

Paula Molina

Crafts Matter

Beschreibung:

Crafts Matter ist eine App, die einem, beim Basteln hilft. Der User kann für seine Bastel-Projekte nach Materialien suchen, Materialien kaufen, und Projekte nach Kategorien organisieren. Der User kann die vorgegebenen Kategorien benutzen oder eigene Kategorien anlegen.

Der User kann nachschauen, welche Materialien er zu Hause hat und bekommt Vorschläge, was er damit basteln kann. So kann er direkt mit seinem Bastel-Projekt beginnen und hat Spaß, die App zu benutzen.

Die Zielgruppe sind Personen zwischen 18 bis 60 Jahren, die technologie-affin sind. z.B. Eltern mit kleinen Kindern und generell Personen, die gerne basteln.

Ähnliche Bastel-Apps sind:

- Pinterest
- Crafty
- Etsy

Mit diesen Apps kann man Projekte finden und Sachen kaufen, aber nicht einen Material-Filter verwenden.

Ähnliche Apps, die ein anderes Thema behandeln, aber ähnliche Filtersysteme:

- SuperCook
- Allrecipes
- Epicurious

Bei diesen Apps gibt man seine Zutaten ein und findet hierzu ein Rezept.

FAZIT:

Es gibt keine Bastelapp, die einen Material-Filter anbietet. Der User soll bei meiner App Crafts Matter einfach mit seinen Materialien arbeiten, die er zu Hause hat. Der DIY Bastel-Markt wächst sehr schnell und setzt weltweit Milliarden um.





Persona A



Name: Monica Brawn

Alter: 40

Mutter von zwei Kindern, verheiratet

Arbeit: Teilzeit in einer Galerie

Bildung: an der Universität Kunst studiert

Zitat: „Always do the best that you can“

App Nutzung: Monica recherchiert oft nach einfachen Bastel-Rezepten, die sie mit ihren Töchtern umsetzen kann.

Persona B



Name: Manuel Stoll

Alter: 19

Ledig

Beruf: Media Student

Bedürfnisse: günstig, zuverlässig, cool

Zitat: „Ich bin Manuel und bin vor einigen Monaten endlich in meine erste Wohnung gezogen. Ich will meine Wohnung in meinem eigenen Stil einrichten und dabei Geld sparen.“

App Nutzung: Manuell sucht nach DIY Bastel-Projekten, um seine Wohnung herzurichten.



Name Inspiration:

Craftsmatter soll diese drei Begriffe vereinen:
Craft, Material und List.

Ich habe nach Synonymen auch in anderen
Sprachen gesucht:

Craft: DIY

Material: substance, matter

List: Book

Ich habe verschiedene Wortkombinationen
ausprobiert:

Craftopia

brikacraft

listcraft

craftbook

Nachdem ich viele Personen befragt hatte, habe ich
mich für diesen Namen der App entschieden:
craftsmatter

Kategorien

Die Crafts sind in 6 Kategorien unterteilt, die
ersten fünf ergeben sich aus "Categories after
materials". Ich habe eine spezielle Kategorie
Recycle gebaut, wo man Bastel-Projekte mit
„recyclebaren“ Sachen finden kann.

Textil



Decorative



Paper



Functional



Fashion



Recycle





Navigation:

Es gibt ein Launch Screen und einen Main Screen.

Tab Bar:

- Search (Launch Screen)
- Get Ideas (Main Screen)
- Shop
- Favorites

Top Bar:

- Main (App logo)
- Back to previous screen
- Search (text field)
- Favorite
- Share

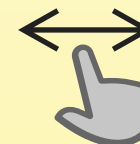
Hamburger Menü: Es ist für die generellen Einstellungen der App.

Layout

Es gibt 2 Varianten in das Design:
Dunkel Background für der "Visual Inhalt" (Launch Screen, Crafts Screens)
Licht Background für der "Text Inhalt" (Listen, Shop, Settings)

Gestures

Die 3 Main Gestures sind: Tab (Navigation),
Swipe (Kategorien sehen), und Scroll (Inhalt).





