user-

friendly platform that supports artisans and promotes cultural heritage.

## V RESULT



PotteryConnect Shop Stories Community Workshops Tutorials Admin Profile Logout

## Admin Dashboard

TOTAL USERS  
**6**

TOTAL PRODUCTS  
**11**

TOTAL ORDERS  
**7**

TOTAL REVENUE  
**₹61489.00**

### Users by Role

Admin	1
Customer	3
Artisan	2

### Quick Actions

- Manage Users
- Manage Products
- Sales Report
- Manage Tutorials
- Manage Workshops

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## Sales Report

### Monthly Sales

2026-03 1 orders	₹1000.00
2026-02 6 orders	₹60489.00

### Top Selling Products

1 Celadon Serving Bowl 4 sold	₹21996.00
2 Abstract Wave Sculpture 1 sold	₹18499.00
3 Terracotta Herb Planter 4 sold	₹9596.00
4 Raku Glazed Vase 1 sold	₹7499.00
5 Travel Mug with Cork Lid 1 sold	₹2899.00
6 handmade pot 1 sold	₹1000.00

### Orders by Status

**5**  
Processing

**2**  
Delivered

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### Manage Products

Product	Artisan	Category	Price	Stock	Actions
handmade pot	Raj Earthen Studio	VASES	₹1000.00	0	Delete
Raku Glazed Vase	Maya Clayworks	VASES	₹7499.00	8	Delete
Celadon Serving Bowl	Maya Clayworks	BOWLS	₹5499.00	10	Delete
Handmade Espresso Cup Set	Maya Clayworks	MUGS	₹4599.00	15	Delete
Stoneware Dinner Plate	Maya Clayworks	PLATES	₹2699.00	25	Delete
Abstract Wave Sculpture	Maya Clayworks	SCULPTURES	₹18499.00	3	Delete
Terracotta Herb Planter	Raj Earthen Studio	PLANTERS	₹2399.00	29	Delete
Decorative Wall Tile Set	Raj Earthen Studio	DECORATIVE	₹12199.00	6	Delete
Ramen Bowl with Chopstick Rest	Raj Earthen Studio	BOWLS	₹3499.00	18	Delete
Incense Holder Mountain	Raj Earthen Studio	DECORATIVE	₹3199.00	20	Delete
Travel Mug with Cork Lid	Raj Earthen Studio	MUGS	₹2899.00	22	Delete

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### Artisan Dashboard

+ Add Product



Manage Workshops



Meeting Requests



Manage Tutorials

**5**

Products

**4**

Orders

**₹47994.00**

Revenue

#### My Products



**Raku Glazed Vase**

₹7499.00 Stock: 8

/ Edit 



**Celadon Serving Bowl**

₹5499.00 Stock: 10

/ Edit 



**Handmade Espresso Cup Set**

₹4599.00 Stock: 15

/ Edit 

 PotteryConnect

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## Manage Workshops

[+ Add Workshop](#)

**Throwing and Turning a Pottery Bowl with Cr...**

 26/3/2026

 05:00

 ₹1000  3 slots

[/ Edit](#) 

 PotteryConnect

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## Manage Tutorials

[+ Add Tutorial](#)

**THROWING**

**Making / Throwing a Spherical shaped Pottery vase on the wheel**

Throwing a Spherical Pottery Vase on the Wheel — Step-by-Step Tutorial  What You'll Need Potte...

By Maya Clayworks · 17/3/2026

[/ Edit](#) 

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## Shop Pottery

Discover unique handcrafted pieces

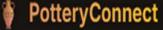
All Categories

 <p>VASES <b>handmade pot</b> ₹1000.00 <small>Out of stock</small></p>	 <p>VASES <b>Raku Glazed Vase</b> ₹7499.00 <span>★ 4.5</span></p>	 <p>BOWLS <b>Celadon Serving Bowl</b> ₹5499.00 <span>★ 5</span></p>	 <p>MUGS <b>Handmade Espresso Cup Set</b> ₹4599.00</p>
 <p>PLATES <b>Stoneware Dinner Plate</b></p>	 <p>SCULPTURES <b>Abstract Wave Sculpture</b></p>	 <p>PLANTERS <b>Terracotta Herb Planter</b></p>	 <p>DECORATIVE <b>Decorative Wall Tile Set</b></p>

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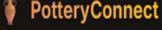
## Shopping Cart

 <p><b>Raku Glazed Vase</b> ₹7499.00</p>	<p>- 1 + ₹7499.00 </p>
<p>Total <b>₹7499.00</b></p> <p><a href="#">Proceed to Checkout →</a></p>	

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## My Orders

Order ID	Transaction	Date	Status
69a549d7db81f7696050ed20	TXN-BC674BCF-692	2/3/2026	PROCESSING
 handmade pot x 1			₹1000.00
<b>Total</b>			<b>₹1000.00</b>
69943c22e717c70431b3478c	TXN-62643439-7C0	17/2/2026	PROCESSING
 Celadon Serving Bowl x 1			₹5499.00
<b>Total</b>			<b>₹5499.00</b>

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## Video Meetings

Request a Meeting

Select an Artisan... Request Meeting

- Meeting with Maya Clayworks  
17/3/2026 REQUESTED
- Meeting with Maya Clayworks  
12/3/2026 REJECTED
- Meeting with Maya Clayworks  
18/2/2026 COMPLETED

### VI Conclusion

**Pottery Connect** is a comprehensive digital platform designed to empower traditional artisans by connecting them directly with global customers. By eliminating middlemen, it ensures fair trade and better income opportunities for potters while offering buyers authentic, handcrafted products.

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