



PRODUCT
SCHOOL

Craft Your Way

Learn, Earn & Stay motivated

Swetha Batta

FINAL PROJECT OUTLINE

Duration: 8 min w/ 2 min Q&A

Deliverables: Presentation Deck

Final Project Elements:

1. Problem to solve
2. Market Opportunity
3. Customer journey, Success Metrics, What's the desired outcome
4. Tech Feasibility
5. Go to market strategy
6. Customer Journey
7. Prototype
8. Considerations of other features
9. 6-month roadmap (optional appendix)

PROBLEM TO SOLVE

MAKING A SKILL ACCESSIBLE, ATTAINABLE AND FUN

- Staying motivated through community-based learning
- Monetizing your skill

PAIN POINTS

Free tutorials online

- Struggle to stay motivated while learning a skill
- Getting stuck while following recorded tutorials

Selling platforms (Amazon, Etsy, etc.)

- Overhead of purchasing the right quality yarn and hook from the large variety available.
- Lack of time and knowledge to handle the pricing and marketing of a finished product

Large groups (on Facebook, Instagram, Blogposts)

- Unable to find a cohort as most of the communities and groups are very large
- Lack of individual attention in large groups

VALUE PROPOSITION

CraftYourWay is a one stop shop for craft enthusiasts who want to learn a skill rapidly with a like-minded cohort and with an option to monetize it.

- Avoid the hassle of purchasing required raw material for your product
- **Sell your product without any hassle** - Avoid the overhead of finding a platform, pricing your product, marketing, handling shipping etc.
- **Learn & earn** - Learn a skill and sell the finished product using our platform
- **Stay motivated with live online group sessions** - Stay motivated to learn a skill and find a like minded community with live tutorials
- **Experience the joy of creation** -
- Most of the gifts that you gift/receive are a work of art by some artist - be it clothing, home decors, fashion accessories, etc.
- Experience the joy of creation by discovering the artist in you.

CRAFT YOUR WAY



Stay motivated to learn a skill and find a like minded community with live tutorials



Avoid the hassle of purchasing required products for your live-class



Avoid the overhead of finding a platform, pricing your product, marketing, shipping etc. handling



