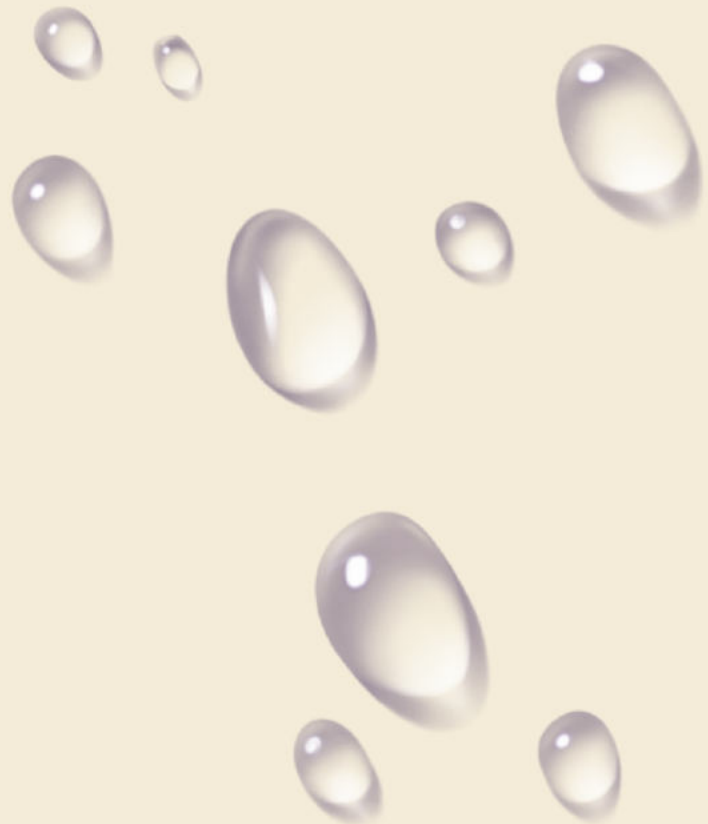


Major Project

Business & Cultural Context



Zara Knox

A website aimed at people looking to start a new craft and looking for guidance on resin. The site may also serve as an inspiration guide for those who are not necessarily new to the craft, but looking for new project ideas.



What problem does it solve?

8.2 million cases of anxiety in the UK in 2013.

2019 BBC survey: creative endeavours can “make you happier.”

Over 75% of participants for the BBC Arts Great British Creativity Test: creativity could help reduce stress and anxiety.

What problem does it solve?

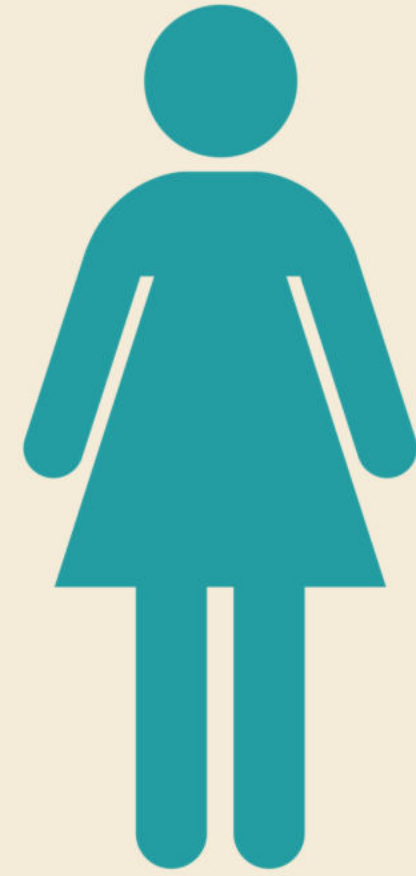
8.2 million cases of anxiety in the UK in 2013.

HR News: almost 1 in 2 adults in the UK feel that they have “very limited” free-time for themselves.

BBC Arts editor Lamia Dabboussy: “Lots of us lead increasingly busy lives and this research shows that even a small amount of time spent on creative pursuits can really make a difference.”

