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Team 4

Project Charter

Purpose:

An informational website called The Yarn Society which provides easy-to-access information and guidelines on introductory knitting and crocheting projects and strategies. There are different forums for people to ask questions and answer others as they choose.

Goals:

- Make knitting and crocheting more accessible to a younger audience.
- Provide introductory information/language surrounding the hobbies with tutorials/guides.
- Provide any other necessary tips on getting started, such as what materials to buy and where to find them.
- Provide a space for people to discuss the hobby and ask questions.

Target Audience:

Although the website is accessible to people of all ages who are already interested in knitting and crocheting, we will focus on a younger audience (people aged 13 to 30) who may be newer to the topic. We hope to expose a new generation to The Yarn Society and arouse their interest to make knitting and crocheting more popular.

Success Indicators:

- High traffic to our website.
- Sign-ups/creating accounts for the website.
- Contributions to the forums.
- Internal success metrics for guides (like/dislike buttons).

Strategies:

- Modernizing the topic of knitting and crocheting by including a forum where you can share ideas, comment on posts and like projects made by others (social media for knitting and crocheting).
- Tailoring guides to a younger audience—providing more fun projects instead of utility-based projects (i.e. stuffed animals vs. potholders).
- Support for beginners: video tutorials, guides on what to buy, and links to craft stores to get yourself equipped properly.

Tactics:
- Focus on visual learning—a more familiar format for younger audiences.
- Include symbols (a.k.a. metaphors such as like/dislike buttons).
- Users can create accounts with profile pictures and username for personal touch.
- Set up an achievement system for finishing projects from the website.
- Difficulty ratings for projects, so that beginners don't begin more challenging tasks that end up discouraging them.