

# Strengthening Artisan Networking Initiative



Aid to Artisans U



**WPI**

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# The Duality of ATAU

## Education

Courses

Webinars

Articles

Resources

## Networking

Profile Options

Messaging

Product Pages

# Looking back

## 2015

Market Readiness Intro Course

Social Media Advertising

ATAU Badge System



Marketing Communication



Market Readiness Program



Create a Website



Computer Skills

## 2016

Networking Features

Product Categories

Tutorial Video

 **LEARN**

Market Readiness Introductory Course  
Exporting

Leading Teams  
Leadership

Creative Monitoring and Evaluating  
Manage a Business

 **CONNECT**

MRP Class of 2015  
37 members

MRP Class of 2014  
28 members

MRP Class of 2016  
27 members

 **FIND**

Resources  
25 Resources

Products  
22 Products

People  
3539 People

# ATAU's Progress in 2017

## Networking Functionality

Advanced Search

Profile Options

## ATAU's Growth

User Count

Site Visits

## WPI 2017 Project

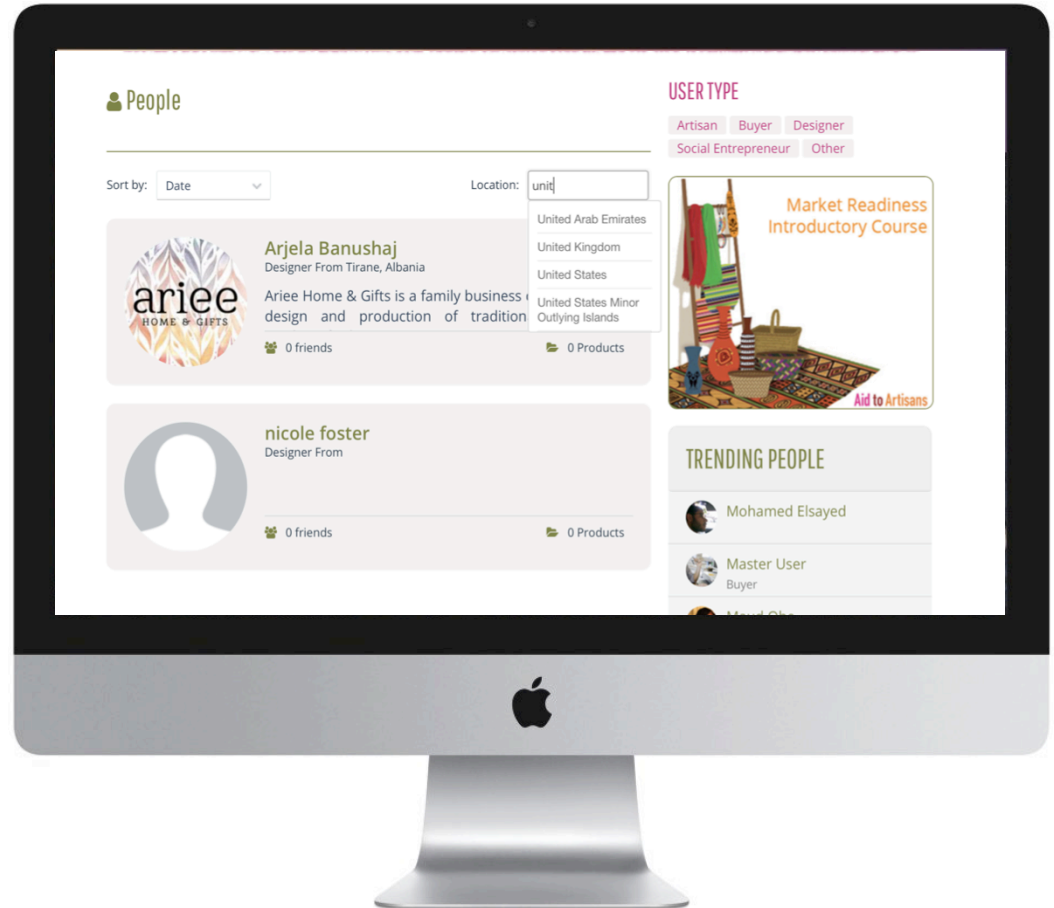
Fixing Outstanding Issues

Creation of User Guides

Findings and Recommendations

# New: Advanced Search and Profile Options

Find products and connect to users by searching user type (artisan, buyer, designer, social entrepreneur, other) and location