Build a strong community

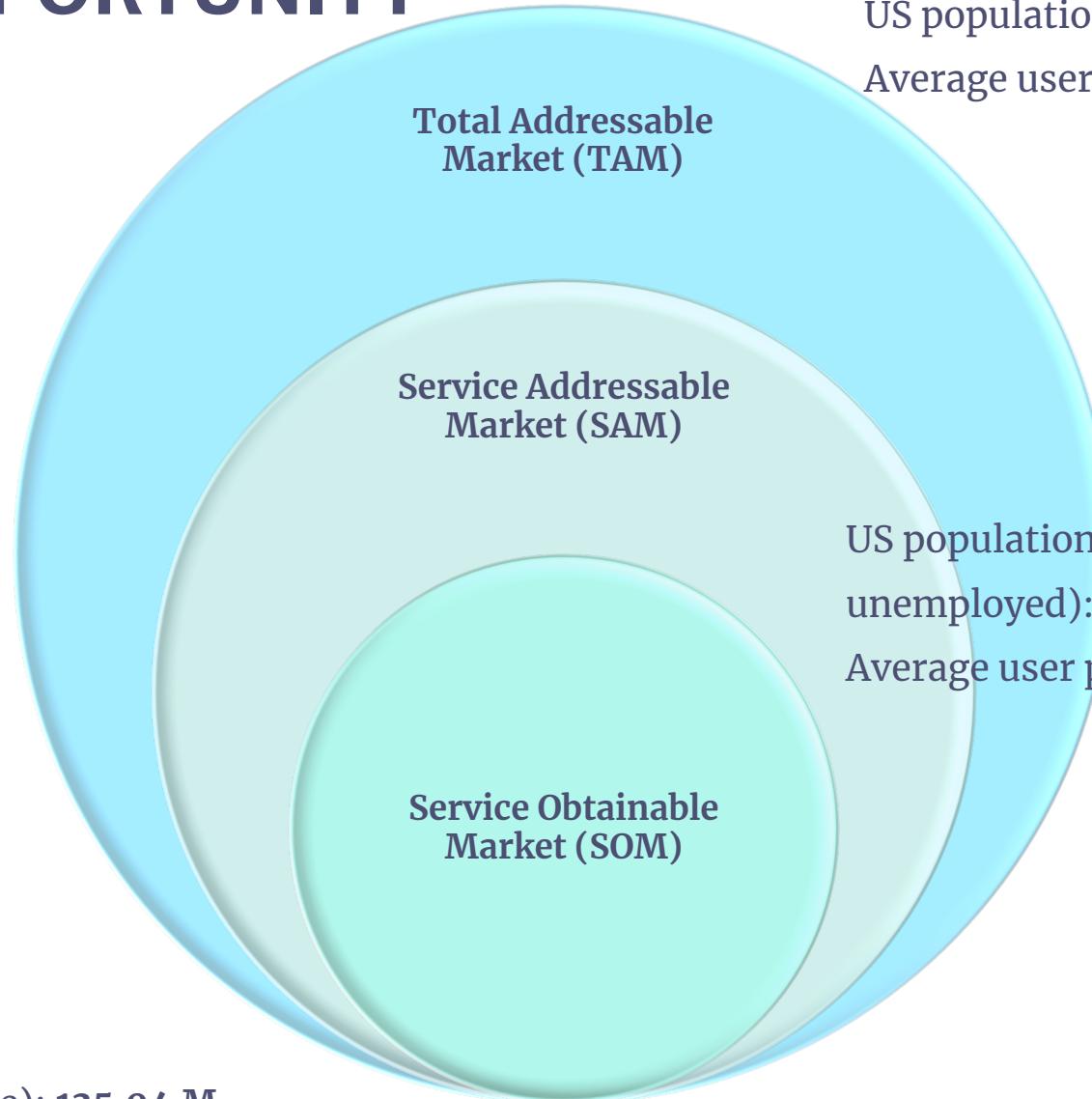


Create steady employment generation



Vegan yarn

MARKET OPPORTUNITY



US population (6-80yrs): **261.61 M**

Average user pays \$15 a month (\$30/session): **7.8 B**

US population (16 and above, part-time employees and unemployed): **20.02 M**

Average user pays \$15 a month (\$30/session): **600 M**

US population (16 and above, Female): **135.04 M**

Average user pays \$15 a month (\$30/session): **4 B**

MARKET OPPORTUNITY

Total Addressable Market (TAM)

- US population (6-80yrs): **261.61 M**
- Average user pays \$15 a month (\$30/session): **7.8 B**

Service Addressable Market (SAM)

- US population (16 and above, Female): **135.04 M**
- Average user pays \$15 a month (\$30/session): **4 B**

Service Obtainable Market (SOM)

- US population (16 and above, part-time employees and unemployed): **20.02 M**
- Average user pays \$15 a month (\$30/session): **600 M**

ISSUES TO ADDRESS

- **Crowded market – many hobbyists**
- **Compete with undervalued pricing**
- **Choosing the products in demand (using Etsy, Amazon to understand sales)**
 - Simple and intuitive UI
 - Free shipping and 30-day return
 - Guaranteed credit irrespective of product sale status
 - Small class size to make sure every student gets undivided attention and has better interaction with fellow students

USER PERSONAS

- Working professionals planning to pick up a hobby that is relaxing, meditative and productive
- People interested in monetizing their skill as a steady source of income
- Young parents who want to learn and make their own baby clothing
- People interested in sharing their knowledge by teaching
- Young adults interested in making personalized gifts or earning a passive income
- School kids who would like to make their favorite dolls
- People interested in purchasing handcrafted products
- People interested in donating their handcrafted goods for a noble cause

