



cure8.uk

Major Project

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MA Web Design & Content Planning

University of Greenwich 2022-2023

## Concept - Twitter Description

**cure8.uk**

A resincraft guide for busy people with a focus on information for beginners and quick projects.

# Concept - Problem & Value Proposition



**8.2 million cases in the UK**

**[mentalhealth.org](http://mentalhealth.org)**

## Concept - Problem & Value Proposition

We might want to start a new craft or hobby, but...



**1 in 2 UK adults feel they lack free time**

[HR News](#)


# Concept - Problem & Value Proposition



Just a few minutes  
out of your day.

Concept - Business & Cultural Context

# Place on the web



Short, simple tutorials



Not trying to sell anything

# The User

## Is

- looking for a creative outlet
- trying to alleviate stress
- looking to start a business

## Wants

- fast, clear instructions
- safety info
- no 'babble'

# User Personas



**Beth, 28**

**About**

Beth is a newly qualified veterinarian, and for the last few years has been studying towards her qualification while working full-time. She has recently begun feeling burned out, and is interested in taking up a craft she can do in the evenings as a therapeutic exercise.

**Goals**

- to find an interesting craft to do
- to find the craft enjoyable and not take it too seriously
- to still have time left over for socialising

**Frustrations**

- some learning materials seem very technical
- online tutorials are often long
- concerned about mess and having enough space

**Group A**



**Caroline, 36**

**About**

Caroline has recently suffered a loss in the family and has taken up resin craft at her partner's suggestion as a pastime they can do together to help distract her. They have made some simple items together, but are looking for new ideas. They mostly look at Youtube videos for inspiration.

**Goals**

- to spend quality time with her partner making crafts
- to experiment with different ideas for projects
- to avoid spending too much on supplies

**Frustrations**

- the costs for tools and materials add up quickly
- online tutorials do not always explain where materials can be found

**Group B**



**Sam, 41**

**About**

Sam previously sold crochet pieces online, but has found it to be too time-consuming since the birth of her second child. She is keen to learn a craft that takes less time in the hope of making it into a supplementary income. Sam has enrolled in some courses online to learn more about resin.

**Goals**

- to build her skills in resin craft
- to fit learning around her daily schedule
- to learn quickly in order to start an online business soon

**Frustrations**

- online courses are time-consuming
- tutorials need intense focus, which is difficult when caring for children full-time

**Group C**



**Deborah, 48**

**About**

Deborah is a gardener and sells flowers at her local farmer's market as a side job. She has found that a lot of flowers are often wasted, and has decided to try drying and embedding them in resin to give away as gifts. She has had a recent health scare, which caused a lot of stress.

**Goals**

- to avoid wasting flowers
- to work with resin safely
- to alleviate stress through a craft

**Frustrations**

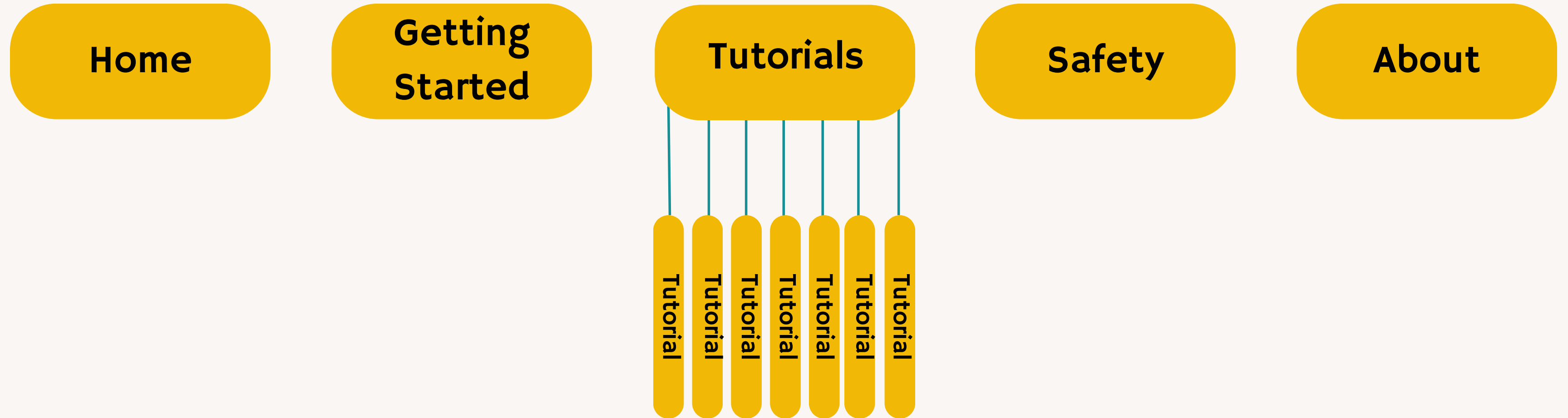
- is unsure about safety measures
- tutorials often gloss over steps and assume prior knowledge