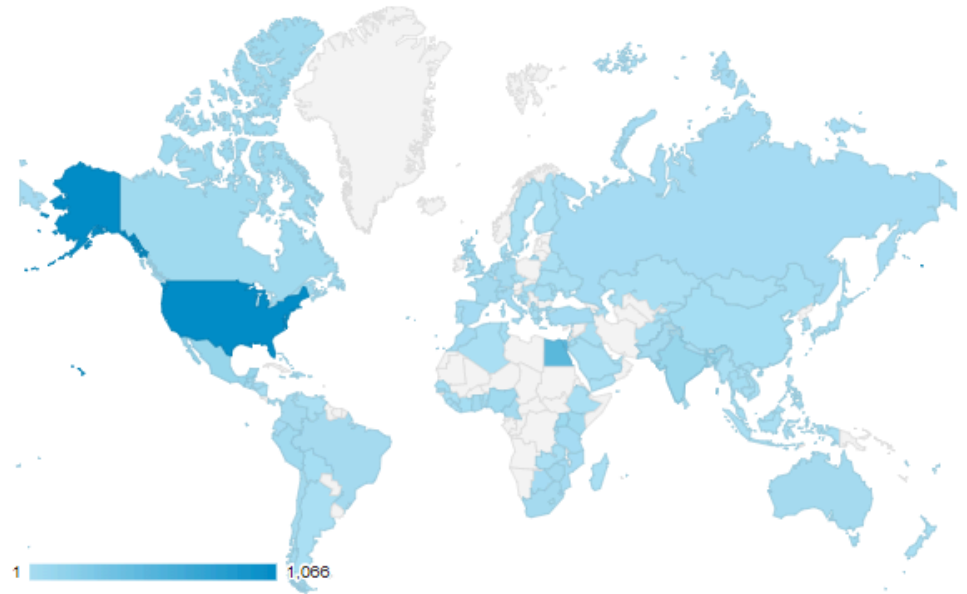
# ATAU Growth in 2017

User Count: 664

+24% From Last Year

3653 Site Visits

From 127 Countries




Site Visits by Country in 2017


## 2017 WPI Project Goal


To increase usage of ATAU's networking features, especially the number of completed profiles to attract potential buyers.


# User Profiles





**Arjela Banushaj**  
Tirane, Albania  
Product developer  
Arie Home & Gifts


 Overview


 Friends 0


 Courses 2


 Articles 0

 Groups 0

 Badges 0

 Calendar 0

 Products 0

 Send friend request

## Summary

Arie Home & Gifts is a family business dedicated to the design and production of traditionally handmade products for home decoration and authentic gifts.<http://www.ariee.co>

