

The Crucible



Sona Dolasia

DEPARTMENTS

Ing, blacksmithing, woodworking, glass blowing, enameling, ceramics, jewelry making, arts, The Crucible is for you! We offer a variety of class formats in 20+ areas of study.

Events

Our Space

Support

About

Cart (0)

Departments

Ceramics

Enameling

Blacksmithing

Woodworking

Glass Blowing

Jewelry Making

CLASSES

PRIVATE WORKSHOPS

COMMUNITY

THECRUCIBLE

EVENTS

OUR SPACE

SUPPORT

ABOUT

Cart (0)

CLASS SEARCH

Search Classes
(e.g. instructor, class name)
CLEAR ALL

OPEN CLASSES ONLY

► DEPARTMENTS
(2 Selected)

▼ AGE
8-11
12-18
14-18
16+
18+

▼ LEVEL
(3 Selected)

▼ DAY
(3 Selected)

DATES
START END

SORT BY
Featured
Price: Low-High
Price: High-Low
Newest - Oldest

Class full!
Join the waitlist
or
sign up to be notified
for future dates.

Youth Blacksmithing I
12-18 WEEKEND
Jan 19 - Jan 20, 2018
Sat & Sun, 10am - 1pm
\$460.00 (non-member)
\$422.00 (member)
[VIEW DETAILS](#)

Welded Sculpture I
16+ WEEKEND
Nov 3, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm
\$430.00 (non-member)
\$394.00 (member)
[VIEW DETAILS](#)

Friday Flame:
Enameling
ONE DAY
Nov 16, 2018
Friday, 6:30-10pm
\$135.00 (non-member)
\$124.00 (member)
[VIEW DETAILS](#)

INSTRUCTOR:

Rikki Smeltzer is co-head of the Jewelry Department.

JEWE

1JWL10A19-C

DATES: November 16, 2018

TIME: Saturday, 6:30-10pm

LEVEL: 16+

AGE GROUP: ONE DAY

\$430.00
\$394.00

Save \$36.00 by becoming a member!

DESCRIPTION

Further develop your skills in enameling. You will learn how to prepare samples, you will learn how to fire them in the kiln, and you will learn how to finish them.

INSTRUCTOR:

Rikki Smeltzer is co-head of the Jewelry Department.

PHOTO GALLERY

1

Project Overview



CLIENT

The Crucible: the largest industrial arts education facility in the United States

TIMELINE

- September to December 2018
- Four two-week sprints *[User Research, Ideation, Iteration, Testing]*

TEAM



Sona Dolasia



Heidi Dong



Miley Hu



Marissa Wu

Goals:

PROBLEM:

On The Crucible's website, 30% of potential purchases are abandoned in the cart.

QUESTION:

How might we better our user experience to increases conversions via an improved checkout flow and content strategy?

DELIVERABLES:

- High Fidelity Mock-Ups
- User Research Report

001

User Research

Usability Testing on Existing Site

We interviewed 12 people and asked them to perform several tasks on the website to find out current pain points in the user flow based on their feedback.

Secondary Research

We analyzed 5 online checkout flows of various industries to understand the best practices involved with user experience and information hierarchy.

Customer Interviews

We conducted 2 phone interviews with The Crucible's customers about their past experiences with online class registration and the website in general.

Customer Survey

We sent out an online survey and gathered 22 responses regarding customers' past experience registering for classes at The Crucible.

Research Synthesis - Affinity Map



-	Browsing for Classes	Class page	Checkout	Shopping Habits	Visual Design	Other confusing things
Color coding:						
mobile platform issues	product search box wording	date/time confusion	allow in person payment	prefer desktop for shopping	color contrast	mobile navigation is hard
visual design/aesthetic related	add filter by: class time, age, day of week, level, class type (tasters, etc.)	add instructor bio/qualifications	add more help text	dislike having to create account	typography, font choice, readability	page titles not always clear
confusion with wording	fuzzy search	customer reviews/testimonials	guest checkout without creating account	prefer credit card	line-length	too many subheaders
ease of navigation	add calendar view	add curriculum/projects/what you'll be making	make payment methods clear upfront - checkboxes confusing	prefer PayPal	mobile design	ambiguous word choice in tabs
information hierarchy	add week view	information hierarchy/typography	mobile - summary page		pictures load slowly	about page unclear
	"details" button function is the same as clicking on the class title	add class location	add more info about class in cart page - link back to class			display location of the crucible clearly
	sort function (price high-low, featured, rating, etc.)	remove class code	visual - white fields too wide			page is slow to load
	add "Favorited" list to keep track of favorite classes	related classes good to see, but some "out of stock"	add progress bar			
	"Adult" vs. "Youth" class separation can be addressed by age filters	"out of stock"/"in stock" wording	more helpful errors			
	photos don't accurately portray class demographics (age)	add materials/what's provided already/what to bring	take customer to cart after adding item to cart			
		add pictures add video demo define class levels and prerequisites add more info on member pricing and member benefits "proceed to checkout" button placement				
		add to cart success message - "added to cart"				
		add some of the detailed information received after registration, like accessibility info				

Key Insights

1. WORDING

Users were confused about the wording of “left in stock” and “out of stock,” in reference to various classes.

Class search box labeled “Product Search.” Users are browsing for classes, not products.

Product Search

Search...

Department

Bike Shop	(17)
Blacksmithing	(51)
Ceramics	(11)
Enameling	(28)
Fire & Performance	(6)
Foundry	(13)
Glass Blowing	(34)
Glass Casting & Coldworking	(5)
Glass Flameworking	(45)
Glass Fusing & Slumping	(22)
Jewelry	(51)
Kinetics & Electronics	(19)
Leather Textiles & Fibre Art	(6)



The Bandsaw Box

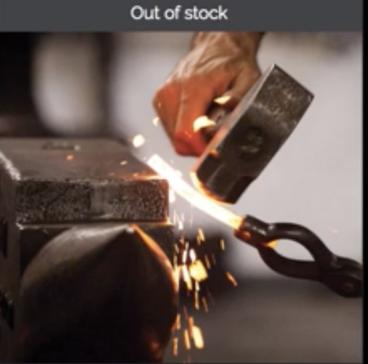
\$385.00

October 5, 2018 - October 7, 2018

Friday, Saturday, Sunday, Fri 7 - 10pm,
Sat & Sun 10am - 4pm

Member Price: \$394.00

Class Code: 6WOD17A18-A



Blacksmithing I

\$430.00

October 6, 2018 - October 7, 2018

Saturday, Sunday, 10am - 6pm

Member Price: \$394.00

Class Code: 6BLK10A18-C



Out of stock

Out of stock

Enamelled Stainless Steel Bowl

\$140.00

October 6, 2018 - October 6, 2018

Saturday, 10am - 2pm

Member Price: \$129.00

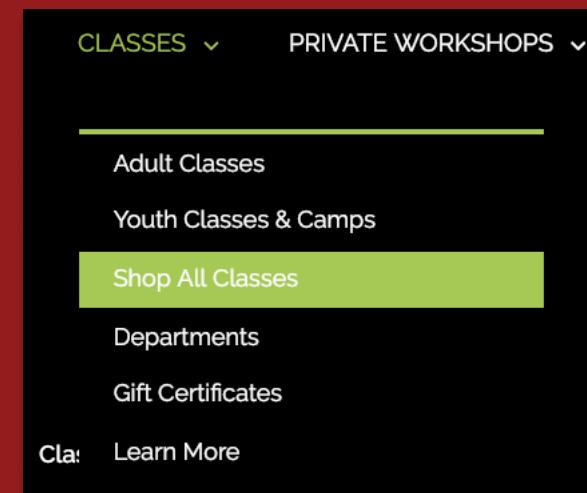
Class Code: 6ENLogE18-A

Key Insights

2. VISUAL DESIGN

Many users commented on the contrast of green and white text on black, saying it makes the website difficult to read and is unpleasant.

Users liked the abundance of images on the website.



