Lets Get Crafty

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Google

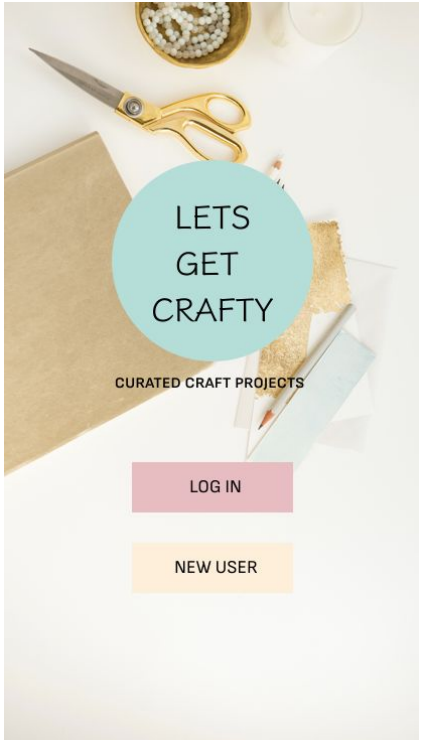
Project overview

The product:

A craft store app where user can order supplies for curated craft projects.

Project duration:

February 2022- May 2022



Project overview

The problem:

From our research we found that crafting consumers found it difficult to precur materials for projects in one place, requiring them to frequent many retailers in search of items, taking up alot of their valuable time.

The goal:

To create a quick efficient way for crafting consumers to quickly purchase supplies needed for craft projects.

Project overview

My role:

UX Researcher/Designer throughout the entire scope of the project from conception to design to delivery.

Responsibilities:

Research, Interviewing, Storyboarding, Paper and Digital Wireframing, Usability Studies, Low and High Fidelity Prototyping, & Design Iteration.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted interviews with a variety of individuals who purchase crafting materials for themselves or for others. I created empathy maps to understand their thought process, needs and goals.

I initially assumed crafting consumers would want access to a large database of craft supplies but my research showed that was less important than other factors such as time spent, availability of materials, & instructional resources.

User research: pain points

1

Time

The time to gather materials for crafts was a consistent pain point in the user group.

2

Availability

Material availability was another point, and many users had to shop via multiple retailers to acquire items they needed.

3

Resources

Users were unable to find help to assist them find supplies, or information regarding their potential projects.

Persona: Jared Juniper

Problem statement:

Jared is a full time consultant and a stay at home parent who wants to create fun craft projects for his children but does not have a lot of time to search for materials.

Jared Juniper

Age: 40 (he/his)
Education: BBA
Hometown: Milwaukee, Wisconsin
Family: Wife & 2 kids
Occupation: Data Analytics Consultant/SAHD

"I love having the flexibility to be home with my kids as an active participant in their lives"

Goals

- Wants to give his kids the tools to be resilient
- Wants to create show stopping seasonal displays in his front yard for the neighbours and his own children to enjoy & be proud of.

Frustrations

- "I need to be able to return stuff that I don't need"
- "I wish there were people to discuss projects with so I could buy the correct supplies or brainstorm possible ideas"

A stay at home dad that works from home as a data consultant. Loves being able to raise his kids, coach their sports teams, as well as an active member of kids school volunteer committee. Usually works around the kids schedule. Hobbies include making and building things for fun with and for the kids, as well as health & fitness.

User journey map

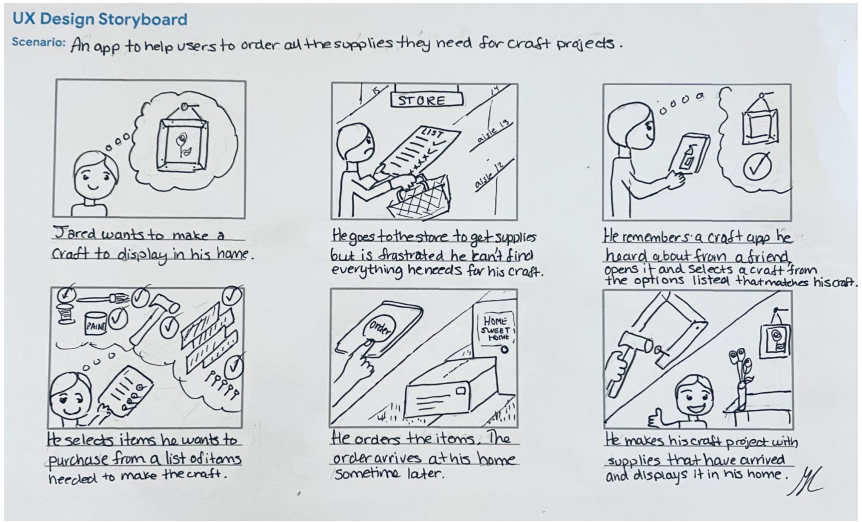
Mapping Jared's journey showcased areas of frustration when shopping for craft materials, as well as resources.

