



**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



**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



**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