CROCHET BUDDY
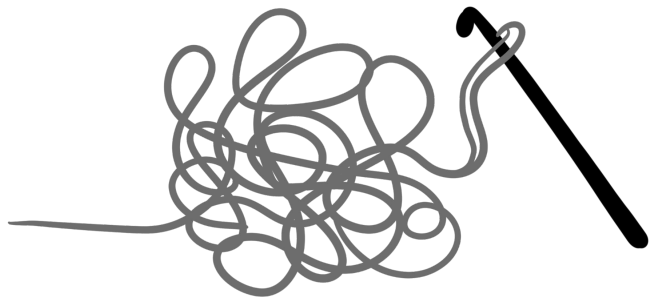
Nashe Gumbo   •   Ted Anderson   •   Helene Ryu

The Problem.

A barrier & nuisance affecting all.

Crochet requires meticulous attention to detail. To create any crocheted item, one must keep track of stitches and rows.

This proves to be a perpetual barrier for beginners and annoyance for experts.

Other Observed Pain Points:
- Returning to a project
- Managing project information
- Expanding crocheting skills
  - Sourcing consistent, reliable tutorials/information

(at least two) Whos.
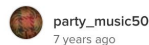
party_music50
7 years ago
I always liked AC Moore, but they closed locally. Where are you going? maybe there will be other ideas based on a location.

Like · Save

marie_ndcal
7 years ago
Just look in the phone book under Crafts, or ask in the local stores, mini malls, restaurants, motels, etc.

Like · Save

Shutterstock
shutterstock.com · 205112518
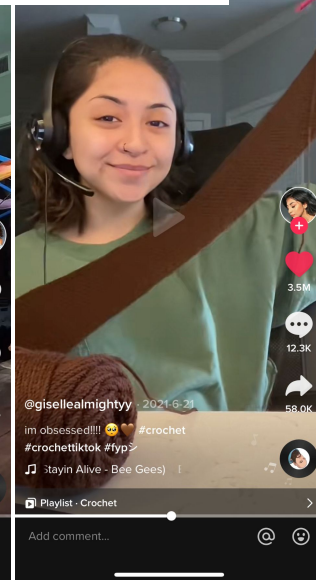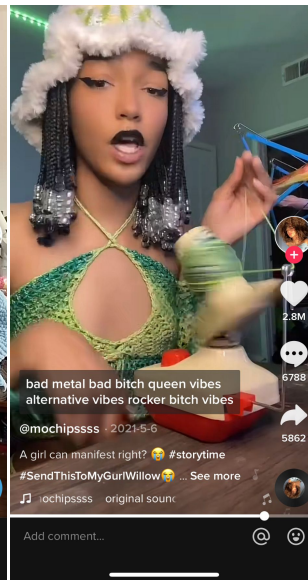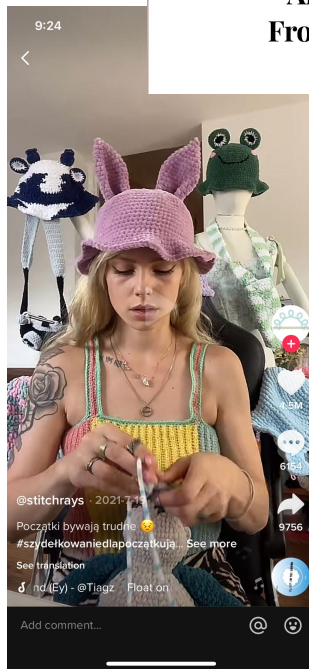Grandmother crochet Images, Stock Photos & Vectors | Shutterstock
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Elderly woman crocheting Stock Photo by ©Rawpixel 105451196
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Story from LIVING

Anything But Twee: How Hobbies From Period Dramas Got Cool Again

SADHBH O'SULLIVAN
LAST UPDATED 27 APRIL 2020, 1:30

9:24

@stitchrays · 2021-7-1
Początki bywają trudne 😔
#szydełkowaniedlapoczątkują... See more
See translation
♫ nd (Ey) - @Tjagz   Float on

bad metal bad bitch queen vibes
alternative vibes rocker bitch vibes
@mochipssss · 2021-5-6
A girl can manifest right? 😌 #storytime
#SendThisToMyGurlWillow😂 ... See more
♫ mochipssss - original sound

@gisellealmightyy · 2021-6-2
im obsessed!!! 😳 #crochet
#crochettiktok #fyp
♫ Stayin Alive - Bee Gees)
Playlist - Crochet

Add comment...