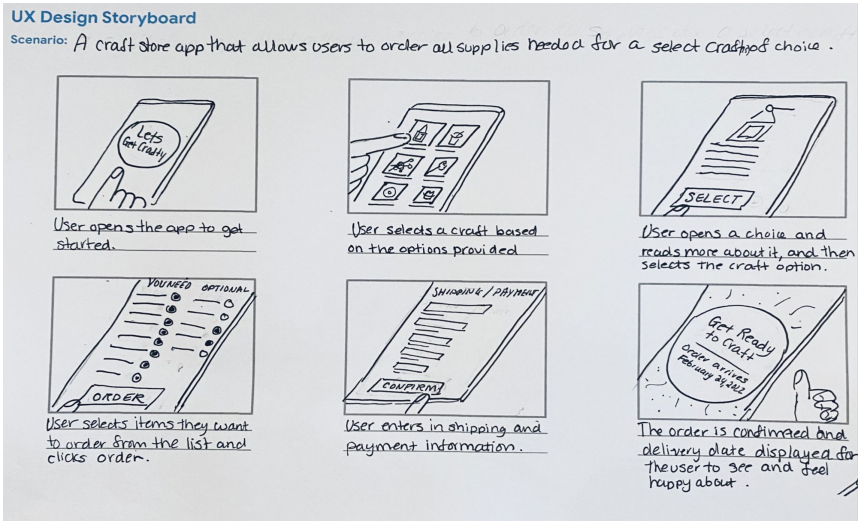
ACTION	Get Inspiration for a project	Get materials	Go to local craft store(s)	Search for materials	Buy Materials	Work on the project
TASK LIST	a. Search for ideas	a. Make a list of supplies b. Look for stores that sell supplies	a. Drive to the store b. Park c. Take list in	a. Navigate the store b. Search for materials c. Look for help	a. Wait in line b. Purchase items c. Check return policy d. Go to another store	a. Start project b. Use materials/instructions c. Complete the project
FEELING ADJECTIVE	Inspired Excited	Productive Excited Inspired	Productive Task oriented	Frustrated Discouraged Disvalued	Frustrated Unhappy	Hopeful Skeptical
IMPROVEMENT OPPORTUNITIES	Seasonal based inspiration boards or ideas	Suggestions of where to purchase materials or where they can be found	List organization	Store navigation, Product availability Customer Service	Customer Service, Alternative options to purchase or return	Provide instructions for ease, written, or video, audio, assisted technology

Starting the design

- Storyboards
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

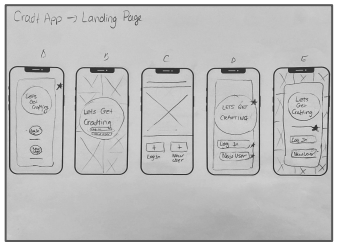
Storyboards

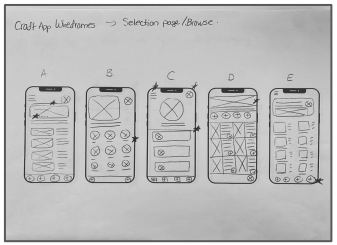


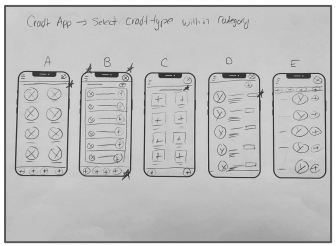


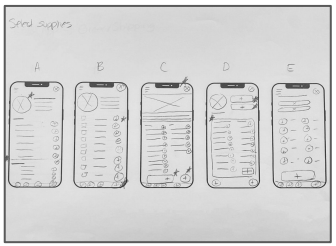
I started by creating visual big picture and close up storyboards as a starting point for the app to convey how a user may experience.