Welded Sculpture I

Audience: Ages 16+

Level: Entry Level (No prerequisite required)

February 20, 2019 - March 20, 2019

Wednesday, 7 - 10pm

of Hours in Class: 15

Price: \$425.00 Member Price: \$391.50

4 in stock



Class Code: 2ARC10B19-E

Department/s: Welding

Key Insights

3. SHOPPING HABITS + MOBILE

Several pages were unwieldy to view on mobile, especially in regards to lengthy scrolling and class browsing.

We also gained insights into users' shopping habits. Almost all users reported that they preferred desktop over mobile for online shopping.



Key Insights

4. INFORMATION HIERARCHY

Typography and layout on class information pages can be more effective.

Lack of differentiation between page content makes it hard to quickly find information about the class.



Welded Sculpture I

Audience: Ages 16+

Level: Entry Level (No prerequisite required)

February 20, 2019 - March 20, 2019

Wednesday, 7 - 10pm

of Hours in Class: 15

Price: \$425.00 Member Price: \$391.50

4 in stock

- 1 + ADD TO CART

Class Code: 2ARC10B19-E

Department/s: Welding

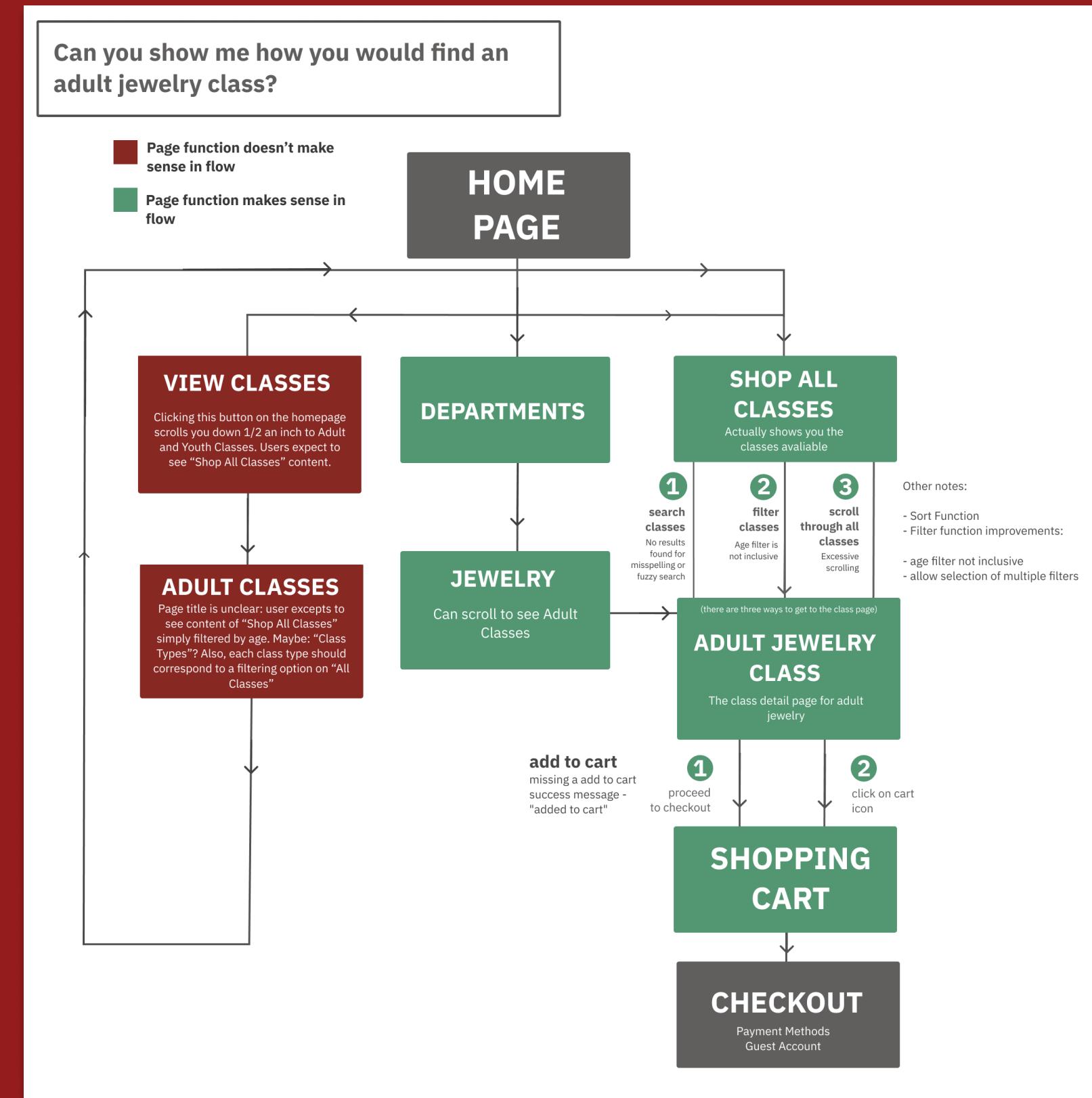
Description

Learn to join pieces of metal using arc welding, also known as stick welding. Instructors teach you to slice through metal with the hot flame of an oxyacetylene torch, and to use power and hand tools to finish your work. You'll make a small sculpture to take home.

Key Insights

5. NAVIGATION

Users had trouble navigating when asked to find certain pages.



Ideation

Choosing Pages

After presenting our user research to the client, we chose **four** main pages to re-design.

User Flows

We created two user flows of a user finding an adult jewelry class. One flow of the current website, and one ideal flow.

Low Fidelity Prototype

We began our deliverables by sketching out the pages on a white board.

Mid Fidelity Prototype

After sketching out the basic layout of . the pages, we began creating them in Figma

Choosing Pages

The Crucible website's Class Search page. It features a search bar at the top followed by a sidebar with a list of departments: Bike Shop, Blacksmithing, Ceramics, Enameling, Fire & Performance, Foundry, Glass Blowing, Glass Casting & Coldworking, Glass Framework, Glass Fusing & Slumping, Jewelry, Kinetics & Electronics, Leather, Textiles, & Fine Art, Machine Shop, Moldmaking, Multiple departments, and Neon & Light. Below the sidebar are two class listing cards: "Woodturning II" and "3-Hour Taster: Foundry".

CLASS SEARCH

The Crucible website's All Departments page. It features a teal header with the title "Departments". Below the header, a text block says: "If you've ever dreamed of learning the creative art of welding, blacksmithing, woodworking, glass blowing, enameling, ceramics, jewelry making, dancing with fire, pouring bronze, or other industrial arts, The Crucible is for you! We offer a variety of class formats in 20+ areas of study." A "Bike Shop" section is highlighted with a larger image and text: "Classes in our Bike Shop help keep your ride on the road—whether it's a motorcycle or a pedal bike you use for everyday transportation, an art bike or car you are inspired to create, or a customized hot rod. If it has wheels, you can learn from the pros how to trick it out and keep it running in top condition!"

ALL DEPARTMENTS

The Crucible website's Class Details page for "Jewelry and Metals I". It includes a large image of a person working on a piece of metal, the class title, audience (Ages 16+), level (Entry Level), dates (January 12, 2019 - January 13, 2019), time (Saturday, Sunday, 10am - 6pm), duration (# of Hours in Class: 15), price (Price: \$400.00 Member Price: \$369.00), stock status (10 in stock), and a purchase button ("ADD TO CART"). Below the main content is a "Description" section with text about the basics of jewelry making.

