

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