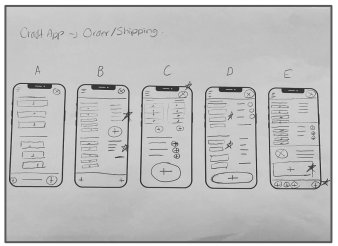
Paper wireframes



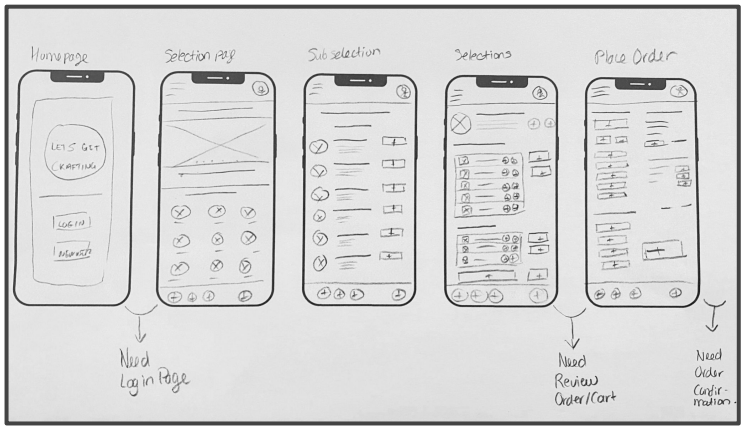








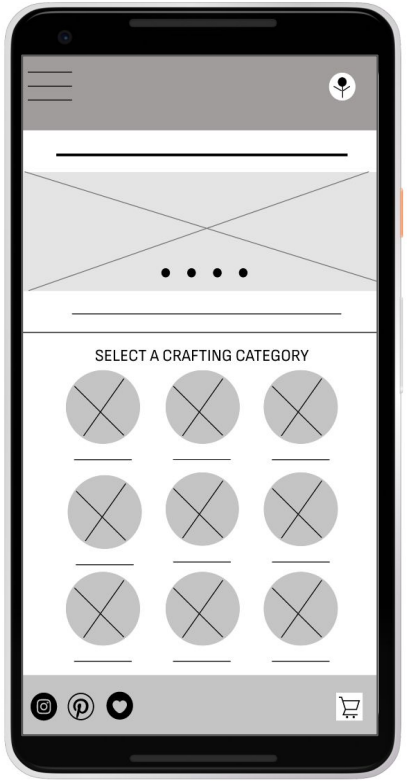
Multiple paper wireframes above were drafted as starting point for each screen comparing components that were essential as marked by asterisks. Leading to a set of 5 wireframes as the foundation for the design as seen on the left.



Digital wireframes

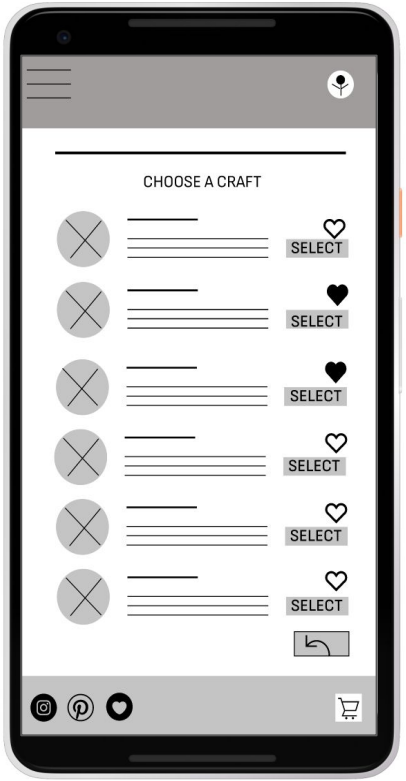
The initial screens designs were based on the paper wireframes to allow for the main task of selecting a craft project.