#crochet
#crochettiktok
#crochettok
#yarnpunk

You replied to their story

i! love! it!!! 🤍🤍🤍
❤️

ugh a fellow yarn hoe!!

Round 3: [1 esc into the next st, 2 esc into the next st] 8 times -24 sts.
Round 4: [1 esc into the next st, 2 esc into the next st, 1 esc into the next st] 8 times -32 sts.
Round 5: [1 esc into each of the next 3 sts, 2 esc into the next st] 8 times -40 sts.
Round 6: [1 esc into each of the next 2 sts, 2 esc into the next st, 1 esc into each of the next 2 sts] 8 times -48 stitches.
Round 7: [1 esc into each of the next 4 sts, 2 esc into the next st, 1 esc into the next st] 8 times -56 stitches. Remember to check your gauge!
Round 8: [2 esc into the next st, 1 esc into each of the next 6 sts] 8 times -64 sts.
Round 9: [1 esc into each of the next 5 sts, 2 esc into the next st, 1 esc into each of the next 10 sts] 4 times -68 sts.
Round 10: [1 esc into each of the next 10 sts, 2 esc into the next st, 1 esc into each of the next 6 sts] 4 times -72 sts.
Round 11: [1 esc into each of the next 14 sts, 2 esc into the next st, 1 esc into each of the next 3 sts] 4 times -76 sts.
Round 12: [2 esc into the next st, 1 esc into each of the next 18 sts] 4 times -80 sts.
Round 13: [1 esc into each of the next 9 sts, 2 esc into the next st, 1 esc into each of the next 10 sts] 4 times -84 sts.

Begin crocheting with white yarn.
Rnd 1: 6 sc in magic ring [6]
Rnd 2: (inc) repeat 6 times [12]
Rnd 3: (sc in next 3 st, inc) repeat 3 times [15]
Rnd 4: sc in next 2 st, inc, (sc in next 4 st, inc) repeat 2 times, sc in next 2 st [18]
Rnd 5: (sc in next 5 st, inc) repeat 3 times [21]
Rnd 6: sc in next 3 st, inc, (sc in next 6 st, inc) repeat 2 times, sc in next 3 st [24]
Rnd 7: (sc in next 7 st, inc) repeat 3 times [27]
Rnd 8: sc in next 4 st, inc, (sc in next 8 st, inc) repeat 2 times, sc in next 3 st, sl st in next st [30]
When crocheting the last loop of previous round, change to blue yarn.
Rnd 9: sc in all 30 st [30]
Rnd 10: (sc in next 9 st, inc) repeat 3 times [33]
Rnd 11: sc in next 5 st, inc, (sc in next 10 st, inc) repeat 2 times, sc in next 5 st [36]
Rnd 12: (sc in next 11 st, inc) repeat 3 times [39]
Rnd 13: sc in next 6 st, inc, (sc in next 12 st, inc) repeat 2 times, sc in next 6 st [42]
Rnd 14: (sc in next 13 st, inc) repeat 3 times [45]
Rnd 15: sc in next 7 st, inc, (sc in next 14 st, inc) repeat 2 times, sc in next 7 st [48]
Rnd 16: (sc in next 15 st, inc) repeat 3 times [51]
Rnd 17: sc in next 8 st, inc, (sc in next 16 st, inc) repeat 2 times, sc in next 8 st [54]
Rnd 18: (sc in next 17 st, inc) repeat 3 times [57]
Rnd 19: sc in next 9 st, inc, (sc in next 18 st, inc) repeat 2 times, sc in next 9 st [60]
Rnd 20-21: sc in all 60 st [60]
Insert safety eyes between Rnd 11 and Rnd 12 (9 stitches in between the eyes).
Rnd 22: (sc in next 8 st, dec) repeat 6 times [54]
Rnd 23: sc in all 54 st [54]
Rnd 24: (sc in next 7 stitch.................. et 6 times [48]

Free Blue Giraffe
amigurumi pattern

EAD & BODY

se green yarn for Green Crochet Dinosaur and pink yarn for the Pink one.