BUSINESS MODEL CANVAS

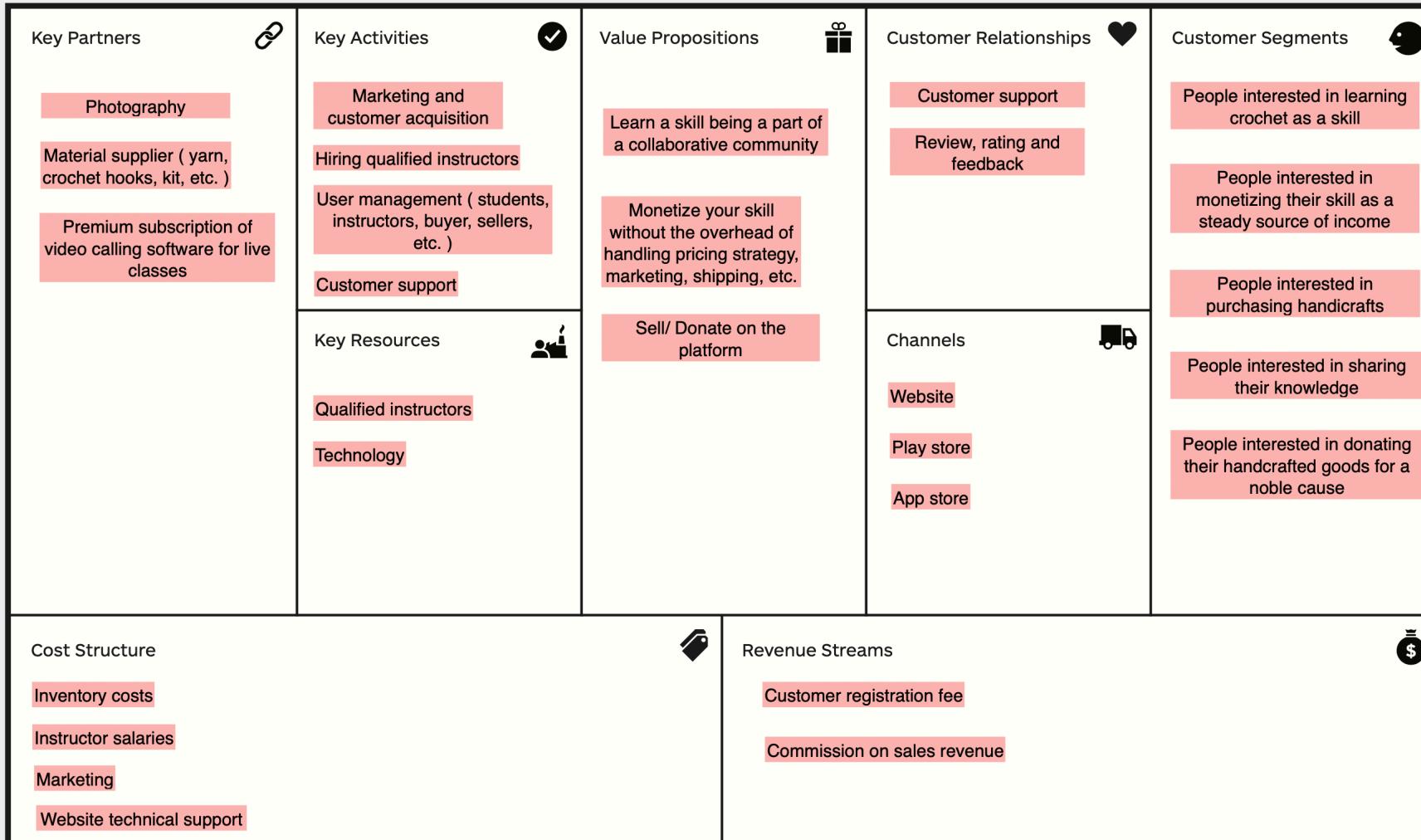
The Business Model Canvas

Designed for: CraftYourWay

Designed by: Swetha

Date: 08/1/2021

Version: 1



CUSTOMER JOURNEY MAP

Summer is a mid-aged working professional currently working from home due to pandemic. She loves cooking, crafts and volunteering at her local NGO in her free time. Her long time goal is to learn to crochet. Due to her busy schedule, she could never complete the crochet pattern she picked up from a video tutorial. She wants to learn the skill without giving up this time. Since she couldn't actively participate in NGO activities this year, she wants to make a donation.