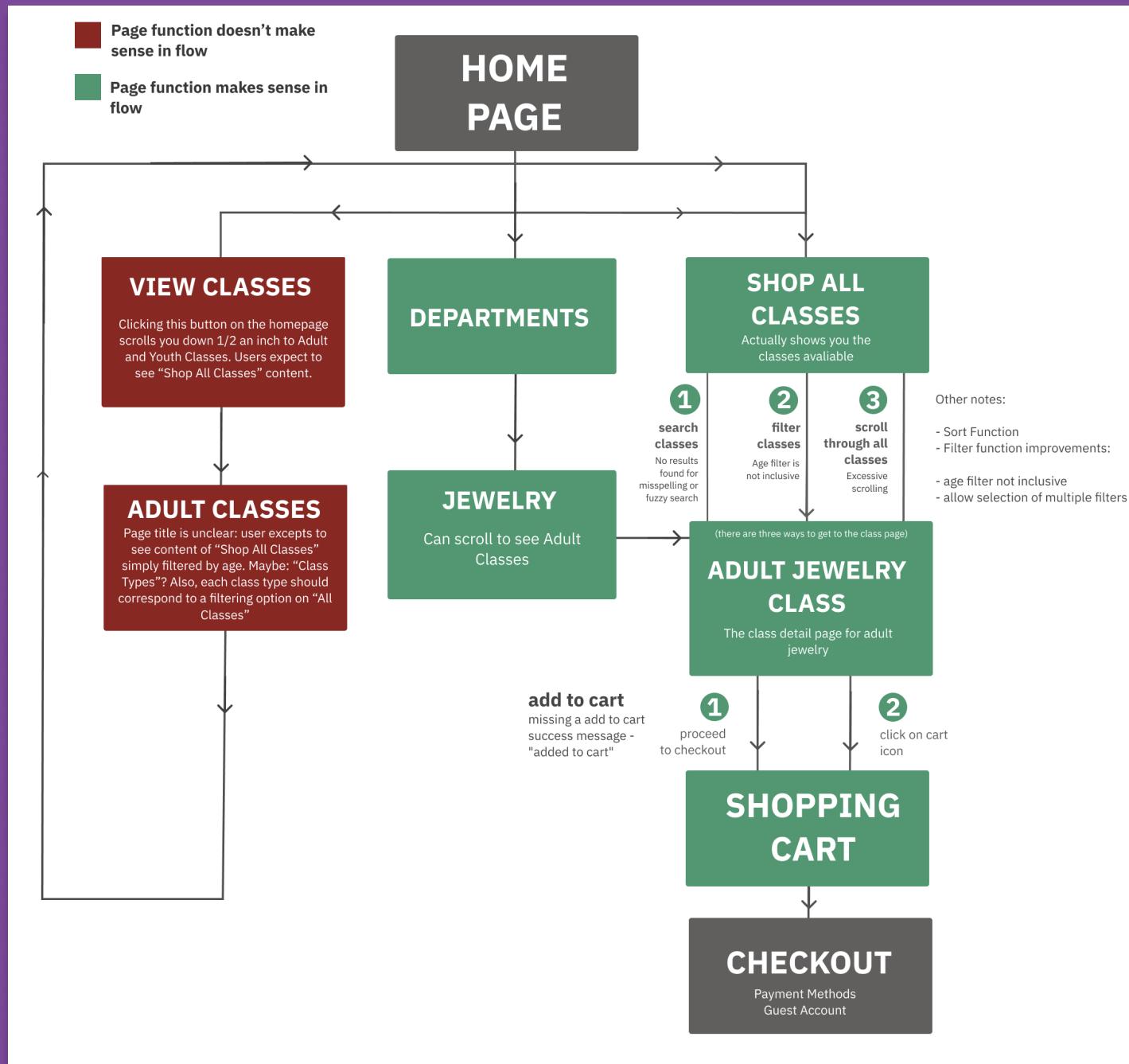
CLASS DETAILS

The Crucible website's Department Detail page for "Jewelry". It features a teal header with the title "Jewelry". Below the header, a text block says: "Learn the skills and techniques in a variety of methods, from traditional metalsmithing and fabrication, to casting metal using the lost wax method, setting gemstones or shaping modern resin and clay. Our classes allow you to create original pieces of jewelry or small sculpture, expand your knowledge of specific techniques, or even make your own tools and design a home studio!" Three class listing cards are shown: "3-Hour Taster: Jewelry" (March 16, 2019 - March 16, 2019), "3-Hour Taster: Jewelry" (March 16, 2019 - March 16, 2019), and "Jewelry And Metals II" (March 23, 2019 - March 24, 2019).

DEPARTMENT DETAIL

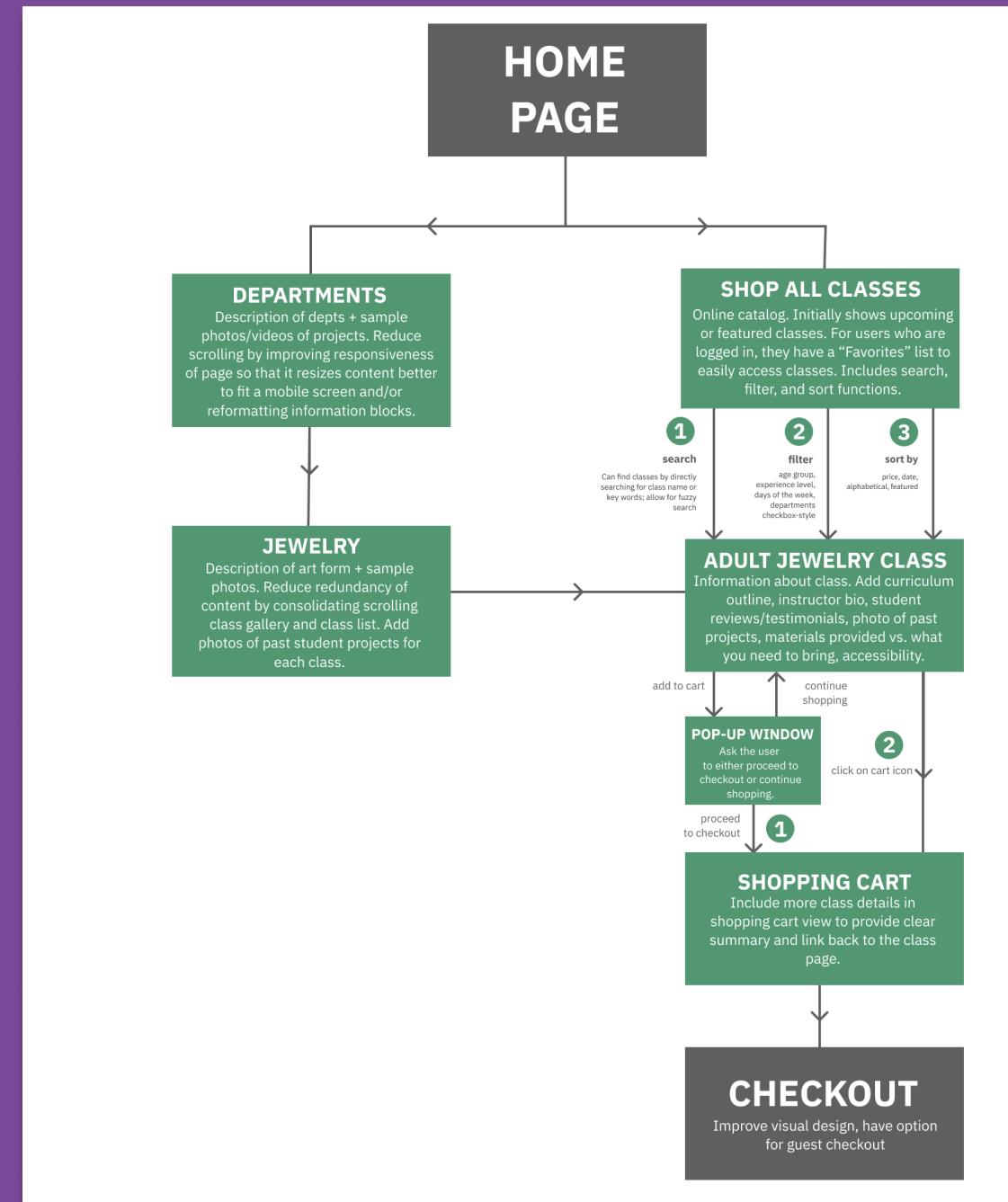
User Flows

Can you show me how you would find an adult jewelry class?