**Group D**

# The Content

- video tutorials with audio
- text instructions & info pages
- resin images

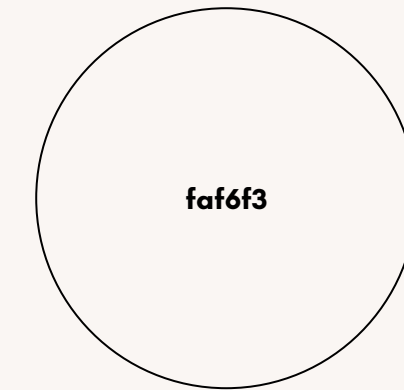
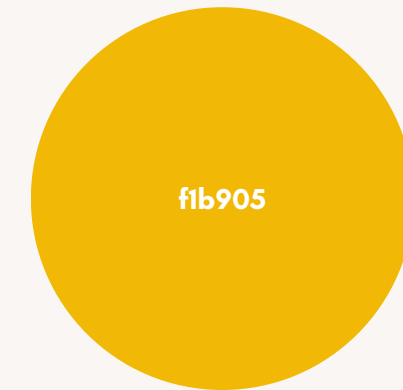
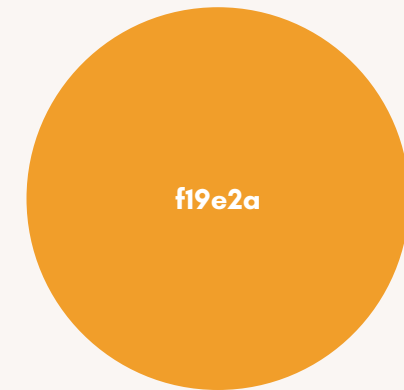
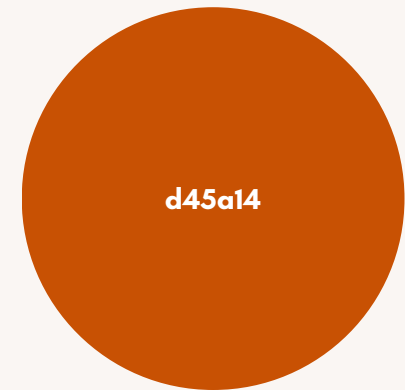
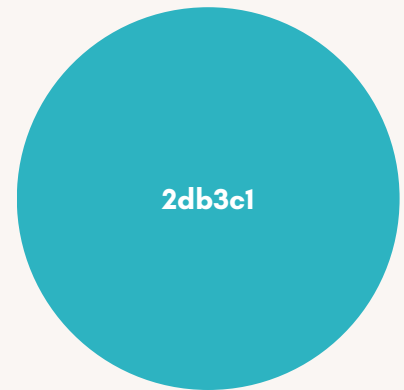
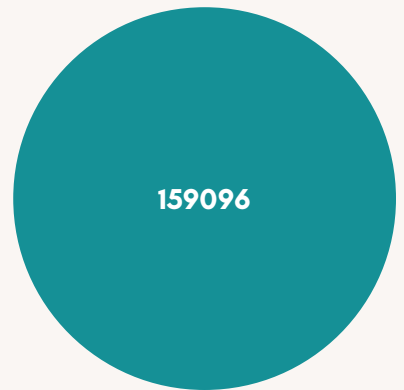
# Information Architecture



# Logo



# Brand



**cure8**

Resincraft for beginners

“Let’s make some lovely things together.”