Baum

Search (Launch Screen)

- 1.Voice Control
- 2.Search typing
- 3.Search Categories

Search Categories

- 1 Textil
- 2 Decorative
- 3 Paper
- 4 Functional
- 5 Fashion Crafts
- 6 Recycle

Chosen Materials

- check list
- add to shopping list

Suggested Crafts

Chosen Craft

- Share
- Favorite
- Visit

Similar list

Get Ideas (Main Screen) Suggested Crafts

Shop Materials list

- quantity
- price
- Total

- Payment
- Confirmation

Craft Categories view

Crafts List view

Tabbar

- Search
- Get ideas
- Shopping cart
- Saved Crafts

Topbar

- home
- Back
- Overlay Category dropdown
- Search
- Favorite
- Hamburger

Hamburger menu

Log in

Edit Profile

- Bild(Change)
- Name(Change)
- User name(Change)
- About you(Change)
- Location(Change)
- email address(Change)
- password. (Change)
- Country (change)
- Language (Change)

Privacy & data

Search Privacy

- Hide profile from search engines

Use sites you visit

- Improve recommendations and adds

Personalized ads

- Auto-play videos on mobile data
- Clear app cache

Support

- email us
- call us
- help

Log Out





search



get ideas



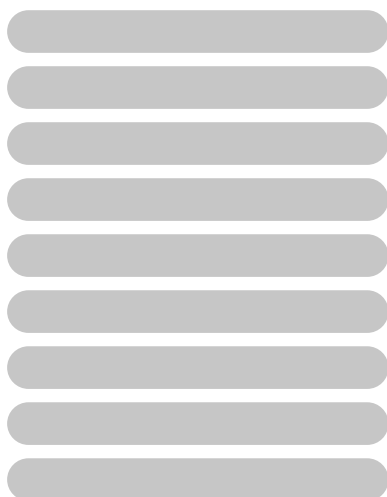
shop



favorites



Voice Control Ingredients list



search



get ideas



shop

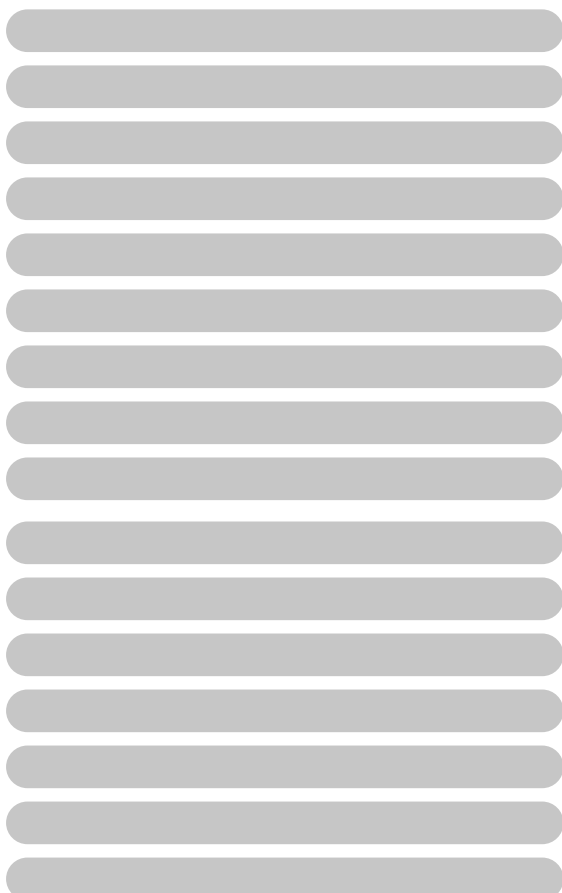


favorites

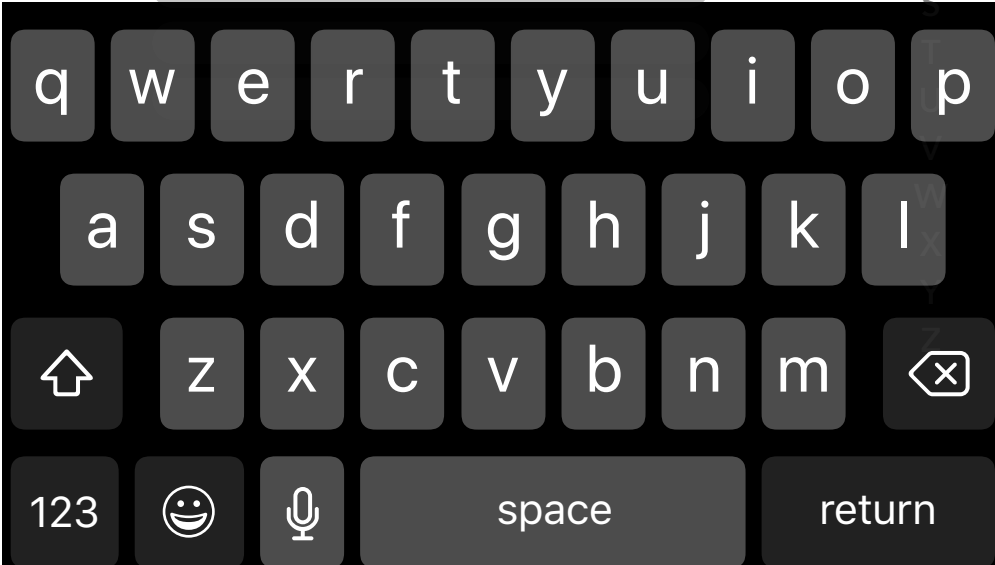


🔍 s|

Cancel



A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q
R
S





Search s

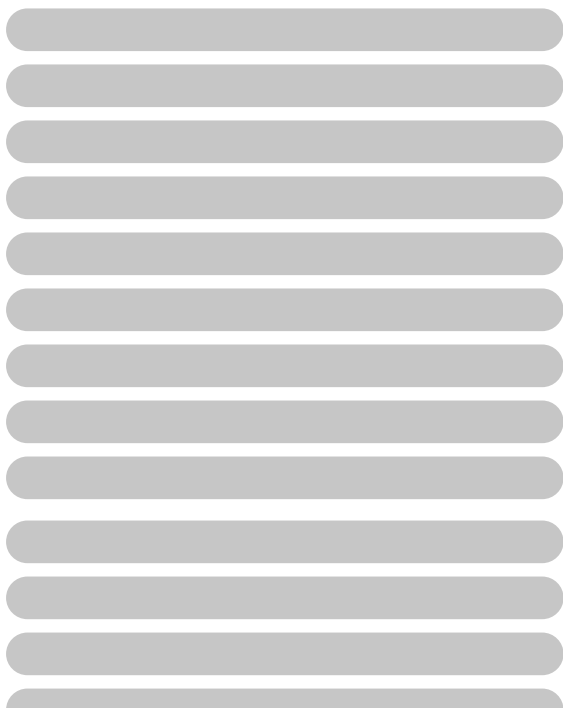
Cancel

Material 1 x

Material 1 x

Material 1 x

Material 1 x



A
B
C
D
E
F
G
H
I
J
K
L
M
N
O

q w e r t y u i o p

a s d f g h j k l

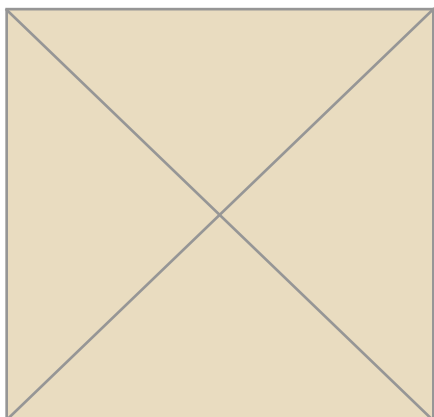
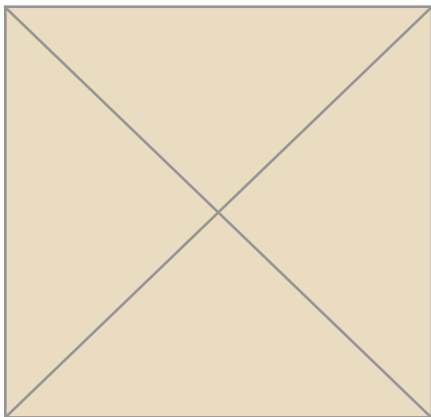
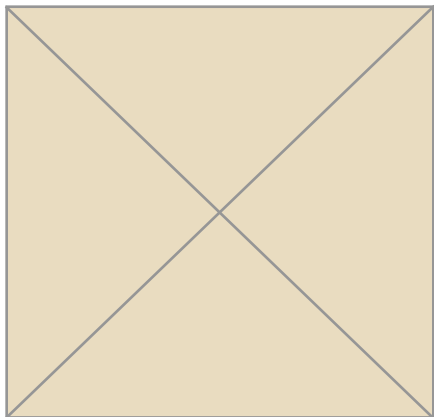
↑ z x c v b n m ↵