- 6 sc in mr
- Row 1: * inc * repeat 6 times (12)
- Row 2: * 1 sc, inc * repeat 6 times (18)
- Row 3: * 2 sc, inc * repeat 6 times (24)
- Row 4: 3 sc, 4 inc, 4 sc, inc, * 3 sc, inc * repeat 3 times (32)
- Row 5: 5 sc, 2 inc, 1 sc, 2 inc, 11 sc, inc, 3 sc, inc, 6 sc (38)
- Row 6: 8 sc, 3 inc, 27 sc (41)
- Row 7: 8 sc, inc, 4 sc, inc, 27 sc (43)
- Row 8: 11 sc, 2 inc, 30 sc (45)
- Rows 9 through 16: 45 sc (45)
- Row 17: 10 sc, * decr, 1 sc * repeat 4 times, 10 sc, * decr, 2 sc * repeat 3 times, 1 sc (38)
- Row 18: 8 sc, * decr, 1 sc * repeat 4 times, 9 sc, * decr, 1 sc * repeat 3 times (31)
- Row 19: 6 sc, * decr, 1 * repeat 4 times, 8 sc, decr, 3 sc (26)
- Row 20: 3 sc, * decr, 1 sc * repeat 4 times, 6 sc, decr, 3 sc (21)

First Principles.

Ingrained Behaviors

While crocheters often have technology and devices near them during a project, the act of crocheting requires both hands and can happen quickly.
The solution must respect this.

Simple Architecture

At its core, crocheting is intensive, relaxing, and whimsical all at once — a process that fundamentally centers the crocheter's experience.

A viable solution should thus primarily support the crocheter and their growth, *rather than* recreate Facebook or Etsy marketplaces.

Product Vision.

Eliminate barriers, facilitate crochet.
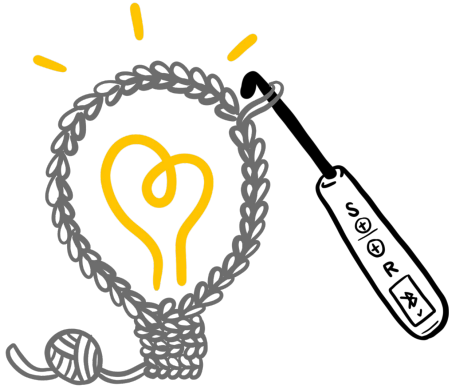
A World of Crafting

- People that do one craft often do others.
  - Common need to manage projects.
- 90% of all craft sales are from brick-and-mortar retail.
  - Opportunity for referral marketing that drives e-comm. growth

Wellness and Community

- Zoom-like features to bring people together.
- Emphasizes crocheters' experience crocheting as a whole, instead of just their final projects
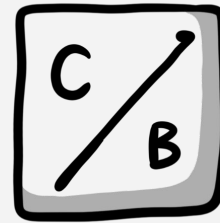
Two Possible Minimum Solutions.

Software Only

Hardware + Software

MVP #1: Software Only.

Software Only

- A mobile application that keeps track of stitches with a manual tap on the screen.
- The user can save and revisit projects without the difficulty of remembering their exact row and stitch.
- Allows user to easily share their creations with social media.

Benefits

- Less time, energy, expertise, and money needed to launch

Risks

- No unique selling proposition - value risk
- Failure to break the critical mass -viability risk
- Monetization window is narrower - viability risk

MVP #2: Hardware + Software

Hardware

- An electronic crochet hook or attachment.
- The hook's motion or a tactile response keeps track of rows and stitches.