# Planning - Firmness

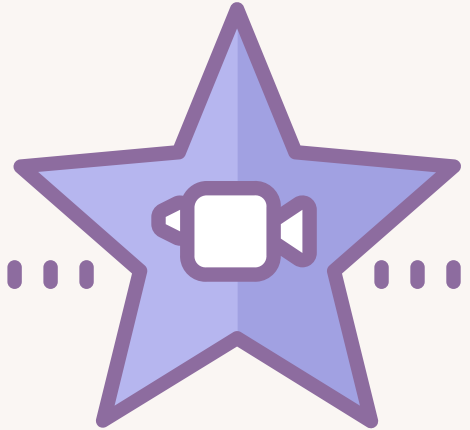
Domain & Hosting



CMS



Video Production



# Schedule




## Major Project Schedule




Social Media production and publishing constant throughout process.

# Prototype



## Simple Moulds



Let's start with the basics. Using simple moulds that often come with starter

# The first tutorial



Getting Started Tutorials Safety About



## Simple Moulds



Let's start with the basics. Using simple



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## Steps



1. Pour equal amounts of resin and hardener into separate mixing cups.
2. Pour both into your third mixing cup. Use a stirring stick to slowly mix the resin for 5 minutes. It is important to do this slowly to avoid too many bubbles forming. Squish any bubbles that form.
3. Add any extras, such as glitter or colour to your resin and continue stirring.
4. Pour carefully into the moulds until it reaches the rim. Do not overfill.
5. Wait about 10 minutes, then pop any bubbles that may have risen to the surface with a toothpick.
6. Cover and leave to cure for 24 hours.

# Implementation - Design Choices


Search



[Getting Started](#) [Tutorials](#) [Safety](#) [About](#)



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# Implementation - Design Choices

The 'Tutorials' page features a grid of 10 tutorial cards. Each card includes a small image, a title, and a brief description. The cards are: 'Simple Moulds' (Let's start with the basics with some simple moulds.), 'Easy Magic Potions' (Left over resin never gets wasted with these magic potions.), 'Pond Coasters' (A froggy scene for your cups to rest on.), 'Stickers in Resin' (Make your stickers last a little longer.), 'Cloud Block' (Use air-drying clay to make a little sky for your desk.), 'LED Nightlight' (Encase LEDs in resin for a unique nightlight.), 'Beach Scene Charms' (A taste of the ocean for your keyring.), 'Flower Coasters' (Use silica crystals to dry flowers and make a coaster.), and 'Swirl Charms' (Use this swirling technique for some interesting 3D effects.). The page also includes a search bar, navigation links (Getting Started, Tutorials, Safety, About), and a footer with social media icons, a sitemap, accessibility statement, privacy policy, and copyright information (©cure8.uk 2023).

The 'Easy Magic Potions' tutorial page features a central image of several small glass jars with colorful resin. Below the image is a video player with the title 'Easy Resin Magic Potions' and a 'Watch on YouTube' button. The page includes a 'What You'll Need' section with a list of materials: 'Left over 2-part epoxy resin (resin and hardener)', 'Small glass jars with lids (I used a kuou pack of 20 0.5ml jars with cork lids)', and 'Pouring cup with lip for better accuracy'. A note indicates that the jars are 'Around £5-10 for a bulk pack of jars'. A 'Safety gear' icon is also present. The page includes a search bar, navigation links (Getting Started, Tutorials, Safety, About), and a footer with social media icons, a sitemap, accessibility statement, privacy policy, and copyright information (©cure8.uk 2023).

The 'Steps' section of the tutorial includes two steps: 'Step 1: Pour the left over resin into the jar' and 'Step 2: Place the lid on top'. Each step is accompanied by a small image showing the process. The 'That's it!' section includes a 'Leave a Reply' form with fields for Name, Email, and Website, and a 'Post Comment' button. A note states 'Your email address will not be published. Required fields are marked \*'. A 'Back to Tutorials' link is also present. The page includes a search bar, navigation links (Getting Started, Tutorials, Safety, About), and a footer with social media icons, a sitemap, accessibility statement, privacy policy, and copyright information (©cure8.uk 2023).

# Implementation - Design Choices



## Temperature

Your room temperature is important. The warmer the temperature will be 23-30C during mixing and the longer your work will take longer to cure. It's also important to think of it in terms of honey - when we store it at room temperature it's like a jar of honey - when we store it in the fridge, however, it becomes like a jar of honey.



## Mixing

Make sure you mix your 2-part resin nice and slow



## Measuring

When measuring out your resin and hardener, make sure you use the measuring cups to guide you. If your amount is too much, it will be gummy, or not curing properly at all.