E

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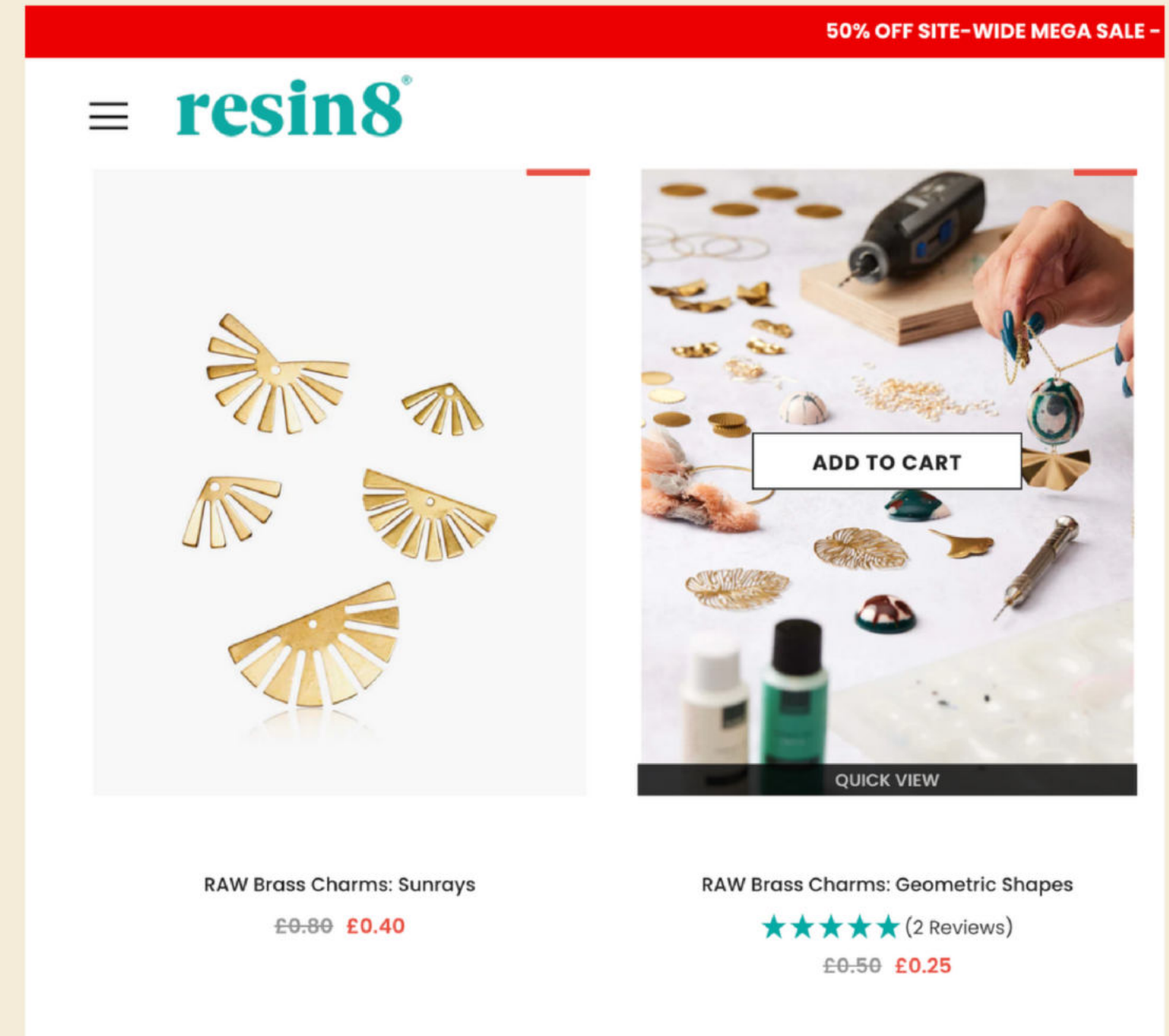
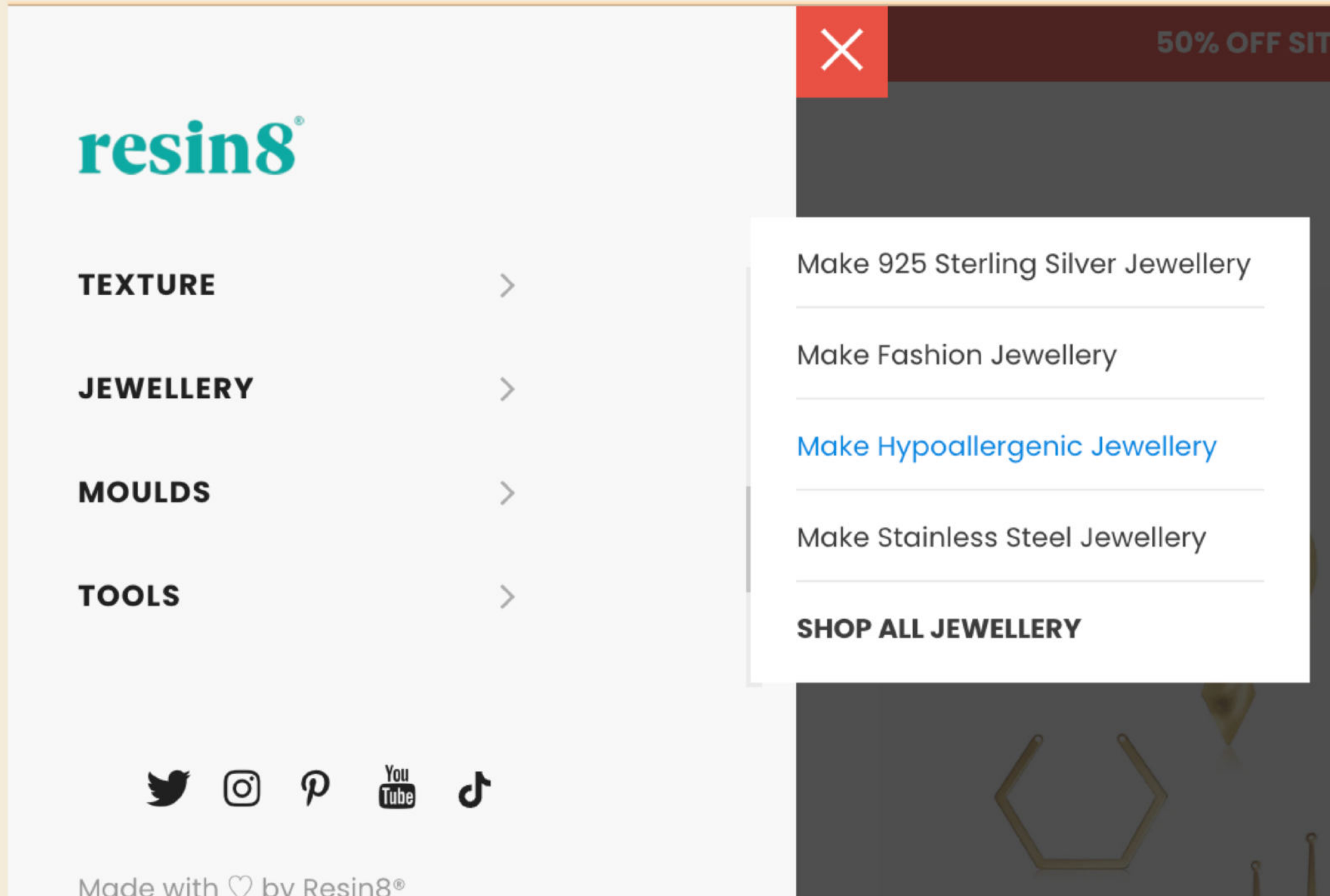
87%