123



space

return



search



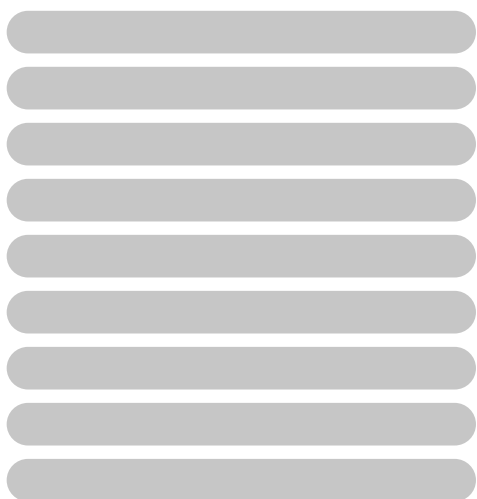
get ideas



shop



favorites



search



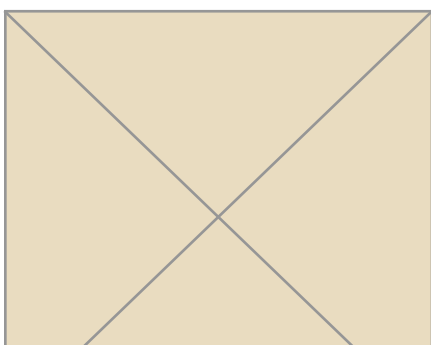
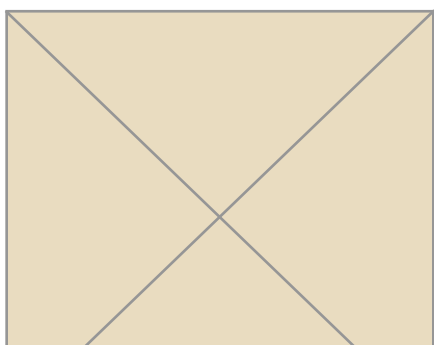
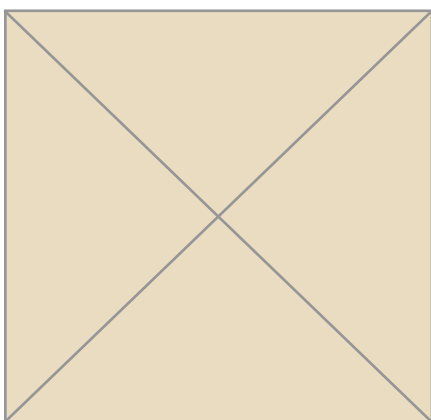
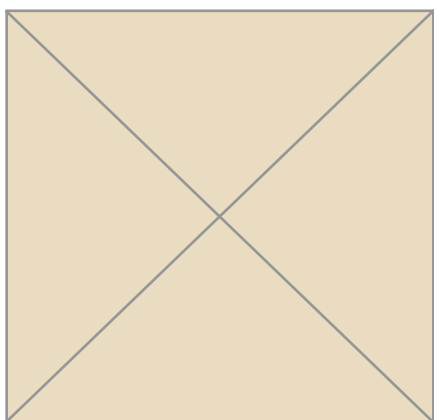
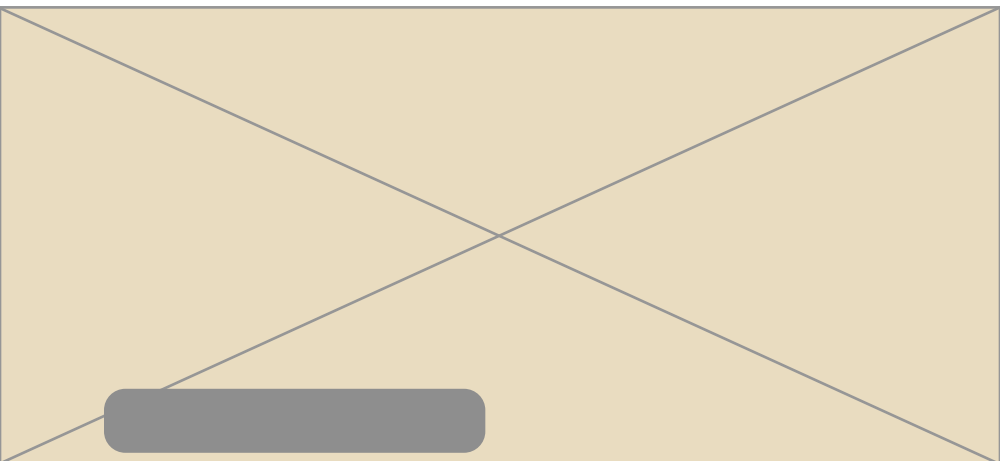
get ideas



