

Interview Transcript

Name : Munnni Kassim Khatri

Situation. Munni devoted Kassim, a 53-year-old artisan, dedicates her life to her craft alongside her husband and two children. Together, they handle every aspect of their craft projects, ensuring customer requirements are met without relying on external vendors or customers. Munni takes on multiple roles, managing not just the craftsmanship but also overseeing customer requirements, task management, and payment follow-ups. Her days are spent immersed in artisan work, while her evenings are to customer communication and planning, balancing her responsibilities with dedication and care.

[UXR] Can you describe a day work situation? How you manage them?

Munni. I've been in this field since I was 8 years old and started managing customers at 16. As an artisan, my skills and quality are unmatched, and I've devoted my days and nights to this work with my family. However, I still struggle with planning and ensuring timely deliveries. Mistakes happen sometimes, despite our best efforts.

[UXR] What challenges you face managing customer requirements? How does this make you feel?

I love what I do as an artisan; I see it as an art and a reflection of my skills. I take great pride in creating amazing products that satisfy my customers. However, managing multiple customers with specific requirements can make the job feel overwhelming. I can handle one customer at a time, but things get challenging when there are more than three. I communicate tasks with my family, but sometimes we're not on the same page, which leads to mistakes, delays, and rework. It would be so much easier if we could view all customer requirements and milestones in one place.

During festivals, we get more orders, and we plan ahead by involving neighbouring artisans. However, there's inconsistency in their availability, which complicates coordination, especially when they are far away. This leads to delays, quality issues, and a lot of stress. It affects my ability to grow the business because I can't manage everything efficiently.

[UXR] Is there any way in which you feel these challenges could be resolved?

I would love to focus more on the design work itself, rather than managing the logistics. If I could share the requirements with everyone at once, it would help eliminate confusion and ensure smooth coordination, even with workers who are further away. Ideally, I could save a lot of time, understand who is working on what, and get quick updates—all within a fraction of the time I currently spend. Right now, I end up spending half my day on these tasks. If I could manage more customers effectively, it would help us increase our orders and ultimately lead to better income.