What is its place on the web?



What is its place on the web?



What is its place on the web?

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Free

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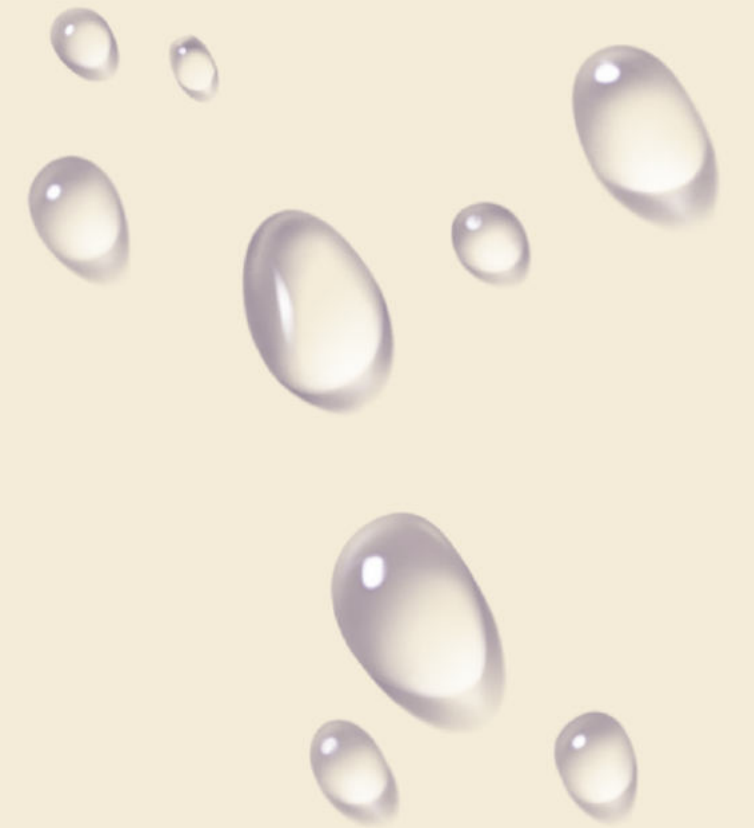
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**It looks like I need a
website that is...**

- **concise and to-the-point**
- **informative**
- **not looking to make a profit.**

Major Project



Commodity

Zara Knox

Getting to know the users

Reddit Q&A



Youtube
Comments



I started it as a hobby to cope with grief about 5 years ago. It sort of morphed into working solely with flowers and resin, which was a passion I shared with the person I lost. So now I preserve flowers from weddings, memorials, and special occasions and cast them in resin. It's become my full time job and I really pour my heart into every piece I make.

