

Thesis Portfolio

Product Discovery in Artisanal Retail

(Technical Report)

Analysis of the Role of Technology in the Transformation of Artisanal Retail

(STS Research Paper)

An Undergraduate Thesis

Presented to the Faculty of the School of Engineering and Applied Science
University of Virginia • Charlottesville, Virginia

In Fulfillment of the Requirements for the Degree
Bachelor of Science, School of Engineering

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Sociotechnical Synthesis

A one page summary of the overall thesis, including the technical and STS parts. If the two are related (even just remotely), provide an integrated narrative to connect them. If they are completely irrelevant, please add “the technical and STS theses are not related” at the end of the section”.

The technical project focused on a software platform for facilitating product discovery in the retail space. For Capstone, my group proposed a new tool, Curate, to help small businesses which have been significantly impacted by the pandemic. The proposed tool is a software as a service provided to small businesses to connect these businesses with artisans as a source of product discovery. Artisans would be able to sign up for the service with their products. Curate would form personalized curated collections for small businesses to buy and sell. The STS Thesis serves as a social study for this proposed tool, Curate. This project analyzes the current state of business operations for both small brick and mortar businesses and creators. Current trends in the artisanal retail industry are established using survey and interview data. Furthermore, the project analyses the potential for technology to transform the small business industry based on innovations from larger retailers and another research.