shop



favorites



search



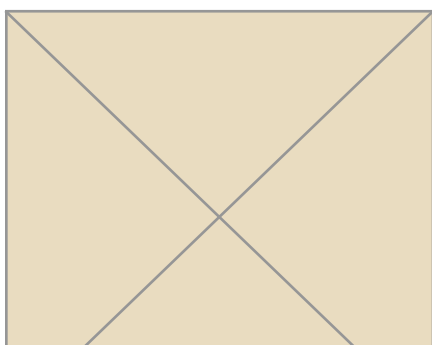
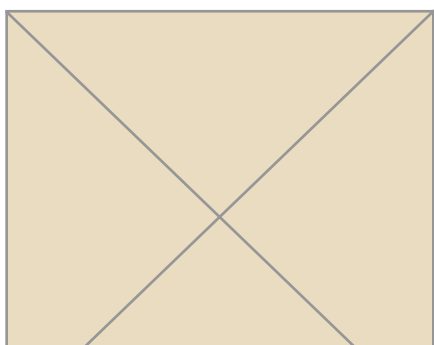
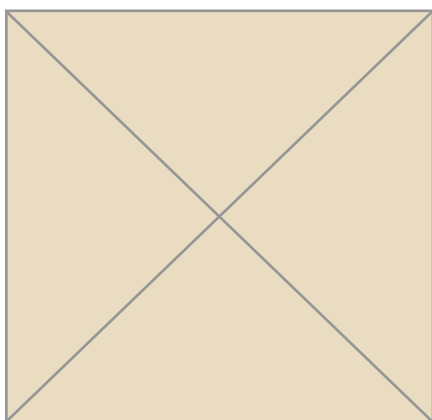
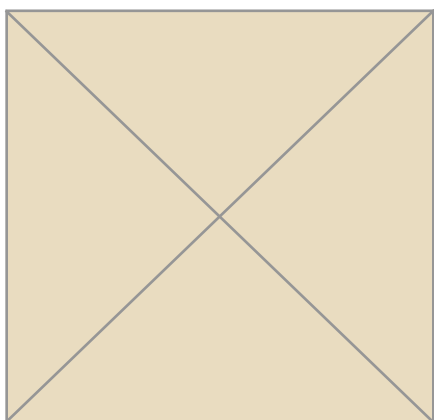
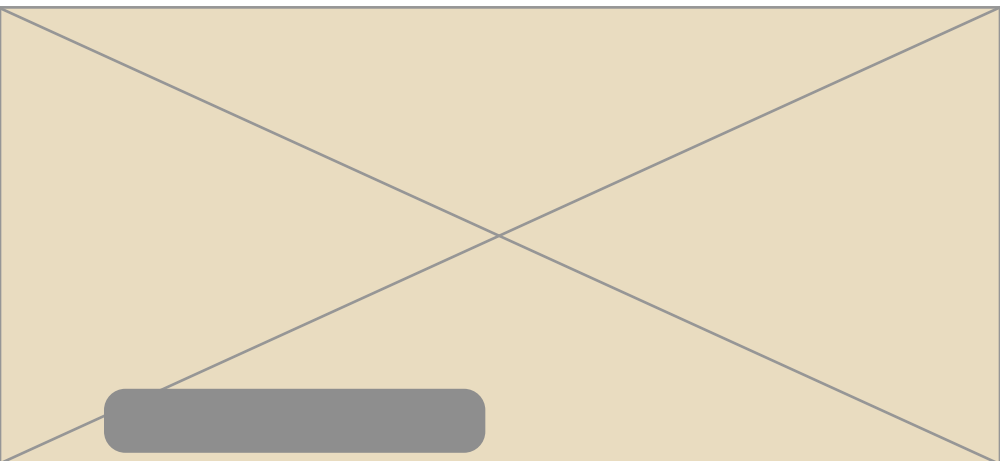
get ideas