Craft project options based on craft categories to narrow down craft project search



This element was chosen to showcase latest seasonal trends and crafting inspiration

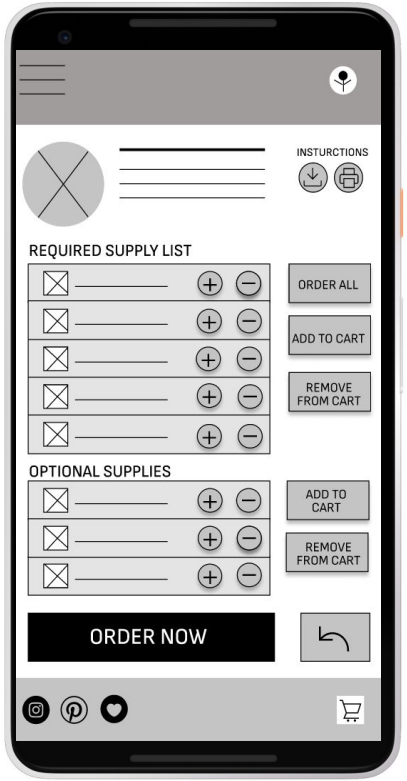
Craft project selections within sub categories



Digital wireframes

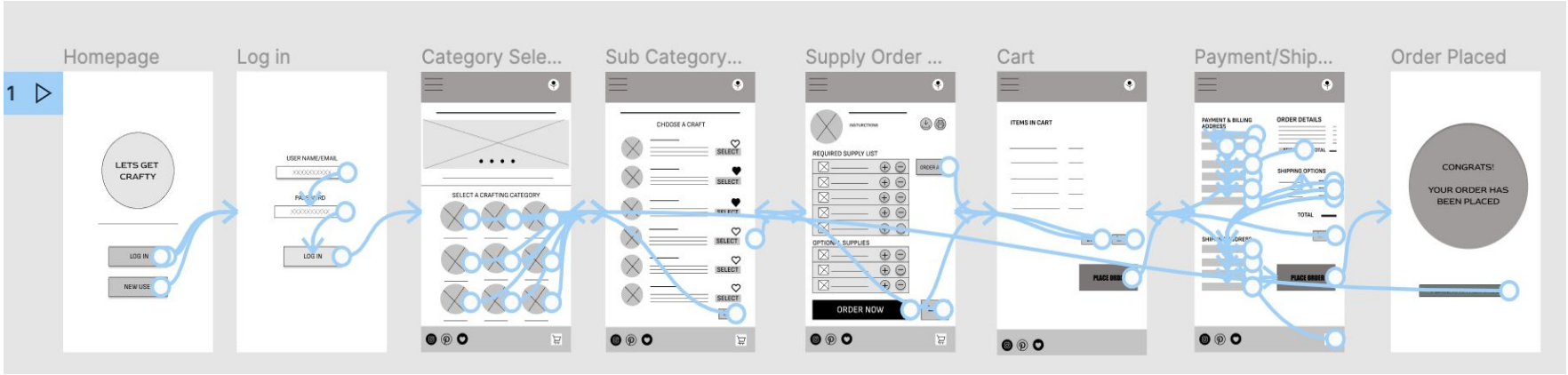
Based upon initial research it was important to ensure users would be able to save time, and would have access to resources.

Instructions in response to lack of resources as well as ability to access pinterest, and instagram to see similar projects



The ability to select all items required for a craft project in one click, as well as for customization options

Low-fidelity prototype



Initial completed set of wireframes and user flow which was used for the primary usability study.

https://www.figma.com/file/vxuNfVOKPhmpEaoWBw7VkK/LETS-GET-CRAFTY?node-id=240%3A911

Usability study: findings

Two usability studies were conducted. The first study insights helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and further highlighted what aspects of the mockups needed refining.