	Choose a product based on skill level	Choose yarn color	Compare pricing	Register for live-session	Enter shipping details	Make payment	Receive delivered kit
External	<ul style="list-style-type: none"> Choose skill level in dropdown filter. Pick the crochet product of interest 	<ul style="list-style-type: none"> Choose from the list of available yarn colors for the product Confirm the instructions specifying the contents of the kit (yarn + hook + printed guide) 	<ul style="list-style-type: none"> Check the price for the DIY kit + Live session displayed on the page Compare the pricing with other options in the market Proceed to register for live-session 	<ul style="list-style-type: none"> Choose a convenient time slot Proceed to checkout 	<ul style="list-style-type: none"> Enter delivery address and select a delivery date for the kit Check the final price computed after shipping and tax 	<ul style="list-style-type: none"> Make online payment Receive confirmation on successful registration Receive email notification for the registered session and tracking information for kit Option to reschedule/cancel session prior to 48 hrs of the session 	<ul style="list-style-type: none"> Receive delivered kit within chosen delivery time frame Check for the contents of the kit Receive delivery receipt
Front stage	<ul style="list-style-type: none"> Display items instock/out of stock appropriately to enable accurate customer selection Display items based on selected skill level 	<ul style="list-style-type: none"> Display items instock/out of stock appropriately to enable accurate customer selection 	<ul style="list-style-type: none"> Display price of the product true to the current state 	<ul style="list-style-type: none"> Manage instructor availability and display session time slots true to the current state 	<ul style="list-style-type: none"> Ensure add/remove/update cart functionality is accurate Ensure price computation based on opted delivery time frame (standard, expedited, etc.) 	<ul style="list-style-type: none"> Accept card payment Display clear instructions on payment status and registrations Send email notification for registered session Send email notification for tracking information of kit Handle cancel/reschedule requests 	<ul style="list-style-type: none"> Send notification for packing tracking updates
Back stage	<ul style="list-style-type: none"> Return product details from database based on selected category 	<ul style="list-style-type: none"> Return available yarn colors from database based on inventory details 	<ul style="list-style-type: none"> Return price of the product which includes the price for DIY kit + Live session 	<ul style="list-style-type: none"> Algorithm to schedule sessions based on instructor time slots to avoid conflicts Ensure session details are accurate in database Ensure instructor available slots are accurate in database 	<ul style="list-style-type: none"> Record final price of the product in database Ensure cart information is accurate in database 	<ul style="list-style-type: none"> Verify bank card Record payment confirmation and return payment status Update user registration details and map user to registered session Process shipping of kit and record tracking details Update inventory details based on payment status Process and cancel/reschedule requests within the allowed timeframe Process refund if applicable and schedule credit to the user's account 	<ul style="list-style-type: none"> Track shipping details of the kit Record delayed/canceled deliveries

CUSTOMER JOURNEY



CUSTOMER DEVELOPMENT

Testable hypothesis :

Grouping students by age and régión leads to greater team bonding in a cohort

Exit-criteria :

Conduct surveys after a session with specific questions to understand student's opinión.

Why is this product or feature the most important thing to build next?

With the world continuing to experience lockdowns for the past 2 years, this would be the best time to launch this product as:-

- It can serve as a **steady source of income** for people affected by employment crisis.
- Crafts in general and crochet specifically have proven to help people **combat depression, grief and stress**.
- It helps you learn a skill along with a **like-minded group**.

PRODUCT ANALYTICS

Key success metrics – Customer Engagement Metrics

- NPS
- Conversion rate (Total number of registrations / Total number of visitors) * 100
- Engagement with Core user actions (Registering for a session, Reading blog, Submitting reviews)
- Customer retention
- Referrals: Volume of visits initiated from referrals (social media, third party sites, email links, forums etc.)
- Email newsletter subscribers
- Cart abandonment: Volume of carts that didn't convert to purchase

UX DESIGN AND SOFTWARE FRAMEWORKS

 3-5 days delivery

What are you looking for?