Current Checkout Flow

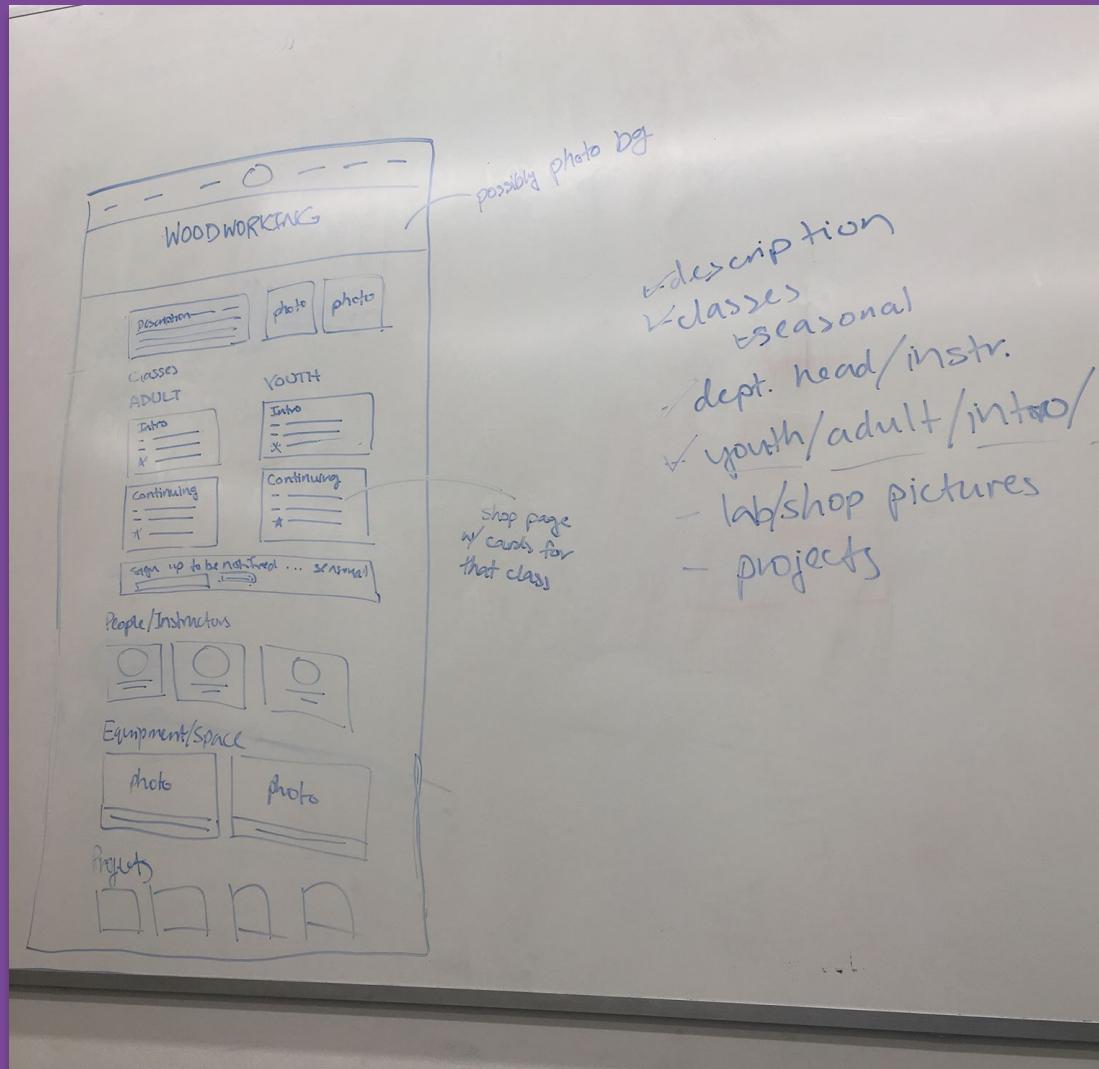
This flow demonstrates the current checkout flow, which contains many unnecessary sub-pages that don't give any additional information and increase the time needed to find a class.



Ideal Checkout Flow

With our key research findings, we decided to remove some intermediate pages, to provide useful information more quickly, and add easier options to find and add classes to check out.

Low Fidelity



Mid Fidelity

CLASSES PRIVATE WORKSHOPS COMMUNITY THE CRUCIBLE EVENTS OUR SPACE SUPPORT ABOUT



CLASS SEARCH

Search Classes

CLEAR ALL

- VIEW OPEN CLASSES ONLY**
- DEPARTMENTS**
- (2 Selected)
- ▼ AGE**
- 8-11
- 12-18
- 14-18
- 16+
- 18+
- LEVEL**
- (1 Selected)
- ▼ DAY**
- (2 Selected)
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday
- DATES**

► START ► END

SORT BY

Featured
Price: Low-High
Price: High-Low

Youth Class

WEEKEND Nov 2, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm

\$430.00 (non-member)
\$394.00 (member)

VIEW DETAILS

Class Name

WEEKEND Nov 2, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm

\$430.00 (non-member)
\$394.00 (member)

VIEW DETAILS

Class Name

WEEKEND Nov 2, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm

\$430.00 (non-member)
\$394.00 (member)

VIEW DETAILS

Class Name

WEEKEND Nov 3, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm

\$430.00 (non-member)
\$394.00 (member)

VIEW DETAILS

Class Name

WEEKEND Nov 3, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm

\$430.00 (non-member)
\$394.00 (member)

VIEW DETAILS

Class Name

WEEKEND Nov 3, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm

\$430.00 (non-member)
\$394.00 (member)

VIEW DETAILS

Class Name

WEEKEND Nov 3, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm

\$430.00 (non-member)
\$394.00 (member)

VIEW DETAILS

CLASSES PRIVATE WORKSHOPS COMMUNITY  EVENTS OUR SPACE SUPPORT ABOUT

[Back to Search](#)

INSTRUCTOR:

instructor info/bio

▼ MORE INFORMATION

WHAT TO WEAR:

CANCELLATION:

STUDIO POLICIES:

MISSSED CLASSES:

▼ PAST STUDENT TESTIMONIALS

"[nice message]"

- [student]

"[nice message]"

- [student]

"[nice message]"

- [student]

RELATED CLASSES

Class Name

WEEKEND
Nov 3, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm

\$430.00 (non-member)
\$394.00 (member)

[VIEW DETAILS](#)

Class Name

WEEKEND
Nov 3, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm

\$430.00 (non-member)
\$394.00 (member)

[VIEW DETAILS](#)

Class Name

WEEKEND
Nov 3, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm

\$430.00 (non-member)
\$394.00 (member)

[VIEW DETAILS](#)

Class Name

WEEKEND
Nov 3, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm

\$430.00 (non-member)
\$394.00 (member)

[VIEW DETAILS](#)

003

Deliverables

COLOR GUIDELINES

Use these colors on all Crucible documents, assets, and collateral. Exact color outcomes can vary depending on paper surface, brightness, print processing, and monitor settings. Slight variances of colors can often be expected when translating from screen to print, or from one printer to another.

CMYK color codes are used for print collateral such as brochures, and business cards.

Hex color codes are used for digital assets such as the website, PowerPoints, and videos.

RED RED ff0000 C M Y K	ORANGE ORANGE ff8600 C M Y K	YELLOW YELLOW ebff00 C M Y K
TURQUOISE TURQUOISE 1fbcfc C M Y K	LIME LIME 9ccb3b C M Y K	FUSCHIA FUSCHIA 9e2485 C M Y K
CYAN CYAN 2cabeb C M Y K		
BLACK 000000 C M Y K	CHARCOAL CHARCOAL 424346 C M Y K	GREY GREY abaeb3 C M Y K
		WHITE ffffff C M Y K

Header 1 (48 pt)

Header 2 (36 pt)

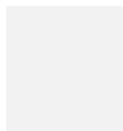
Header 3 (24 pt)

Body (14 pt)

Body (14 pt)
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam semper ex vitae ex pharetra gravida. Duis non eros aliquam, blandit diam quis, condimentum ante. Nulla elementum ac enim ac sodales. Donec ac varius augue, at facilisis erat.