Round 1 findings

1. The login procedure was not correctly built out
2. Too much content and options for craft selection
3. Too much content and confusion when making ordering items

Round 2 findings

1. Instructional resources options were not
2. More information required as to what the app is for a new user

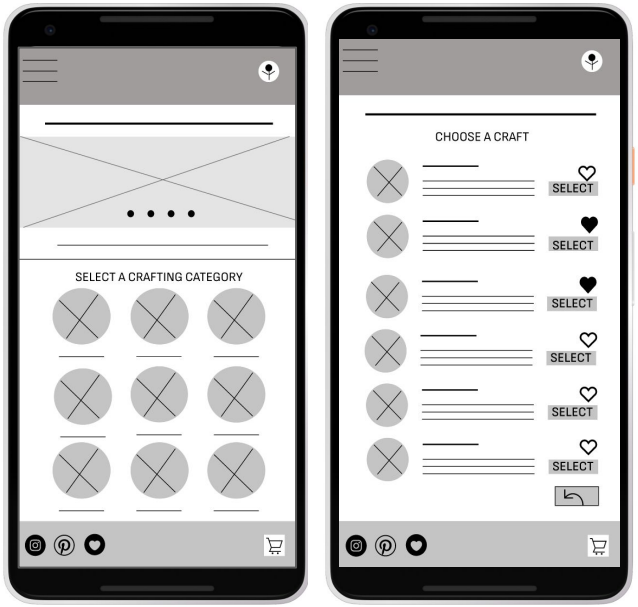
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

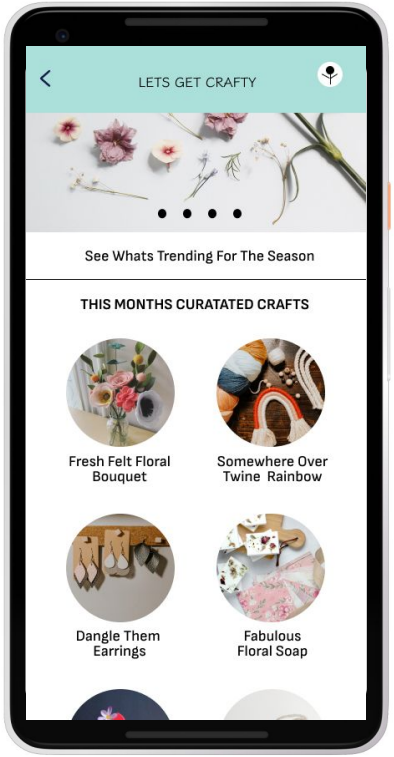
Mockups

The craft selection screens were simplified more to ease selection process and content was reduced as well from selection and subcategory selection to a single page.

Before 1st usability study



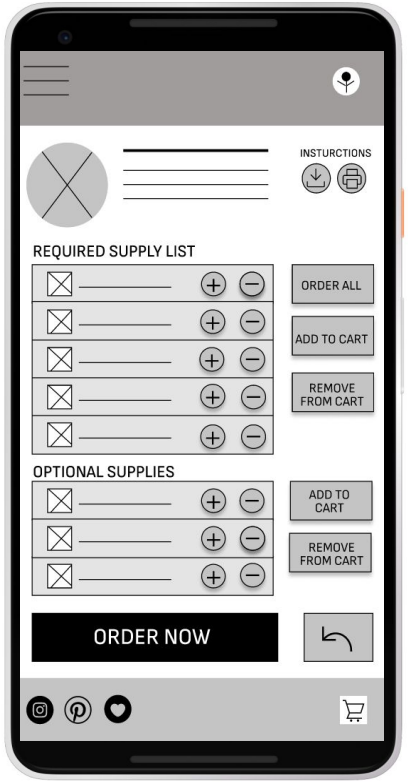
After 1st usability study



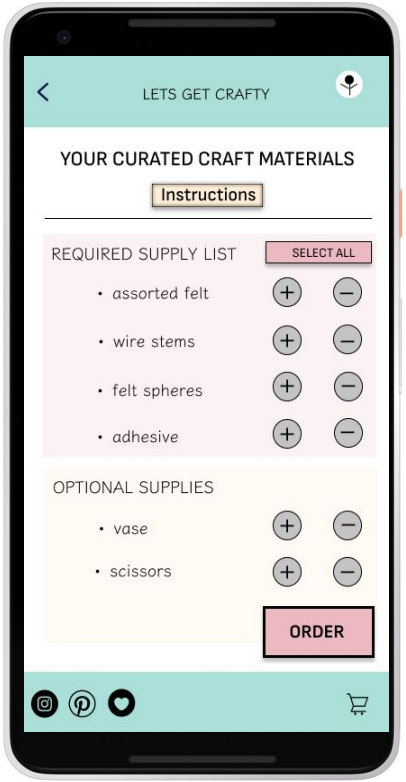
Mockups

The supply ordering options and excessive content was reduced and simplified as per study insights.