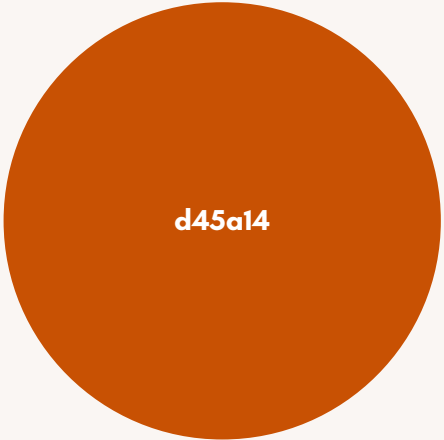
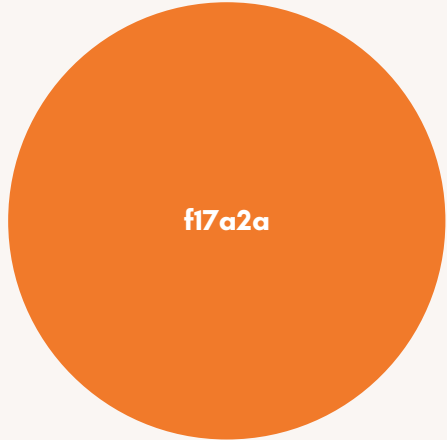