PRIMARY BUTTON

SECONDARY BUTTON

	Primary Color #941C1C
	Accent Color #F7C331
	Dark Background #333
	Light Background #F2F2F2
	Additional Accent #7A4998
	Additional Accent #349A6F

STYLE GUIDE

[f](#) [g](#) [t](#) | [Log In](#)

[View Classes](#) [Cart \(0\)](#) [DONATE](#)

CLASSES ▾ PRIVATE WORKSHOPS ▾ COMMUNITY ▾

THECRUCIBLE

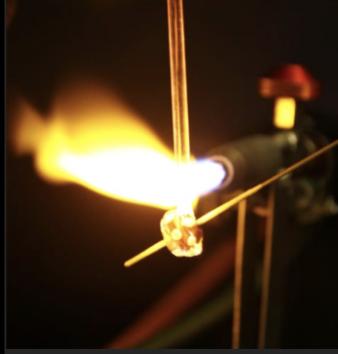
EVENTS ▾ OUR SPACE ▾ SUPPORT ▾ ABOUT ▾

Class Search

Search...

Department

- Bike Shop (18)
- Blacksmithing (46)
- Ceramics (13)
- Enameling (16)
- Fire & Performance (11)
- Foundry (12)
- Glass Blowing (34)
- Glass Casting & Coldworking (3)
- Glass Frameworking (35)
- Glass Fusing & Slumping (19)
- Jewelry (50)
- Kinetics & Electronics (19)
- Leather, Textiles, & Fine Art (35)
- Machine Shop (4)
- Moldmaking (3)
- Multiple departments (2)
- Neon & Light (21)
- Stoneworking (1)
- Welding (84)
- Woodworking (39)
- Youth After Care (13)

3-Hour Taster: Glass Frameworking
\$155.00
February 16, 2019 - February 16, 2019
Saturday, 10am - 1pm
Member Price: \$142.50
Class Code: 1GLF02F19-B

3-Hour Taster: Blacksmithing
\$155.00
February 16, 2019 - February 16, 2019
Saturday, 10am - 1pm
Member Price: \$142.50
Class Code: 1BLK02E19-A

Oxy-acetylene Welding
\$415.00
February 16, 2019 - February 17, 2019
Saturday, Sunday, 10am - 6pm
Member Price: \$381.50
Class Code: 1ARC20A19-A

[Details](#) [Details](#)



Search Classes

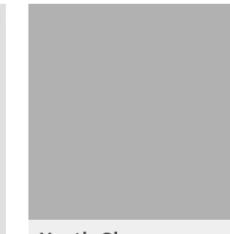
(e.g. instructor, class name)

 [CLEAR ALL](#) [VIEW OPEN CLASSES ONLY](#)**► DEPARTMENTS**
(2 Selected)**▼ AGE**

- 8-11
- 12-18
- 14-18
- 16+
- 18+

► LEVEL
(1 Selected)**▼ DAY**
(2 Selected)

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

DATES**► START** ► **END**

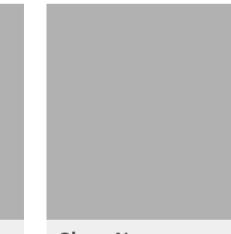
Youth Class

WEEKEND

8-11

Nov 3, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm

\$430.00 (non-member)
\$394.00 (member)

[VIEW DETAILS](#)

Class Name

WEEKEND

16+

Nov 3, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm

\$430.00 (non-member)
\$394.00 (member)

[VIEW DETAILS](#)

Class Name

WEEKEND

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\$430.00 (non-member)
\$394.00 (member)

[VIEW DETAILS](#)

SORT BY

Featured

Price: Low-High

Price: High-Low

CLASS SEARCH

Search Classes

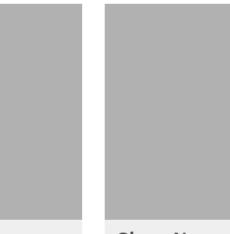
(e.g. instructor, class name)

 [CLEAR ALL](#) [VIEW OPEN CLASSES ONLY](#)**► DEPARTMENTS**
(2 Selected)**▼ AGE**

- 8-11
- 12-18
- 14-18
- 16+
- 18+

► LEVEL
(1 Selected)**▼ DAY****◀ OCTOBER 2018 ▶**

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

▲ START ▲ **END**

Class Name

WEEKEND

16+

Nov 3, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm

\$430.00 (non-member)
\$394.00 (member)

[VIEW DETAILS](#)

Class Name

WEEKEND

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[VIEW DETAILS](#)

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[VIEW DETAILS](#)

SORT BY

Featured

Price: Low-High

Price: High-Low

Cart (0)

CLASSES PRIVATE WORKSHOPS COMMUNITY THECROCIBLE EVENTS OUR SPACE SUPPORT ABOUT

CLASS SEARCH

Search Classes (e.g. instructor, class name)

VIEW OPEN CLASSES ONLY

► DEPARTMENTS (2 Selected)

▼ AGE 8-11 12-18 14-18 16+ 18+

► LEVEL (1 Selected)

▼ DAY (2 Selected) Monday Wednesday Thursday Friday Saturday Sunday

DATES


Youth Blacksmithing I
12-18 WEEKEND
Jan 19 - Jan 20, 2018
Sat & Sun, 10am - 5pm
\$460.00 (non-member)
\$422.00 (member)


Welded Sculpture I
16+ WEEKEND
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\$394.00 (member)


Friday Flame: Enameling
ONE DAY
Nov 16, 2018
Friday, 6:30-10pm
\$135.00 (non-member)
\$124.00 (member)


Pen In One Day
WEEKEND
Nov 11, 2018
Sun, 10am - 5pm
\$260.00 (non-member)
\$241.00 (member)


Friday Flame: Glass Fusing
ONE DAY
Nov 16, 2018
Friday, 6:30-10pm
\$135.00 (non-member)
\$124.00 (member)


Woodturning 1
WEEKEND
Nov 17 - Nov 18, 2018
Sat & Sun, 10am - 6pm
\$455.00 (non-member)
\$414.50 (member)


Enameling I
WEEKEND
Nov 17 - Nov 18, 2018
Sat & Sun, 10am - 5pm
\$310.00 (non-member)
\$284.00 (member)


One-Day Coldworking Workshop
WEEKEND
Nov 17 - Nov 18, 2018
Sat & Sun, 10am - 4pm
\$186.00 (non-member)
\$175.00 (member)


Jewelry and Metals II
WEEKEND
Nov 17 - Nov 18, 2018
Sat & Sun, 10am - 6pm
\$430.00 (non-member)
\$394.00 (member)

SORT BY

1 2 3 ... 7

Cart (0)

CLASSES PRIVATE WORKSHOPS COMMUNITY THECROCIBLE EVENTS OUR SPACE SUPPORT ABOUT

CLASS SEARCH

Search Classes (e.g. instructor, class name)

VIEW OPEN CLASSES ONLY

► DEPARTMENTS (2 Selected)

▼ AGE 8-11 12-18 14-18 16+ 18+

► LEVEL (1 Selected)

▼ DAY (2 Selected) Monday Wednesday Thursday Friday Saturday Sunday

DATES


Youth Blacksmithing I
12-18 WEEKEND
Nov 19 - Nov 20, 2018
Sat & Sun, 10am - 5pm
\$60.00 (non-member)
\$52.00 (member)


Welded Sculpture I
16+ WEEKEND
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\$430.00 (non-member)
\$394.00 (member)

SORT BY

◀ OCTOBER 2018 ▶

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

1 2 3 ... 7



Welded Sculpture I

Audience: Ages 16+

Level: Entry Level (No prerequisite required)

February 20, 2019 - March 20, 2019

Wednesday, 7 - 10pm

of Hours in Class: 15

Price: \$425.00 Member Price: \$391.50

4 in stock

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[Proceed to Checkout](#)

Class Code: 2ARC10B19-E

Department/s: [Welding](#)

Description

Learn to join pieces of metal using arc welding, also known as stick welding. Instructors teach you to slice through metal with the hot flame of an oxyacetylene torch, and to use power and hand tools to finish your work. You'll make a small sculpture to take home.