shop



favorites



search



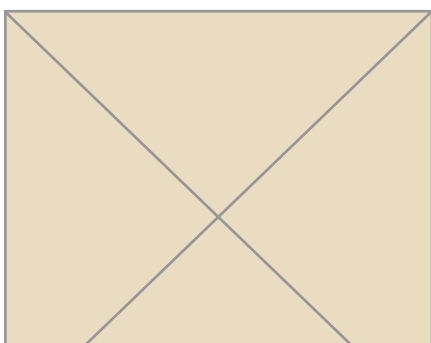
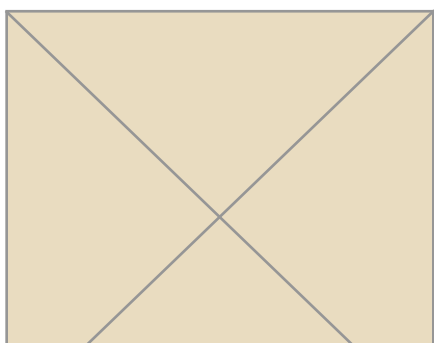
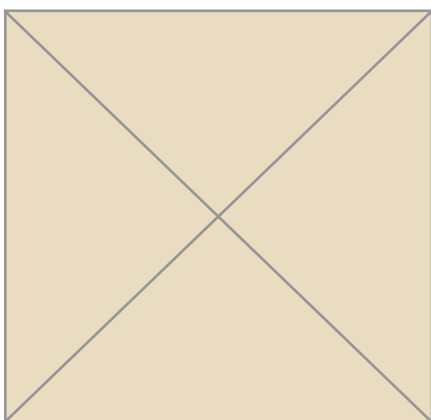
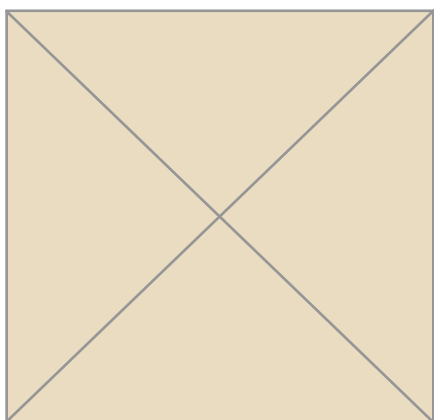
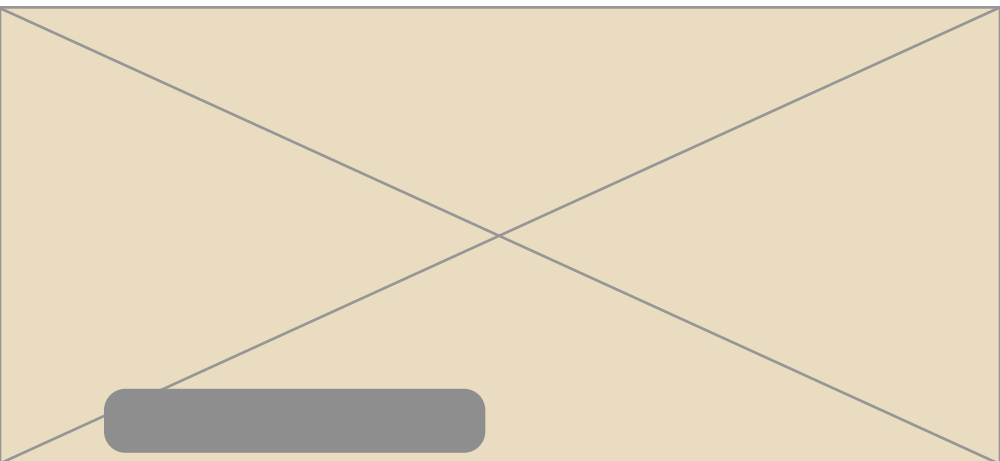
get ideas



shop



favorites



search



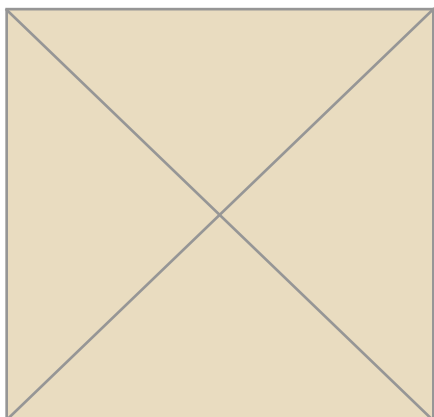
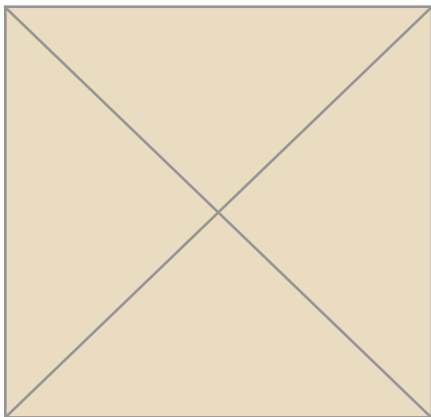
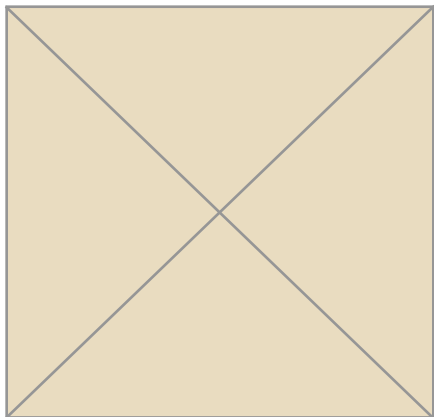
get ideas