Before 1st usability study



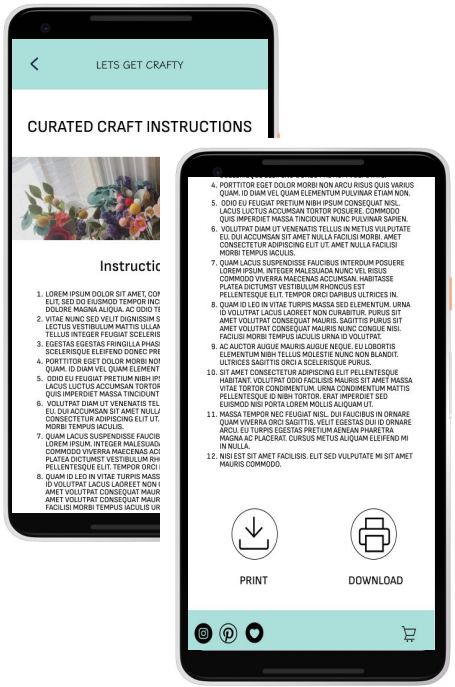
After 1st usability study



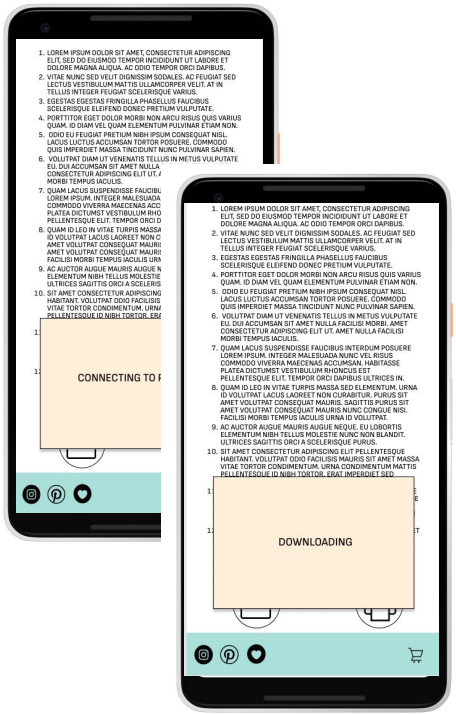
Mockups

The instructions features were corrected to allow for download and printing options in addition to being able to view the resource.