Expensive hobby though, sheesh.

This is exactly what I'd been looking for:
1. beginner tips
2. actually tells me which exact resin product she uses
3. actually shows me the process and results (which have about the depth and width I've been envisioning)
Thanks <3

Please where did you buy every single thing

My favourite thing about this video is that it wasn't just click bait

8.2K Reply

I wish I could watch your video, but the music is too loud and distracting. Thank you for posting it to help people, though.

I personally like to watch/listen to tutorial that have audio presentations. This is especially helpful when I actually am doing something hands on and cant always turn to watch the instructions. A voice still leads me through to without taking my eyes from the issue at hand. This is an good tutorial however a human voice addressing every thing would have made it a great tutorial!

Reddit Q&A

Reasons for starting

- a need for a creative outlet
- dealing with grief
- alleviating stress

Concerns

- safety risks
- price of materials
- identifying the best tools for use
- mess/space

Youtube Comments

- preferred content that was to the point with no 'babble'
- wanted clear information on where to source crafting materials
- preferred voice direction over distracting background music
- wanted clear, step-by-step instructions



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.



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/Beth**: A 28-year-old busy professional looking for a creative outlet. Pain points include time-consumption and difficulty level
- **Group B/Caroline**: A recently bereaved 36-year-old looking for inspiration for crafting time with her partner. Pain points include cost and locating of materials
- **Group C/Sam**: a 41-year-old stay-at-home mother eager to start a craft business from home. Pain points include time consumption, level of focus required
- **Group D/Deborah**: a 48-year-old gardener recovering from illness who would like to make use of leftover flowers. Pain points include concerns about safety, clarity of instruction

Overall Goals

- to find an enjoyable craft that does not take up too much time
- to explore a creative outlet while being cost-effective
- to learn efficiently in order to start a business
- to work on a stress-relieving craft safely using own materials

Feelings

- burned out, wants to feel creative and energised
- recently bereaved, wants to bond with partner
- frustrated, wants to feel empowered with a project
- recovering from stress, wants to be bounce back and feel productive

Influences

- Instagram, TikTok videos
- Youtube tutorials, Instagram, Reddit
- Etsy, Udemy, craft-resin.co.uk
- friends, craft fairs and markets



Pains

- difficulty level, time-consumption, mess
- cost, locating materials
- time-consumption, not always able to focus
- safety measures unclear, experience level

Group A

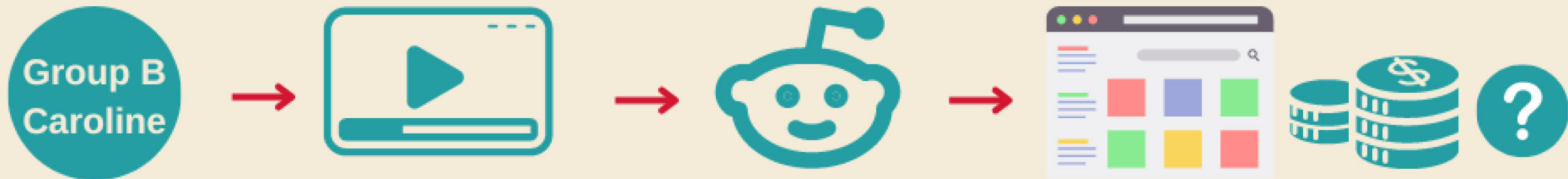
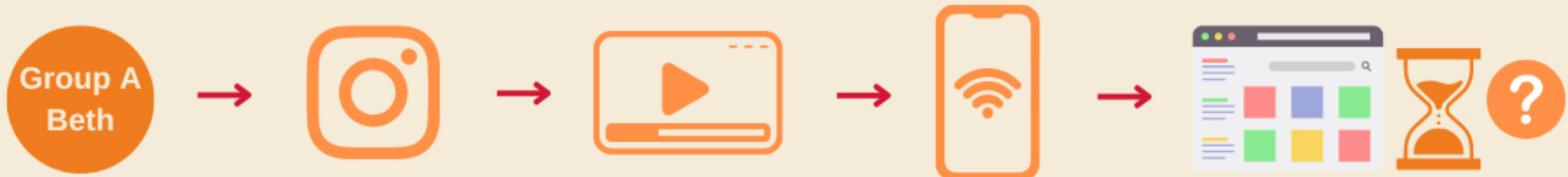
Group B

Group C

Group D

What kind of content would benefit these users?