shop



favorites



search



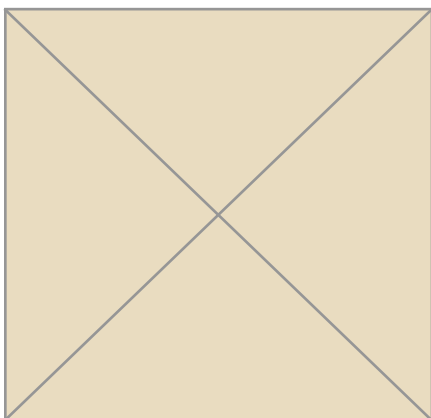
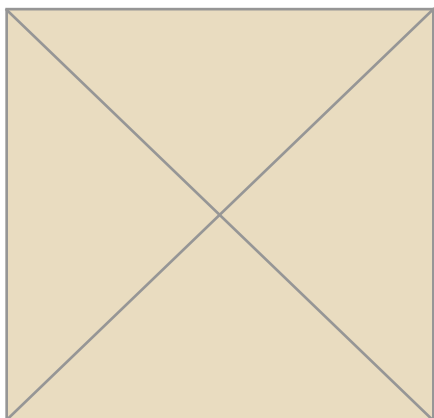
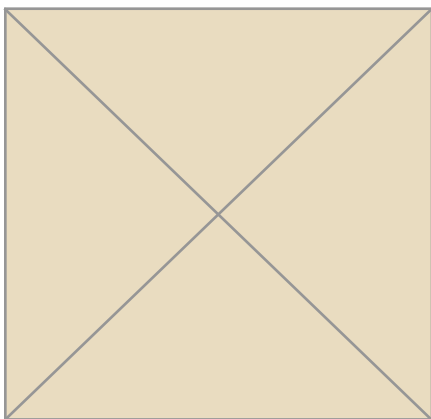
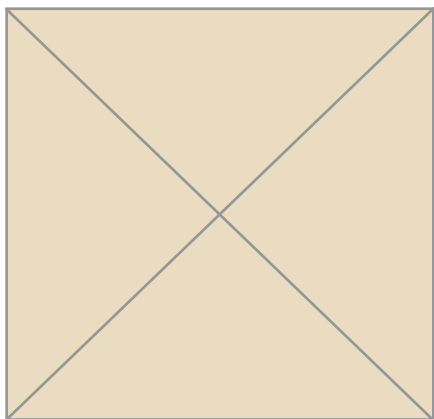
get ideas