Software

- The hook pairs with a mobile application that allows the user to save and revisit projects without the difficulty of remembering their exact row and stitch.
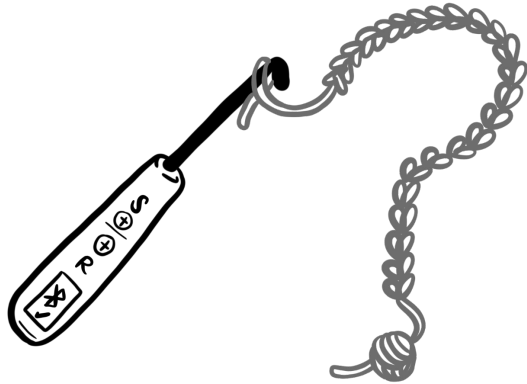
Benefits

- The user never has to take their hands off their crochet project.
- Natural synergies with craft retailers already reaching many customers.

Risks

- Value – will people be willing to complicate their crochet hooks?
- Feasibility – can the tech necessary for this solution be delivered affordably?

Hardest Questions.

Technology

Can an e-crochet hook count stitches accurately, at cost, and without changing user behavior?

Is a software-only solution usable?

Product Market Fit

Enough crocheters to justify the cost of development?

Can the app be free and sustain the business?

Risk (½)

Value

Upside

- Ubiquitous problem for crocheters.
- E-hook is greenfield.
- Growth opportunities into gen. crafts.
- Whimsical virality

Downside

- Market is niche and of unknown size.
- Software market is crowded.
- Key monetization strategies are crowded i.e. tik-tok and etsy.

Usability

Hardware.

- Might require complex tech and extensive testing to use out of the box.

Software.

- Lower tech solutions might require significant user behavior changes.
- Demographics might include the least tech savvy, the elderly

Risk (2/2)

Viability

- People might not welcome technology into their meditative craft.
- The cost of maintenance might extend to hardware.
- A major scaling problem could arise if a lot people download the free app but do not buy the hook.
- Social media (and integration features) is a dependency

Feasibility

- Motion detecting hardware such as accelerometers are ubiquitous in mobile devices, but can they be implemented in this case at much lower cost?
- Time to market.

2 Week Sprint #1

Explore Existing Customer Trends

Identify & speak to experts in crafting industry.
- JoAnns, Michaels, or Dollar Tree.
- Litmus test for partnerships.
- Build understanding of digital needs for retail customers.
- Understand how viral craft trends and market trends align.

Desk research other apps and communities already sharing their crocheting.
- How popular are apps that allow you to share crochet?
- Explore niche forums, social media groups, or organizations dedicated to crafting.

Market Size & Value

Refine desk research to approximate market size.
The crafting industry in the US is worth approximately US$36 billion. *How big is the crochet chunk?*
- **62%** of American households participate in at least one crafting hobby.
- About **11%** of crafts involve fabric or wool.
- **41%** of crafters are between 18-34.

Identify artists and the most popular crochet accounts on social media
- On Tiktok, **#crochet** has 5.9B views; **#crochettiktok** has 871.4M views