### LATEST BADGES

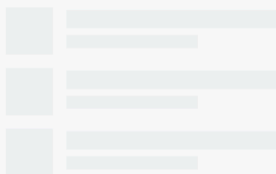


### LATEST ENROLLED COURSES

Exporting to the U.S. Retail ...  
Business Development

Market Readiness Introduc...  
Exporting

### LATEST GROUPS



### LATEST WISHLIST COURSES





# Fixed Outstanding Issues



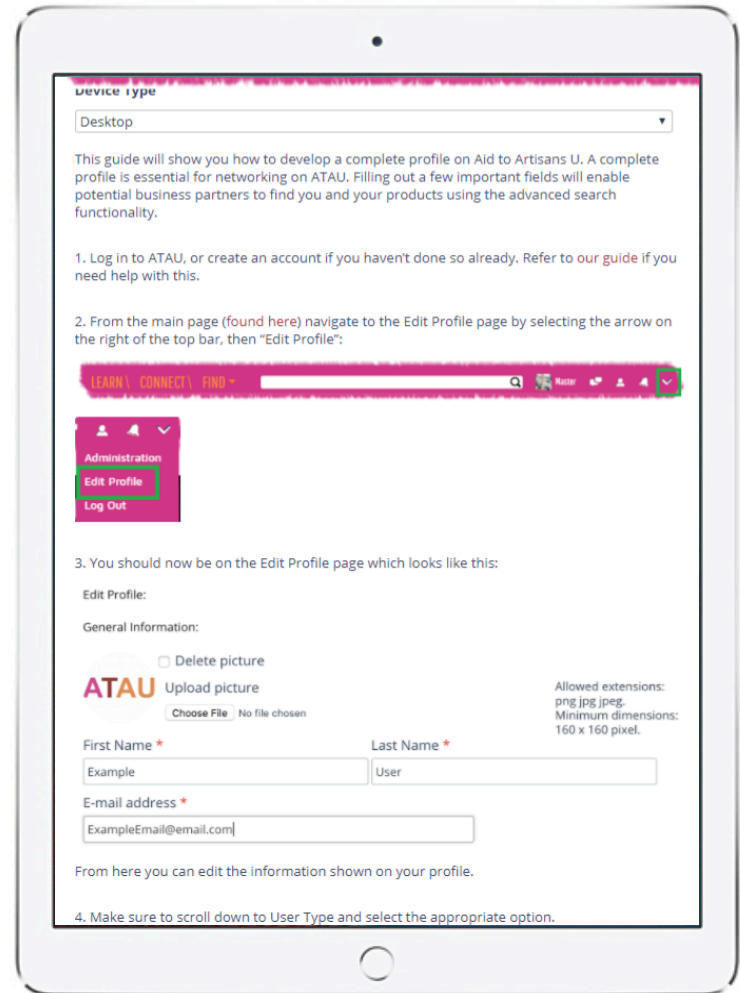
# Developed User Guides

Creating an Account

Completing Profile

Creating Product Pages

Finding and Messaging



# Developed User Guides

## Technical Features

Foreign Languages

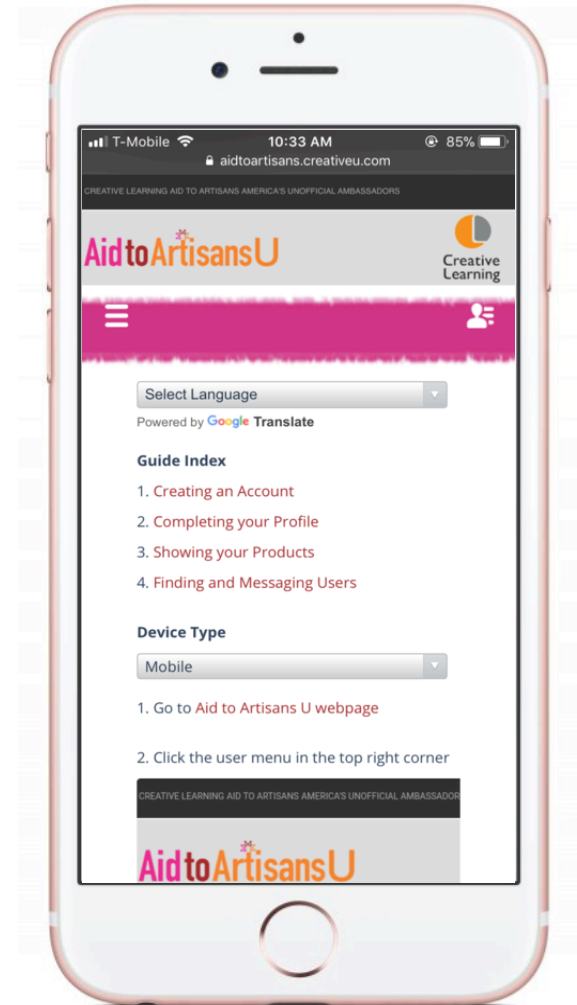
Device Specificity

Video guides

## Testing and Review

Self-testing

Test with ATA staff



# Promotion of the Site

MRP Groups

Contacts from Maud

Email Inquiries

Craft Fairs



# Supported Existing Users

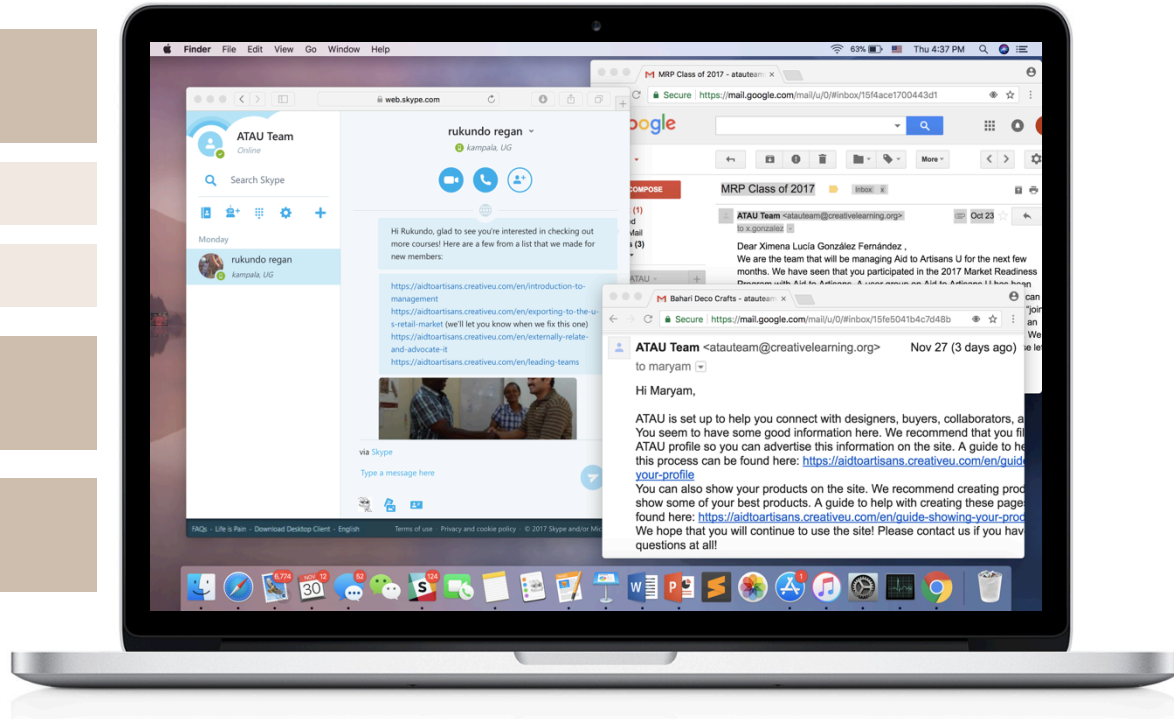
## Systems Used

Email

Skype