Related products



Class is Full -> Join The Waitlist

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JEWELRY AND METALS II

1JWL10A19-C

DATES: November 3rd - November 4th, 2018**TIME:** Saturday - Sunday, 10am - 6pm**LEVEL:** Entry Level**AGE GROUP:** Adult (18+)**\$430.00** (non-member)**\$394.00** (member)Save \$36.00 by becoming a member [Learn more](#)[-](#) **1** [+](#)[ADD TO CART](#)

ONLY 5 SPOTS LEFT!

INSTRUCTOR:

instructor info/bio

**DESCRIPTION:**

Further develop your basic metalsmithing skills. We will teach disk cutting and doming, bezel setting, three types of rivets, and further design techniques. In addition to technical reference samples, you will create an original piece of jewelry of your own design using a cabochon stone.

*This class is offered once a year.

PREREQUISITES: [Jewelry and Metals I](#)**MATERIALS PROVIDED:** *insert***▼ MORE INFORMATION****WHAT TO WEAR:****CANCELLATION:****STUDIO POLICIES:****MISSSED CLASSES:****▼ PAST STUDENT TESTIMONIALS**

"[nice message]"

- [student]

"[nice message]"

- [student]

"[nice message]"

- [student]

RELATED CLASSES

Class Name
WEEKEND
Nov 3, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm
\$430.00 (non-member)
\$394.00 (member)

[VIEW DETAILS](#)

Class Name
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\$430.00 (non-member)
\$394.00 (member)

[VIEW DETAILS](#)

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JEWELRY AND METALS II

1JWI10A19-C

Woo!

insert class name

has been added to your cart!

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6 LEFT!

Save 10% on tuition by becoming a Firecracker Membership.
Learn more about membership [here](#).

Further develop your basic metalsmithing skills. We will teach disk cutting and doming, bezel setting, three types of rivets, and further design techniques. In addition to technical reference samples, you will create an original piece of jewelry of your own design using a cabochon stone.

PREREQUISITES: [Jewelry and Metals I](#)

MATERIALS PROVIDED: *insert*

INSTRUCTOR:

instructor info/bio

**▼ MORE INFORMATION****WHAT TO WEAR:****STUDIO POLICIES:****▼ POLICIES****CANCELLATION:****MISSSED CLASSES:**

CLASSES PRIVATE WORKSHOPS COMMUNITY  EVENTS OUR SPACE SUPPORT ABOUT

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JEWELRY AND METALS II

1JWL10A19-C

DATES: November 3rd - November 4th, 2018
TIME: Saturday - Sunday, 10am - 6pm
LEVEL: Entry Level
AGE GROUP: Adult (18+)

\$430.00 (non-member)
\$394.00 (member)

Save \$36.00 by becoming a member. [Learn more](#)

- 1 + ADD TO CART

ONLY 5 SPOTS LEFT!

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*This class is offered once a year.

PREREQUISITES: [Jewelry and Metals I](#)

MATERIALS PROVIDED:

MORE INFORMATION

WHAT TO WEAR:
CANCELLATION:

STUDIO POLICIES:
MISSED CLASSES:

PAST STUDENT TESTIMONIALS



RELATED CLASSES

 Class Name Nov 17 - Nov 18, 2018 Sat & Sun, 10am - 6pm \$455.00 (non-member) \$414.50 (member) VIEW DETAILS	 Class Name Nov 17 - Nov 18, 2018 Sat & Sun, 10am - 6pm \$455.00 (non-member) \$414.50 (member) VIEW DETAILS	 Class Name Nov 17 - Nov 18, 2018 Sat & Sun, 10am - 6pm \$455.00 (non-member) \$414.50 (member) VIEW DETAILS	 Class Name Nov 17 - Nov 18, 2018 Sat & Sun, 10am - 6pm \$455.00 (non-member) \$414.50 (member) VIEW DETAILS
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Cart (0)

CLASSES PRIVATE WORKSHOPS COMMUNITY THECRUCIBLE EVENTS OUR SPACE SUPPORT ABOUT

Woo!

JEWELRY AND METALS II

has been added to your cart!

PROCEED TO CHECKOUT CONTINUE SHOPPING

Save 10% on tuition by becoming a member.
Learn more about membership [here](#).

Save \$36.00 by becoming a member. [Learn more](#)

- 1 + ADD TO CART ONLY 5 SPOTS LEFT!

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*This class is offered once a year.

PREREQUISITES: [Jewelry and Metals I](#)

MATERIALS PROVIDED:

INSTRUCTOR:
Rikki Smeltzer is co-head of the Jewelry Department.

"I was deeply involved in my Native American Culture, as they were a majority of the people in my community. My education includes Culinary Arts, Cartography, Metals and Jewelry Design, Ceramics, and Bookbinding. I live here in West Oakland where I work on the house with my husband, I also do the yard work."

MORE INFORMATION

WHAT TO WEAR:

STUDIO POLICIES:

CANCELLATION:

MISSED CLASSES:

LAST STUDENT TESTIMONIALS



Departments

If you've ever dreamed of learning the creative art of welding, blacksmithing, woodworking, glass blowing, enameling, ceramics, jewelry making, dancing with fire, pouring bronze, or other industrial arts, The Crucible is for you! We offer a variety of class formats in 20+ areas of study.



Bike Shop

Classes in our Bike Shop help keep your ride on the road—whether it's a motorcycle or a pedal bike you use for everyday transportation, an art bike or car you are inspired to create, or a customized hot rod. If it has wheels, you can learn from the pros how to trick it out and keep it running in top condition!

[Learn More >](#)

Blacksmithing

Learn how to heat steel in a forge and shape it with a hammer, anvil, and chisel. Crucible blacksmithing courses teach smithing operations such as drawing, shrinking, bending, upsetting, and punching, so you can make pieces of your own. Advanced classes introduce you to the power hammer, bladesmithing, forge welding, and ornamental ironwork.

[Learn More >](#)



DEPARTMENTS

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Bike Shop

Blacksmithing

Ceramics

Enameling



Department Name

Department Name

Department Name

Department Name



Department Name

Department Name

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Department Name

Department Name

Department Name

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[SHOP ALL CLASSES](#)

JEWELRY

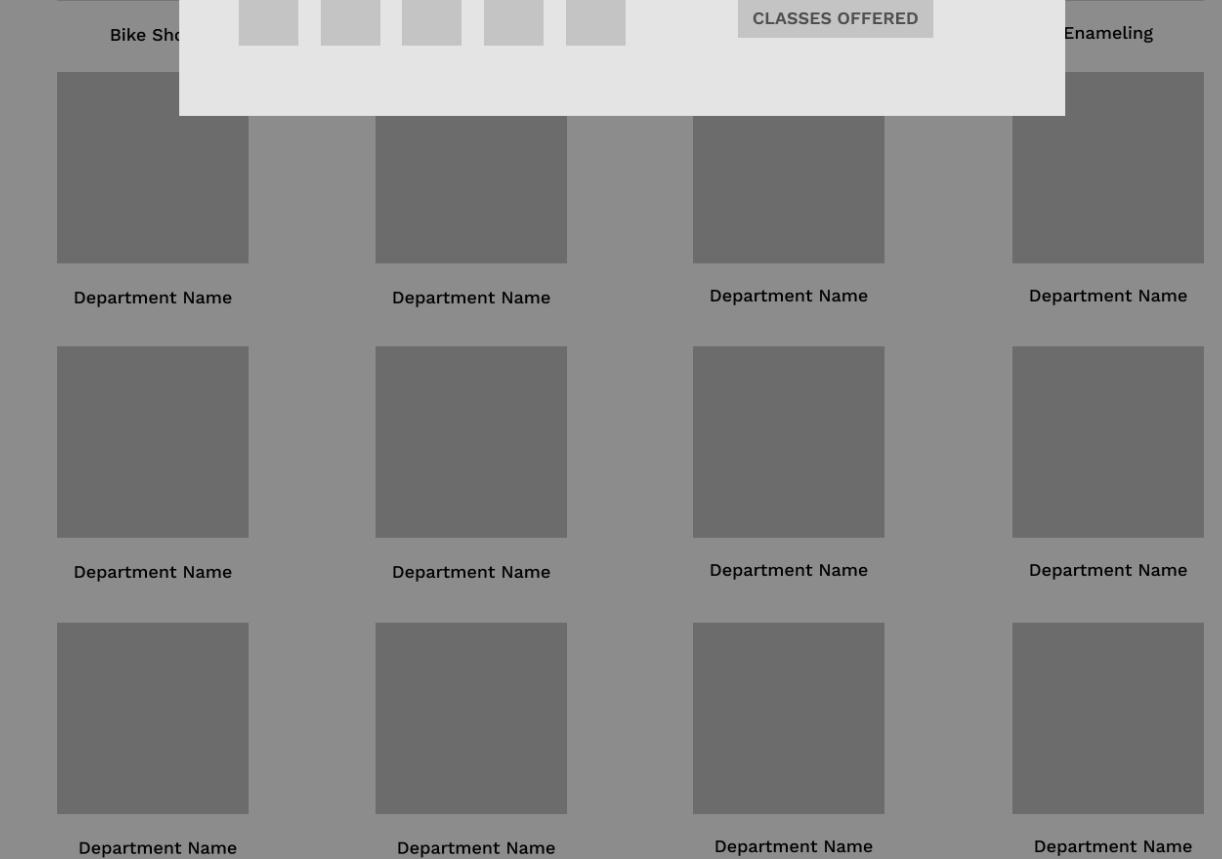
If you've ever dreamed of learning the creative art of welding, blacksmithing, woodworking, glass blowing, enameling, ceramics, jewelry making, dancing with fire, pouring bronze, or other industrial arts, The Crucible is for you! We offer a variety of class formats in 20+ areas of study.

