

Development of a design framework for the promotion of African Arts and Crafts on an E-Commerce platform

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Abstract

This paper enunciates the impact of e-commerce in redefining contemporary buying and selling globally. The paper articulates the importance of high internet penetration to consumers embrace of e-commerce in enhancing the growth of Africa emerging markets. The potentials of e-commerce provide an enabling opportunity for the promotion and sale of African arts and crafts within Africa and globally. Apparently, the originality and richness of African arts and crafts resonates functionality and desirability of the works. Therefore, this paper developed a framework for the development and implementation of an e-commerce platform specifically built for the promotion of African arts and crafts. The developed framework is anchored on three dimensions namely web design graphics, user experience and web advertisements. Components of web design graphics include visual weight, colour psychology, page layout and photography. User Experience is categorized into graphic user interface, navigation, ergonomics, design and implementation, web development languages, e-commerce enterprise framework and search engine optimization. The web advertisement components are content marketing, social media, public relation and social marketing.

Keyword: E-commerce, Visual Weight, Colour Psychology, Page Layout, User Experience.

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