YARNALTERNATIVESITE

HOW TO FIND THE RIGHT FIBRE FOR A PROJECT

CASESTUDY

PAIN: FINDING A YARN ALTERNATIVE AVAILABLE FOR THE PROJECT IN YOUR REGION

PATTERN IN HANDS BUT NOT THE YARN

I buy a knitting pattern online from an American designer. The pattern suggests a specific type of yarn to be used, which is not sold in Europe.

How to find an alternative yarn for the project?

There are sites the provide a very narrow search possibility and it doesn't provide a wide range of yarn brands and types.

Yarns differ in type of fibre and thickness, it's far from being a standard product.

TARGET GROUP: FIBRE ARTISTS, KNITTERS AND CROCHETERS

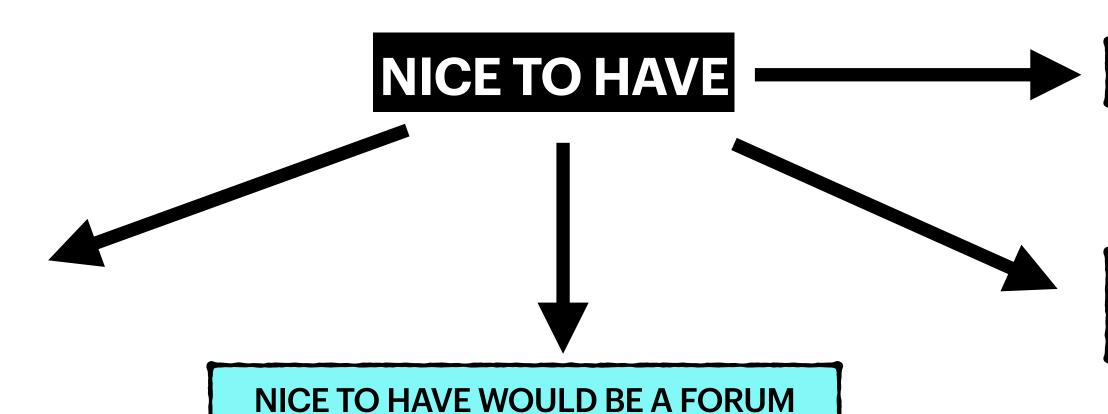
EXERCISES

PROVIDE A SEARCHABLE DATABASE BY
USING RAVELRY'S API
(RAVELRY IS A DATABASE FOR FIBER
ARTISTS OF MORE THAN 9 MILLION
USERS)



USER OUR FRONT-END SUPERPOWERS
AND CREATE AN APPEALING SITE, YET
SIMPLE TO USE.
OUR TARGET GROUP IS NOT ALWAYS
TECH-SAVVY SO THINGS NEED TO
FLOW.

ALLOW THE USER TO ADD SUGGESTIONS FOR YARNS NOT AVAILABLE IN THE DATABASE WE PROVIDE.



WHERE THE USERS WOULD BE ABLE TO

DISCUSS THEIR CHOICES AND

EXPERIENCES.

USE RAVELRY'S LOGIN POSSIBILITIES

ADD DIFFERENT LEVELS OF ACCESS TO DIFFERENT TYPES OF USERS.