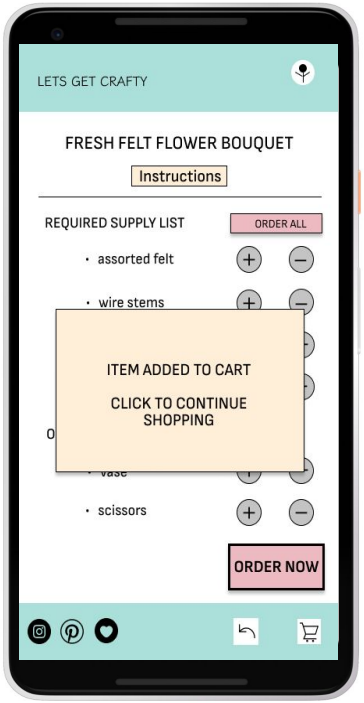
Before 2nd usability study

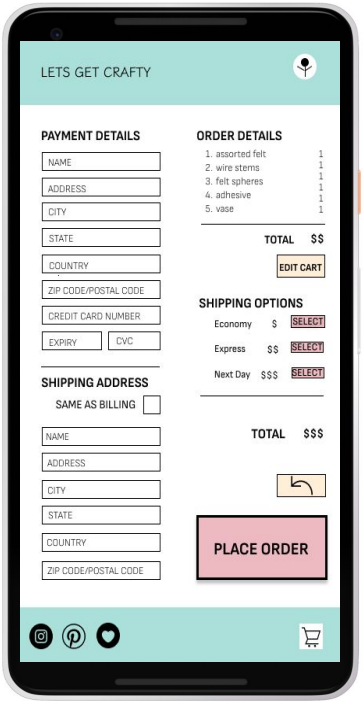


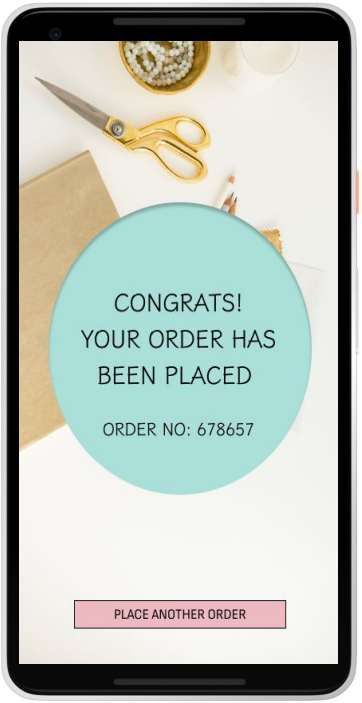
After 2nd usability study



Additional Mockups

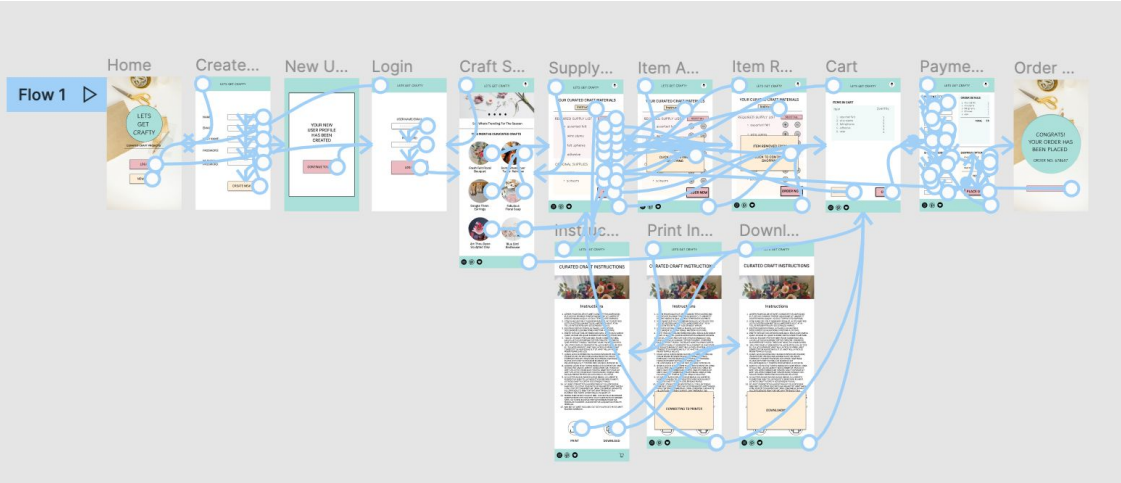






High-fidelity prototype

https://www.figma.com/proto/vxuNfVOKPhmpEaoWBw7VkK/LETS-GET-CRAFTY?page-id=162%3A1934&node-id=162%3A2232&viewport=164%2C268%2C0.12&scaling=scale-down&starting-point-node-id=162%3A1935



Accessibility considerations

1

Color contrast and variation was taken into consideration while maintaining the branding esthetic.

2

Images and iconography were included to provide visual cues as the brands project vocabulary has potential to not be clearly understood by all users.

3

Further development needed to include video instructions in the resources.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

“Great app, love the curated selections, makes me feel like these are special projects that I can purchase or share”

“This is going to save me so much time, and I love that I can just get everything in one spot”

What I learned:

When designing this app, what I initially envisioned changed upon learning the users pain points. These pain points were opportunities to create great design, and ultimately save the users time.

Next steps

1

I would like to add more accessibility options such as difficulty level, or skill level required for the crafts within the content of the app.

2

Video components showcasing instructions for the projects available would be another value add in addition to the printable/downloadable instructions.

3

Additional payment options such as gifting could be built in.

Google

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and *create a thing of beauty* for your product or business needs.

beautiful, accessible, functional design

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