My Wish List  5

My Cart  5

Type of Craft ▾

Skill Level ▾

Experience the joy of creation. Discover the artist in you!





3-5 days delivery

What are you looking for?



My Wish List 5

My Cart 5

Crochet

Home > Type of Craft > Crochet

Category

- Cap
- Scarf
- Shawl
- Sweater
- Socks
- Toys

Color

Materials

Price



DIY Crochet Kit - Beanie -
Mustard



DIY Crochet Kit - Beanie -
Plum



DIY Crochet Kit - Cap &
socks for New born



3-5 days delivery

What are you looking for?



My Wish List



My Cart



Crochet

Home > Type of Craft > Crochet > Category > Toys

- Category
- Color
- Materials
- Price
- New



DIY Crochet Kit – Bunny



DIY Crochet Kit – Jelly fish hanging



DIY Crochet Kit – Little girl





3-5 days delivery

What are you looking for?



My Wish List



My Cart



Crochet

Skill Level



Recycled and plant-based yarn

Home > Type of Craft > Crochet > Category > Toys > DIY Crochet Kit - Bunny



Add to Cart

Book Slot for Live lesson

DIY Crochet Kit - Bunny

\$30.00

Skill level: **Intermediate** ● ● ●

Details

Learn to make this cute bunny in a virtual live crochet class and make new friends from our crochet community along the way!

Crochet Kit includes:

- Cotton Yarn
- Needle size: 8-10 mm

If you are interested in monetizing your skill, you can sell us the completed item via this link: [Selling on Craft Your Way](#)

 3-5 days delivery

What are you looking for? 

My Wish List  5

My Cart  5

Crochet 

Skill Level 



Recycled and plant-based yarn

Home > Type of Craft > Crochet > Category > Toys > DIY Crochet Kit - Bunny > Selling on Craft Your Way



Sell

DIY Crochet Kit - Bunny

Selling Price: \$30.00

GO-TO-MARKET STRATEGY



Word-of-mouth



Social media platforms (Google and Youtube ads, LinkedIn blogs, Pinterest, etc.)



Distributing flyers outside grocery store and in malls



Organize a big time promotional event



Break the stereotype of confining craft to a specific gender and age

SUPPORTING PRODUCT GROWTH

- How will you launch the product and in which market(s)?
 - Setup an online store on Shopify
- What other feature(s) did you consider building? Why didn't you move forward with the idea?
 - Free shipping on returns
 - Use more sustainable products
 - Partner with schools
 - Partner with charity organizations
 - Add a subscription model

Q&A



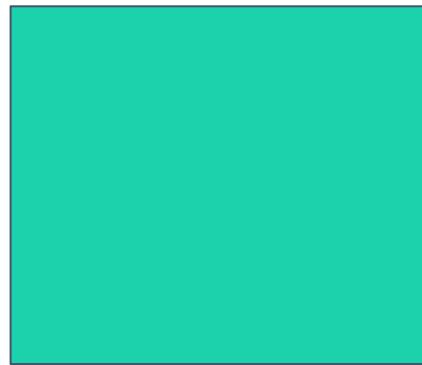
PRODUCT SCHOOL
SILICON VALLEY

Product Leader Course

Primary Colors



#121E48

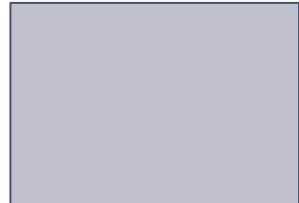


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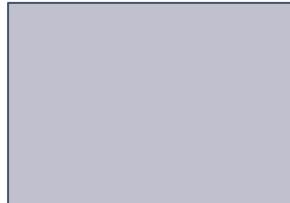
Merriweather

Merriweather Sans

Secondary Colors



#C1C0CE



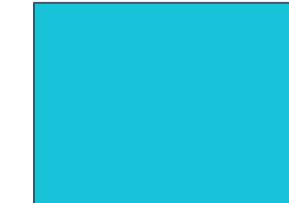
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