## Develop Relationships

## User Retention



# Effectiveness of Our Methods

## Email Promotion

Able to reach large group

Only registered users

Low response rate

## Personal Interaction

Only reaches specific people

Craft fairs, email support

Received enthusiastically

# User Retention

Group		User Retention					
Week	New Users	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Week of 9/10	20	0	0	0	0	0	0
Week of 9/17	35	1	1	0	1	1	0
Week of 9/24	36	1	0	1	2	1	1
Week of 10/1	29	0	1	1	1	1	1
Week of 10/8	39	0	0	0	1	0	0
Week of 10/15	38	0	0	0	0	0	0

## Retention Needs

Content

Support

Value

# Possible Fixes

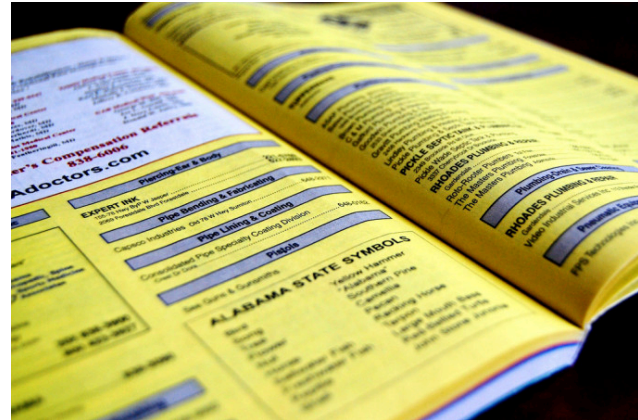
Newsfeeds

Content Updates

Newsletters

Yellowpages

Partnership





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Creative  
Learning

Aid to Artisans



WPI