UPCOMING CLASSES: Bangle Bracelet with Metal Clay; Boxes, Lockets, and Hinges; Casting Wax to Silver

CLASSES OFFERED

[X](#)

Enameling





DEPARTMENTS

If you've ever dreamed of learning the creative art of welding, blacksmithing, woodworking, glass blowing, enameling, ceramics, jewelry making, dancing with fire, pouring bronze, or other industrial arts, The Crucible is for you! We offer a variety of class formats in 20+ areas of study.



Bike Shop



Blacksmithing



Ceramics



Enameling



Fire & Performance



Foundry



Glass Blowing



Glass Casting & Coldworking



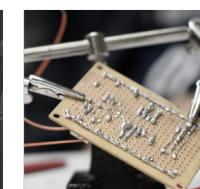
Glass Framework



Glass Fusing & Slumping



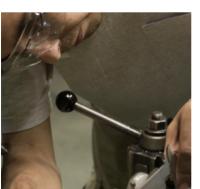
Jewelry



Kinetics & Electronics



Leather, Textiles, & Fine Art



Machine Shop



Moldmaking



Neon & Light



Stoneworking



Welding



Woodworking

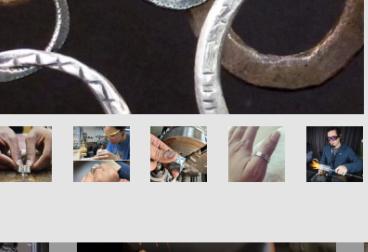
[SHOP ALL CLASSES](#)

JEWELRY

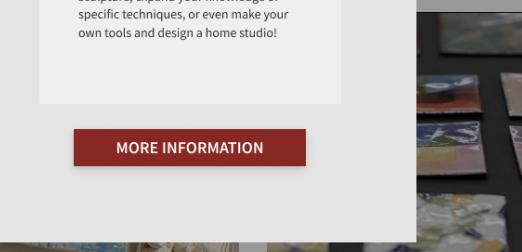
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[MORE INFORMATION](#)

Bike Shop



Blacksmithing



Ceramics



Enameling



Fire & Performance



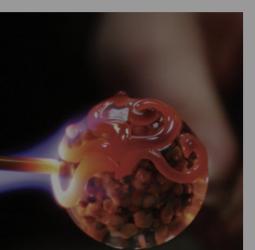
Foundry



Glass Blowing



Glass Casting & Coldworking

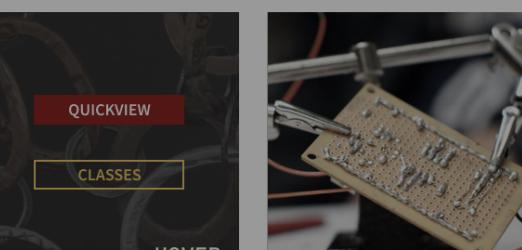


QUICKVIEW

CLASSES



*HOVER



QUICKVIEW

CLASSES



*HOVER



Blacksmithing

Classes taught at The Crucible

Learn how to heat steel in a forge and shape it with a hammer, anvil and chisel. Crucible blacksmithing courses teach smithing operations such as drawing, shrinking, bending, upsetting and punching, so you can make pieces of your own. Advanced classes introduce you to the power of the hammer, bladesmithing, forge welding, and ornamental ironwork.



Blacksmithing I
April 27, 2019 - April 28, 2019

Learn the basics of blacksmithing! This class teaches the fundamental skills needed to forge steel and understand blacksmithing tools. We will introduce



3-Hour Taster: Blacksmithing
May 4, 2019 - May 4, 2019

3-Hour Tasters are a great way to explore a new art form without the deeper commitment of a full course. After a basic introduction to forging steel and us-



3-Hour Taster: Blacksmithing
May 4, 2019 - May 4, 2019

3-Hour Tasters are a great way to explore a new art form without the deeper commitment of a full course. After a basic introduction to forging steel and us-

• • • • • • • • •

[SHOP ALL BLACKSMITHING CLASSES](#)

Adult Classes

3-Hour Taster: Blacksmithing

3-Hour Tasters are a great way to explore a new art form without the deeper commitment of a full course. After a basic introduction to forging steel and using blacksmithing tools, make a steel hook to take home. Take a Taster and meet new friends or give the gift of creativity to someone special.

[SHOP FOR CLASSES](#)

Blacksmithing I

Learn the basics of blacksmithing. This class teaches the fundamental skills needed to forge steel and understand blacksmithing tools. We will introduce tapering, upsetting, flattening, dishing, and bending of hot steel. Students make small projects, such as spoons, knives, forks, and hooks.

[SHOP FOR CLASSES](#)

Blacksmithing II

Deepen your knowledge in this sequel to Blacksmithing I. This class is designed to develop your basic skills along with techniques including scroll-making, collaring, basic tool-making, and heat-treating. You'll gain the skills needed to move on to more advanced classes like Bladesmithing and Techniques in Ornamental Ironwork. *PREREQUISITE: Blacksmithing I*

[SHOP FOR CLASSES](#)

Bladesmithing

This specialized course focuses on the forging techniques needed to produce sharp-edged tools of high-carbon steel. We will cover blade design, control of steel grain structure, hardening and tempering methods, steel finishes, and handle construction. Emphasis is on learning the fundamental skills needed to forge a good knife. *PREREQUISITE: Blacksmithing I & II*

[SHOP FOR CLASSES](#)

Forge Welding

[Back to Departments](#)

JEWELRY

Learn the skills and techniques in a variety of methods, from traditional metalsmithing and fabrication, to casting metal using the lost wax method, setting gemstones or shaping modern resin and clay. Our classes allow you to create original pieces of jewelry or small sculpture, expand your knowledge of specific techniques, or even make your own tools and design a home studio!