2 Week Sprint #2

TO...
DEVELOP HARDWARE?
OR
NOT DEV. HARDWARE?
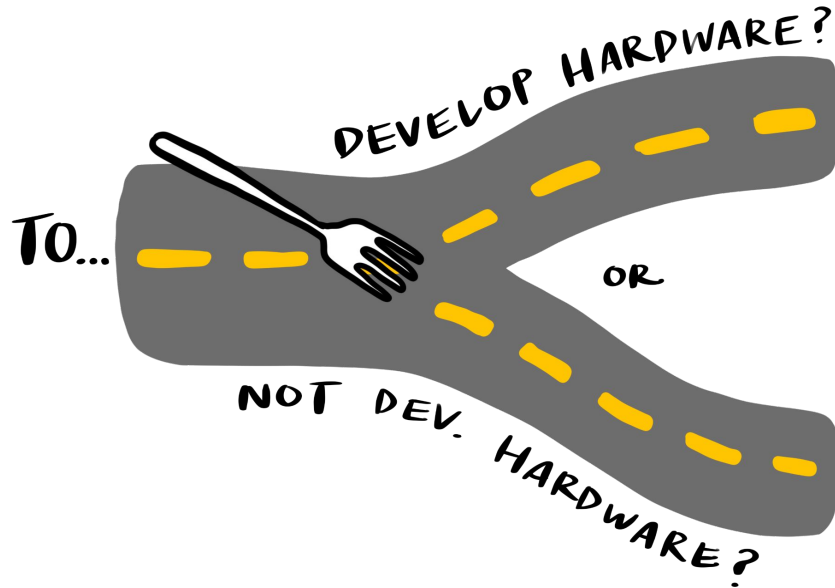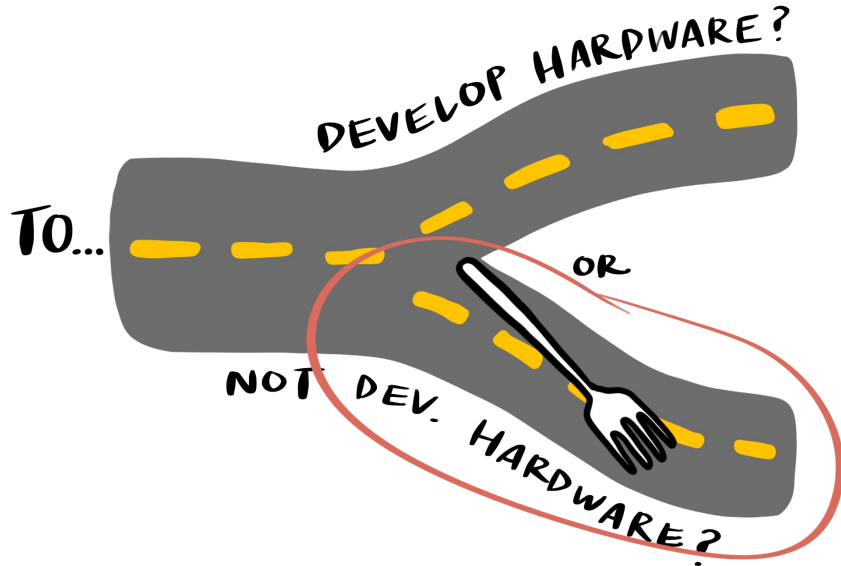
Usability Testing

- Leverage existing crocheting apps.
- If people do not like using manual counters, we need hardware.

Sprint #3 & Beyond
(Software Only).

Further usability testing of existing crochet app features

- *Counting:*
  - Voice Activation
  - Manual tap

Discover Monetization Strategies

- Can the app survive without virality?
- Referral Marketing
  - Desk research marketing strategies for Joann's and other craft e-commerce.
- Paid features: "counter pro" option
  - Conduct interviews to explore viability of freemium model.
  - Purchase data from a third party i.e. Apptopia

Sprint #3 & Beyond (Hardware/Software).