## Overfilling moulds

# Implementation - Accessibility



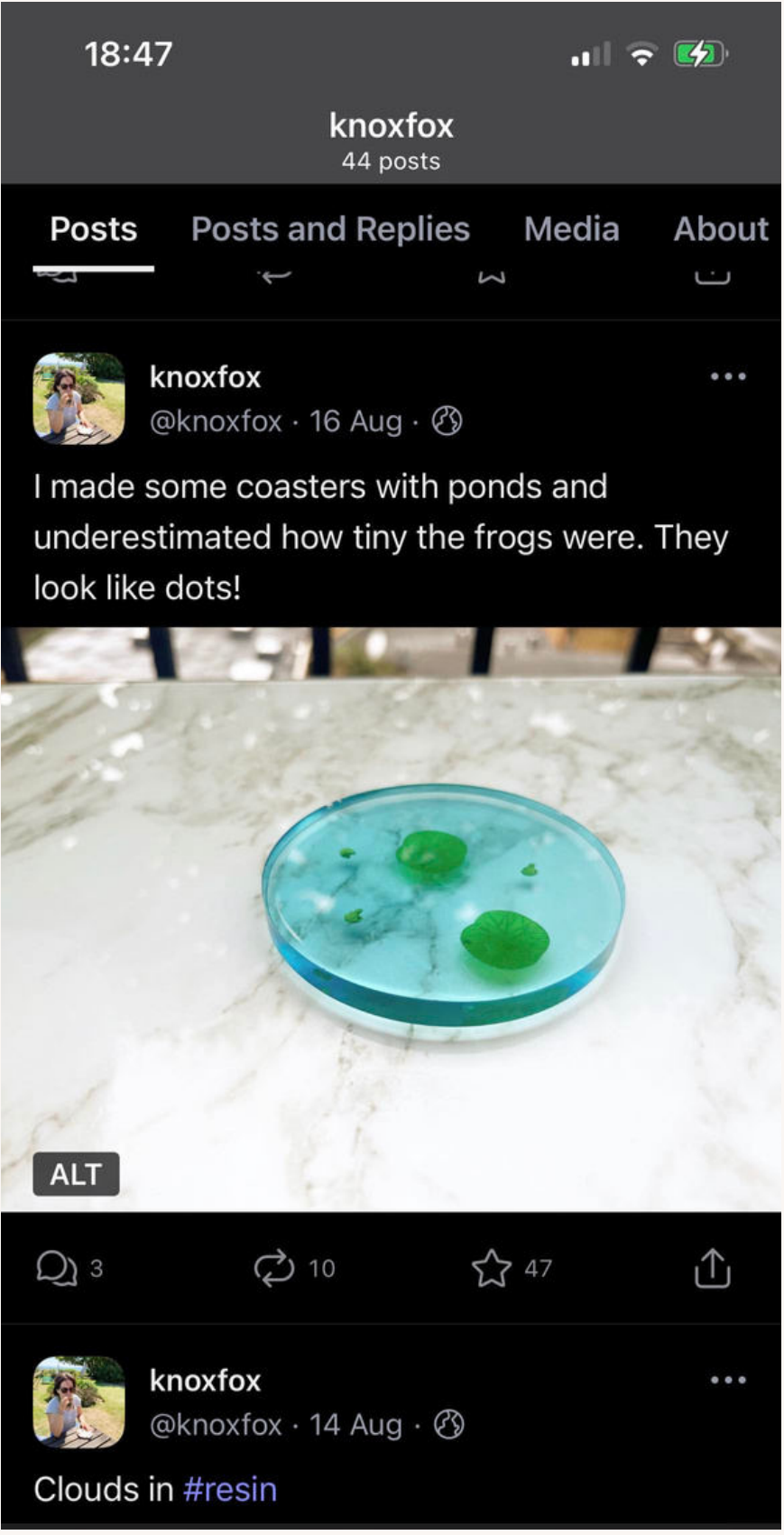
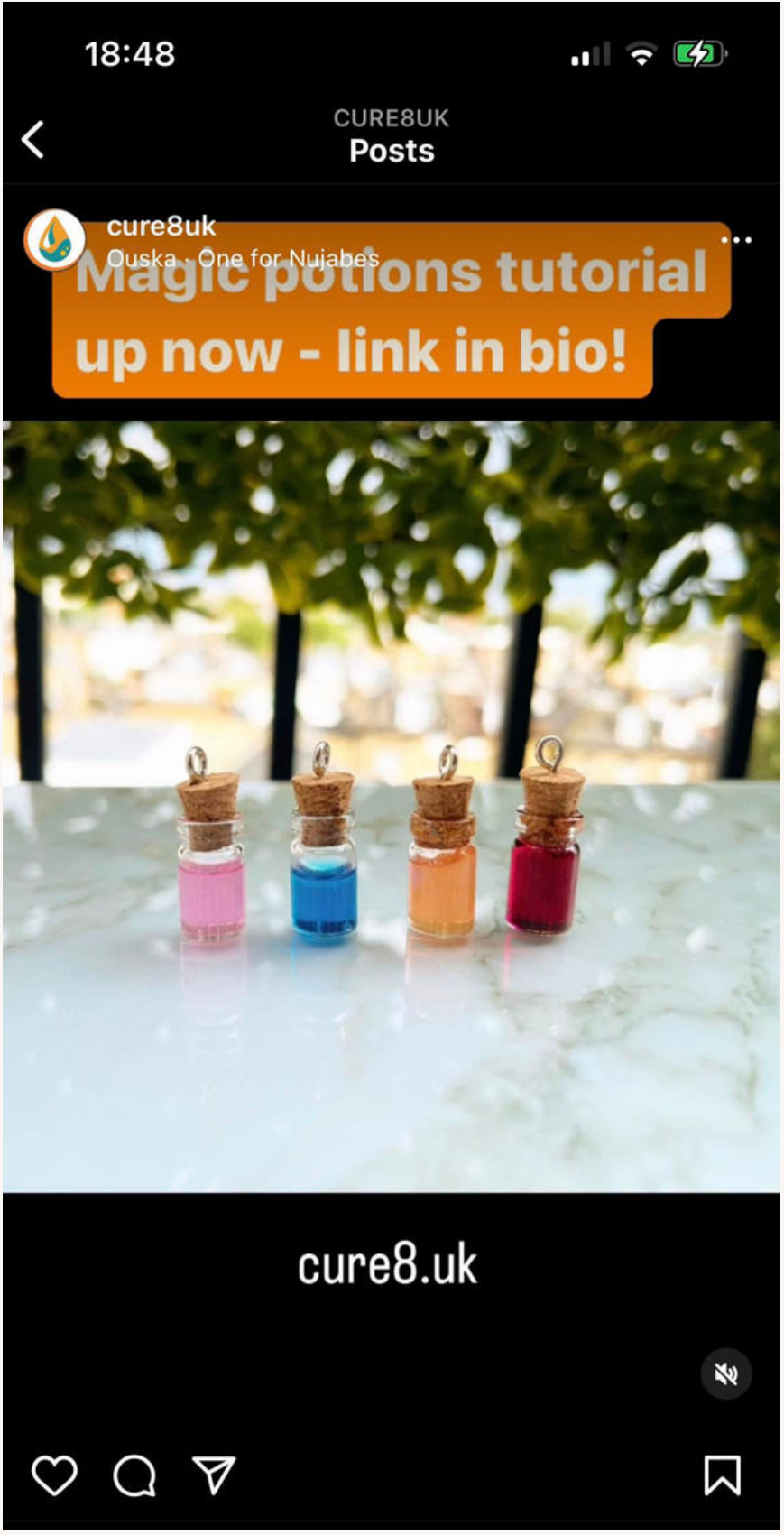
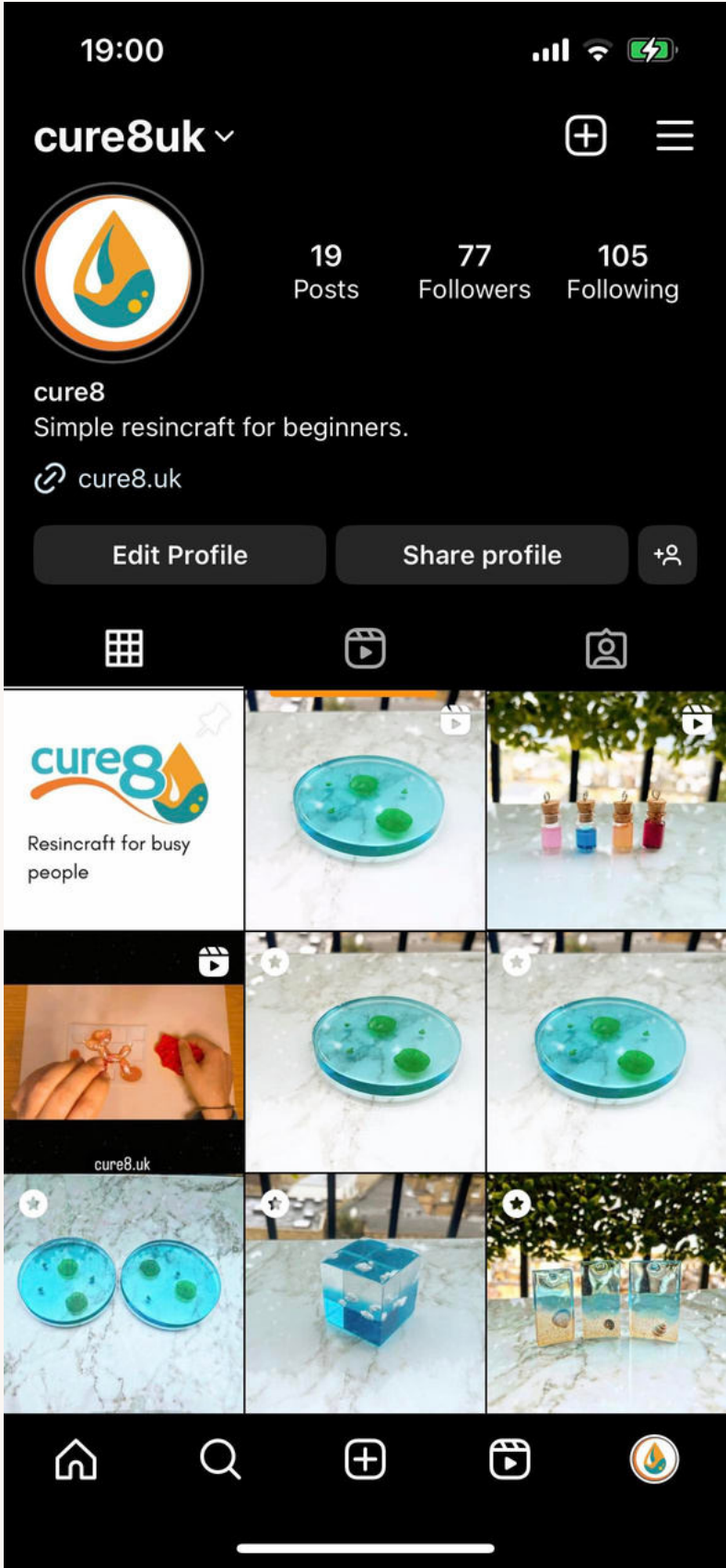
```