Search Classes

(e.g. instructor, class name)

[CLEAR ALL](#) [VIEW OPEN CLASSES ONLY](#)**► DEPARTMENTS**

(1 Selected)

► AGE**► LEVEL****► DAY****DATES****► START** **► END****Class Name**WEEKENDNov 3, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm\$430.00 (non-member)
\$394.00 (member)[VIEW DETAILS](#)**Class Name**WEEKENDNov 3, 2018 - Nov 4, 2018
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Sat & Sun, 10am - 1pm

\$430.00 (non-member)

[VIEW DETAILS](#)**Class Name**WEEKENDNov 3, 2018 - Nov 4, 2018
Sat & Sun, 10am - 1pm

\$430.00 (non-member)

[VIEW DETAILS](#)**SORT BY** [Featured](#) [Price: Low-High](#) [Price: High-Low](#)

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Search Classes

(e.g. instructor, class name)

- [VIEW OPEN CLASSES ONLY](#)
- [► AGE](#)
- [► LEVEL](#)
- [► DAY](#)
- [► DATES](#)
- [► START](#) [► END](#)

CURRENTLY OPEN



Class Name

Nov 17 - Nov 18, 2018
Sat & Sun, 10am - 6pm
\$455.00 (non-member)
\$414.50 (member)

[VIEW DETAILS](#)

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Nov 17 - Nov 18, 2018
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[VIEW DETAILS](#)[1 2 3 ... 7](#)[MORE CLASSES ►](#)

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CLASSES PRIVATE WORKSHOPS COMMUNITY  EVENTS OUR SPACE SUPPORT ABOUT

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JEWELRY

Learn the skills and techniques in a variety of methods, from traditional metalsmithing and fabrication, to casting metal using the lost wax method, setting gemstones or shaping modern resin and clay. Our classes allow you to create original pieces of jewelry or small sculpture, expand your knowledge of specific techniques, or even make your own tools and design a home studio!

Classes

3-Hour Taster: Jewelry	Friday Flame: Jewelry	Metal Clay IV: Hollow Forms
Bangle Bracelet with Metal Clay	Gemology	Metal Clay with a Splash of Gold
Boxes, Lockets, and Hinges	Jewelry and Metals I	Youth Casting Wax to Silver
Casting Organics and Found Objects	Jewelry and Metals II	Youth Chibi: Miniature Figurines
Casting Wax to Silver	Metal Clay and Enameling	Youth Exploration in Metal Jewelry
Charm Bracelet: Silver Metal Clay and Jump Rings	Metal Clay I	Youth Jewelry Immersion Program
Chasing and Repoussé	Metal Clay II: Ring Architecture	Youth Kandi Cuffs and Perlers
Exploration in Chainmaking	Metal Clay Intensive: The Basics and Beyond	

Department Head



Rikki Smeltzer

"I was deeply involved in my Native American Culture, as they were a majority of the people in my community. My education includes Culinary Arts, Cartography, Metals and Jewelry Design, Ceramics, and Bookbinding. I live here in West Oakland where I work on the house with my husband, I also do the yard work."



Vernon Theiss

Vernon Theiss is a jeweler, metalsmith, educator and designer. His work is experimental, sculptural, technical, and functional. He works with silver, incorporates sterling silver and miscellaneous materials. He exhibits internationally and nationally. Vernon received his MFA from Boston University-PIA Program and BFA from Washington University-St. Louis.

[View All Faculty Members](#)

Equipment + Space






Projects






[Cart \(0\)](#)

CLASSES PRIVATE WORKSHOPS COMMUNITY  EVENTS OUR SPACE SUPPORT ABOUT

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BOXES, LOCKETS, AND HINGES

Learn the skills and techniques in a variety of methods, from traditional metalsmithing and fabrication, to casting metal using the lost wax method, setting gemstones or shaping modern resin and clay. Our classes allow you to create original pieces of jewelry or small sculpture, expand your knowledge of specific techniques, or even make your own tools and design a home studio!

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Boxes, Lockets, and Hinges	Jewelry and Metals I	Youth Casting Wax to Silver
Casting Organics and Found Objects	Jewelry and Metals II	Youth Chibi: Miniature Figurines
Casting Wax to Silver	Metal Clay and Enameling	Youth Exploration in Metal Jewelry
Charm Bracelet: Silver Metal Clay and Jump Rings	Metal Clay I	Youth Jewelry Immersion Program
Chasing and Repoussé	Metal Clay II: Ring Architecture	Youth Kandi Cuffs and Perlers
Exploration in Chainmaking	Metal Clay Intensive: The Basics and Beyond	

[PREREQUISITE: Jewelry & Metals II](#)

[VIEW CLASS OFFERINGS](#)

Department Head



Rikki Smeltzer

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Equipment + Space






Projects








Membership

Membership with The Crucible will take you on new adventures, as you make a commitment to your own creative habits. Members receive valuable benefits, such as generous discounts on tuition and events, early registration privileges, access to the CREATE program, and more.

Firecracker	Pyro	Inferno	Phoenix
\$75 ⁰⁰ <small>annually</small>	\$150 ⁰⁰ <small>annually</small>	\$250 ⁰⁰ <small>annually</small>	\$500 ⁰⁰ <small>annually</small>
Fully tax-deductible	Fully tax-deductible	Fully tax-deductible	Fully tax-deductible
10% discount on tuition for 1 year for 1 person	10% discount on tuition for 1 year for up to 4 people	10% discount on tuition for 1 year for up to 4 people	10% discount on tuition for 1 year for up to 4 people
Priority class registration	Priority class registration	Priority class registration	Priority class registration
Invitations to members-only events	Special members-only discounts on events	Special members-only discounts on events	Special members-only discounts on events
Ability to register for members- only CREATE Program	Ability to register for members- only CREATE Program	Ability to register for members- only CREATE Program	Ability to register for members- only CREATE Program
	A Crucible member tote bag	A Crucible member tote bag	A Crucible member tote bag
		Acknowledgment in The Crucible's quarterly class catalog	Acknowledgment in The Crucible's quarterly class catalog
			Invitation to a private members- only tour of The Crucible



MEMBERSHIP

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Firecracker
\$75.00
annually

[ADD TO CART](#)

Pyro
\$150.00
annually

[ADD TO CART](#)

Inferno
\$250.00
annually

[ADD TO CART](#)

Phoenix
\$500.00
annually

[ADD TO CART](#)

Vulcan Society
\$1000.00+
annually

[GET IN TOUCH](#)

10% discount on class tuition for one person

Two-weeks priority class registration

Invitations to members-only events

Access to members-only CREATE Program and Studio Access Labs

Complimentary Crucible tote bag (while supplies last)

10% discount on class tuition for up to four people

Acknowledgment in The Crucible's class catalog

Invitation to a private members-only tour of The Crucible

Access to exclusive Vulcan Society events



MEMBERSHIP



Our most popular options:

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INSTRUCTOR:

Rikki Smeltzer is co-head of the Jewelry Depa

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ADD TO CART

Pyro

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ADD TO CART

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Complimentary Crucible tote bag (while supplies last)



10% discount on class tuition for up to four people



JEWELRY METALS II

ember 4th, 2018

n - 6pm

er)

rn more

ADD TO CART

ONLY 5 SPOTS LEFT!

ng skills. We will teach disk cutting and doming, bezel design techniques. In addition to technical reference

▼ MORE INFORMATION

WHAT TO WEAR:

STUDIO POLICIES:

CANCELLATION:

MISSSED CLASSES:

004

User Testing

Usability Testing on Prototype

We did 3 in-person interviews and asked users to perform several tasks on our prototype to find any pain points in our designs. Observe users' actions and get more detailed feedback.

UserTesting.com

We did 6 tests through UserTesting.com, creating a guide for users to complete while using our InVision prototype. Allowed us to test our prototype with a wider demographic range.

004

User Testing

The testing feedback was in accordance with the ease of use of our user flow.

Some issues in terms of visual design were brought up during the testing sessions. For instance, the color of the dots on the Membership page caused confusion to one user, and we fixed that by changing the gradient colors to one color to indicate that the benefits for different membership types are consistent.

Reflection

I would want to conduct **more user testing with the high fidelity mockups**. While we were able to test our final deliverables, I wish we had time to test more. In addition, since there were only a number of screens we mocked up, it was difficult to get accurate user tests, given there were only a few pages to choose from.

I would want to **iterate further on the department page**. This page was tricky, and was re-designed it multiple times. I wonder if we could find cleaner ways to organize all the information the client wanted displayed.

Acknowledgements

Thank you to our team mentor, Jess Liu, for guiding us through this process, as well as to Natasha von Kaenel and Samantha Foust, for giving us the opportunity to collaborate with them!