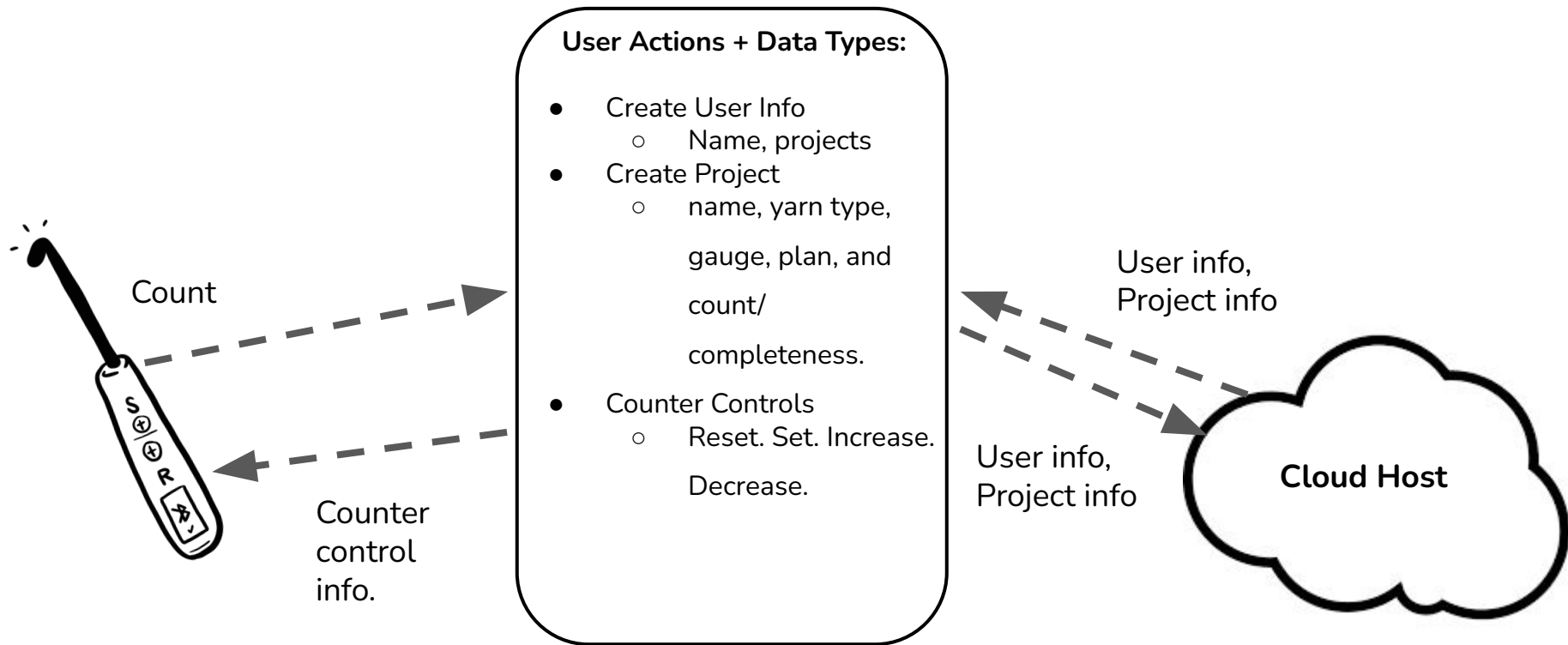## Explore Complexity of Counting Solutions

Consult domain experts.

- Simple Button Press.
- Accelerometer & Gyroscope.
- Foot pedal.
- Other haptic feedback.

Mock E-Crochet Hook

- Usability Test Existing Rudimentary Crochet Hook

Software Architecture.

User Actions + Data Types:

- Create User Info
  - Name, projects
- Create Project
  - name, yarn type, gauge, plan, and count/completeness.

- Counter Controls
  - Reset. Set. Increase. Decrease.

Count

Counter control info.

User info, Project info

User info, Project info

Cloud Host

Technology Stack.

Cloud Host

API

NativeScript + JS Framework

Components

Components: User info, project details, counter module etc

- NativeScript allows the developer to command the native platform (iOS or Android) with JavaScript
  - Can leverage frameworks with easy to use state manager (Actions, Mutations, State)
- Rich library of plugins i.e. G Firebase for chat and live feeds

Teams

Business + Marketing

- Works to size the market and sell product.
- Develops monetization strategy.

Distribution

- Interfaces with corporate partners.
- Facilitates launch on App Stores, manufacturing, and delivery.
- Need in house experts.

Software

- Designs data structure, programs business logic, manages cloud services, and maintains app.
- Scrappy interface design process.

E-Crochet Hook

- Engineers electronic components, programs core logic, and works closely with distribution to facilitate manufacturing.
- Need in house experts.

Solution Delivery & Expectations.

Product Market Fit & Customer Discovery
Sprint 1 (2 weeks)

Deliver data and analysis to inform whether or not to pursue venture.

Technology & Testing
Sprint 2 (2 weeks)

Deliver user test results and analysis of where existing tech falls short, and guide development of hardware/software solutions.

Growth Strategy
Sprint 2 & 3 (4 weeks)

Identify key areas & opportunities for growth, and develop strategies for monetization.

Delivering the MVP
Sprints 4, 5, 6 (1.5-2 months)
Using gained knowledge of customer needs and essential features, can begin building product.