- video tutorials with audio for those who might become distracted
- concise videos with no 'filler' content/'babbling'
- clear instructions
- a section on safety that is easy to find
- clear information on where materials can be sourced
- cost of materials for budgeters



Home

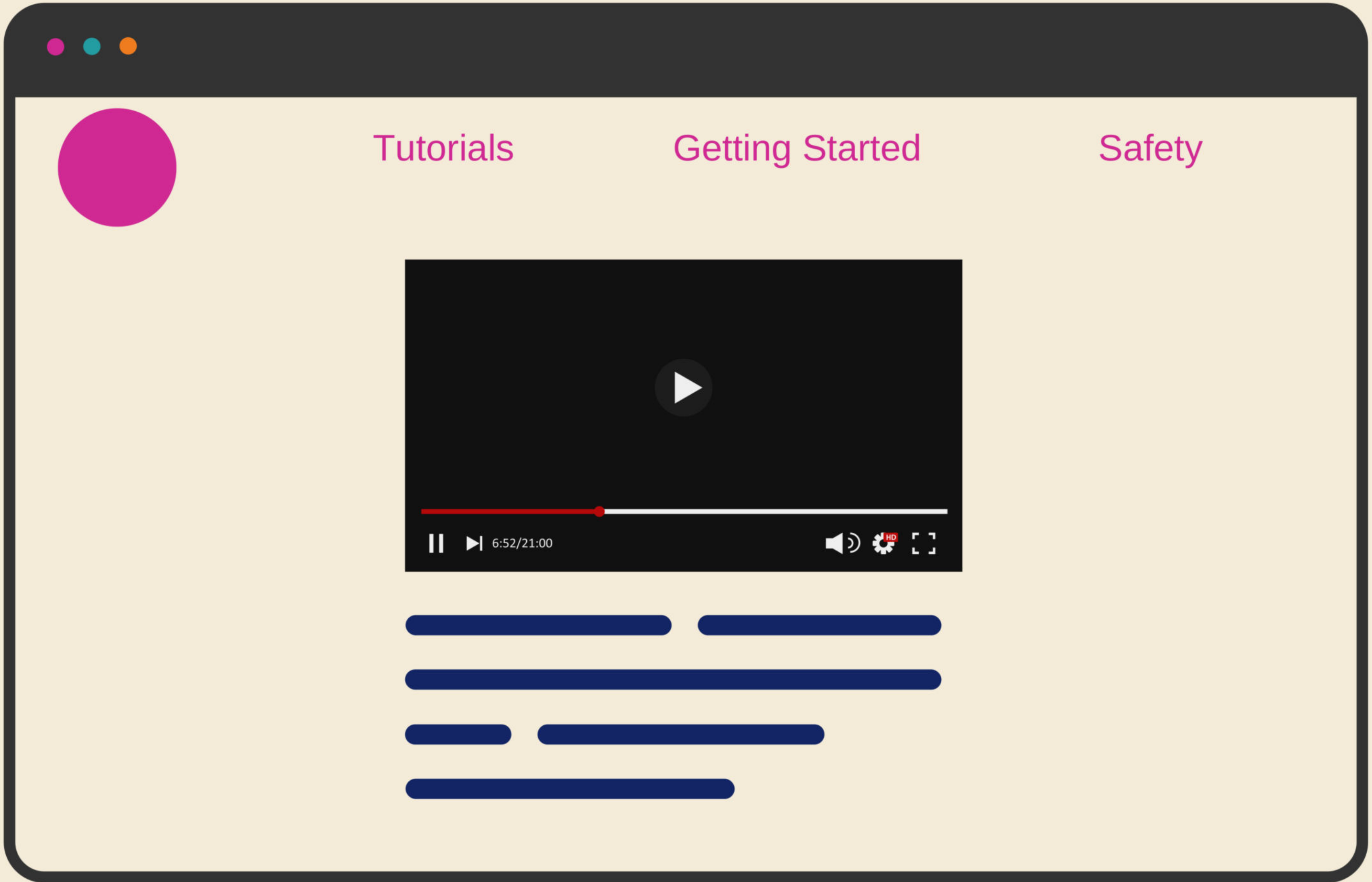
Tutorials

Getting started

Safety

About

+7



Thank you!