/* Remove all animations, transitions and smooth scroll for people that prefer not to see them - thanks, Prisca! */  
@media (prefers-reduced-motion: reduce) {  
  html:focus-within {  
    scroll-behavior: auto;  
  }  
  
  *,  
  *::before,  
  *::after {  
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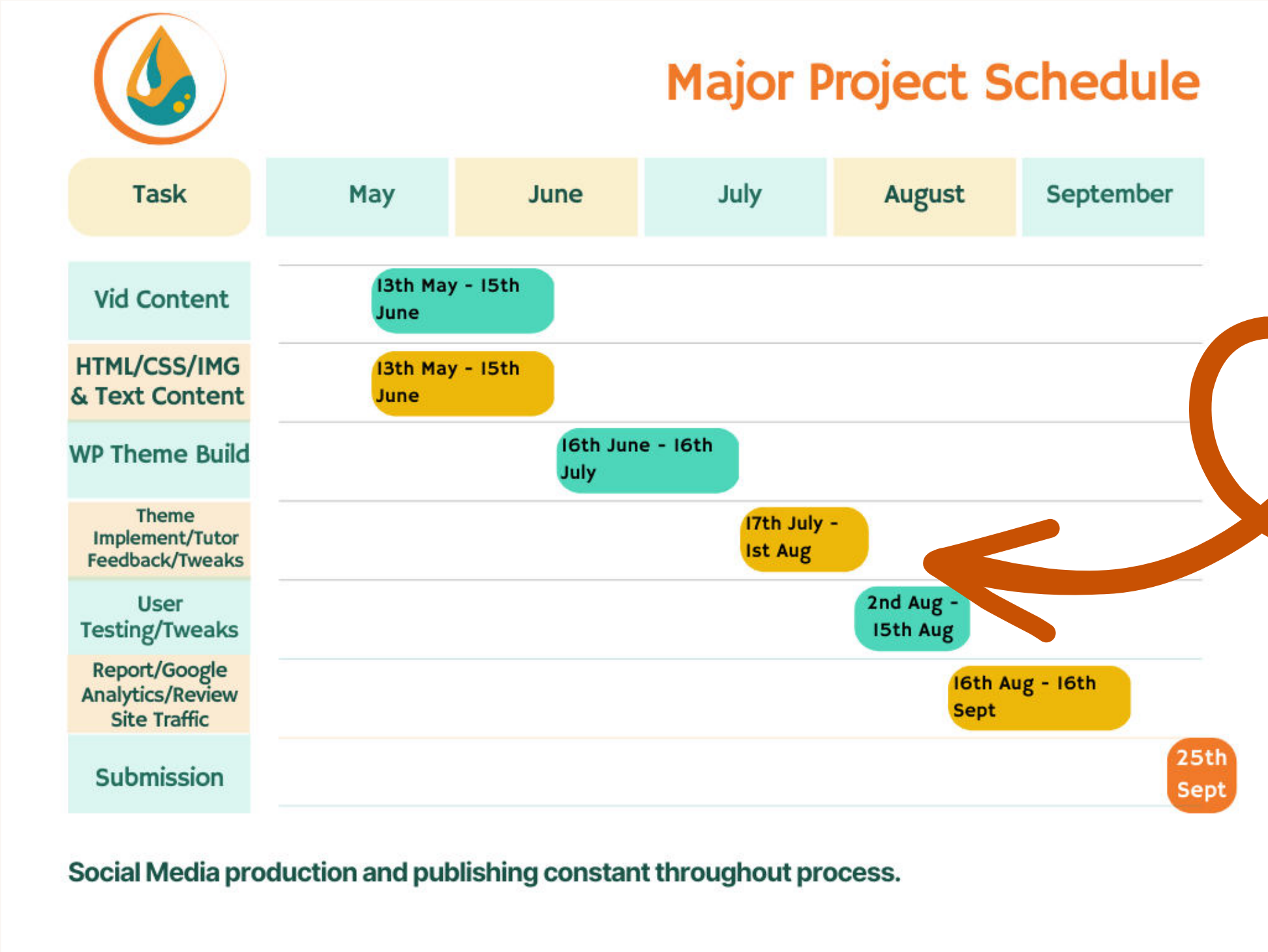
## A Quick Look

<https://cure8.uk/>

# Site Promotion



# Reflection



L O L





**Thank you!**