shop



favorites



search



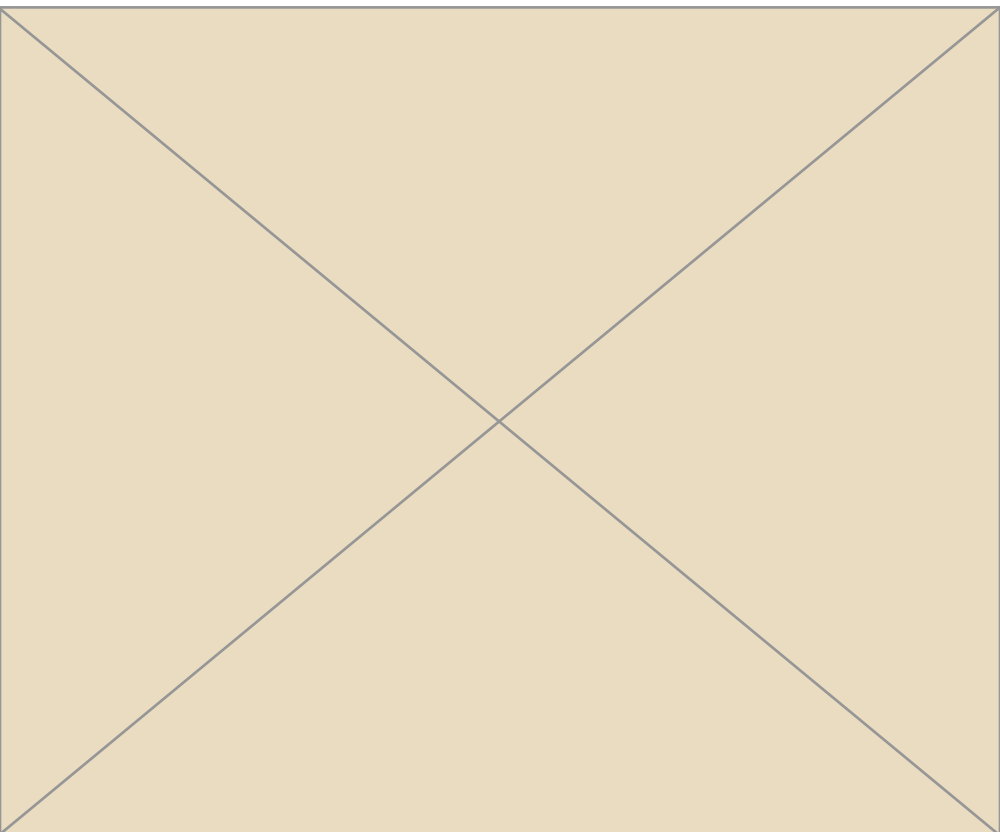
get ideas



shop



favorites



More Options

Download image

Copy Link

Report

Visit

Done



search



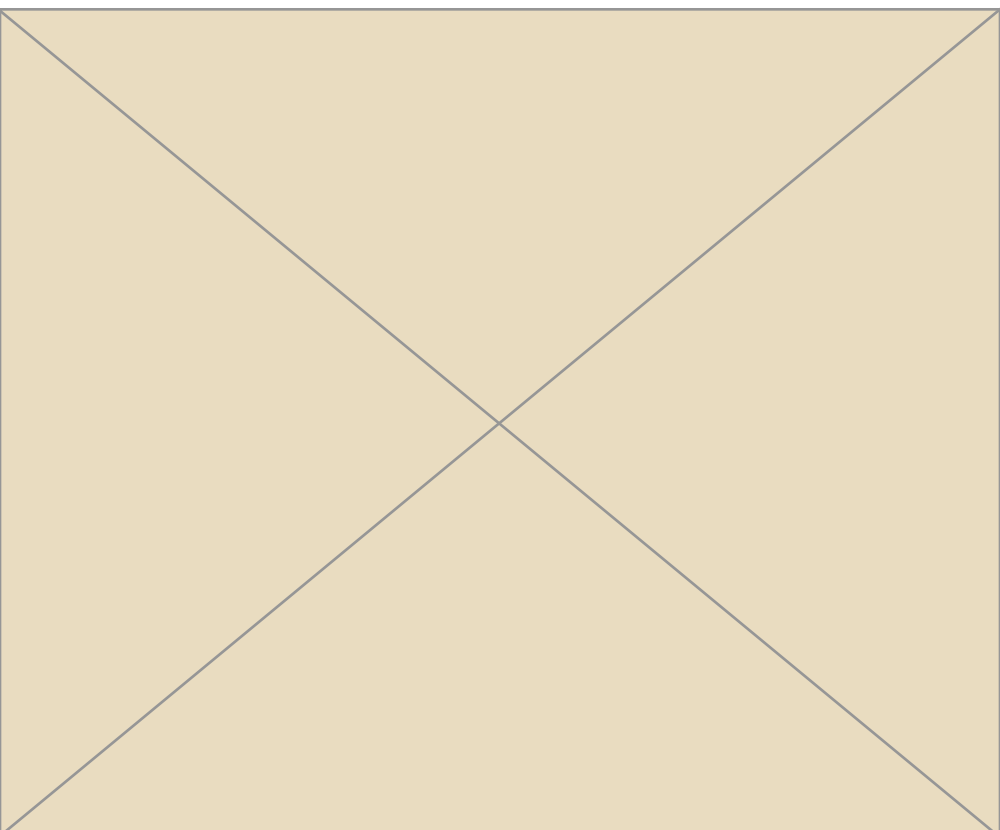
get ideas



shop

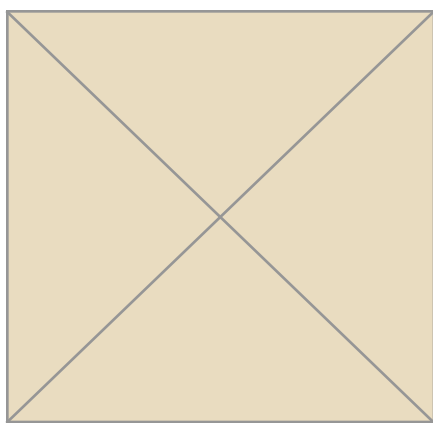
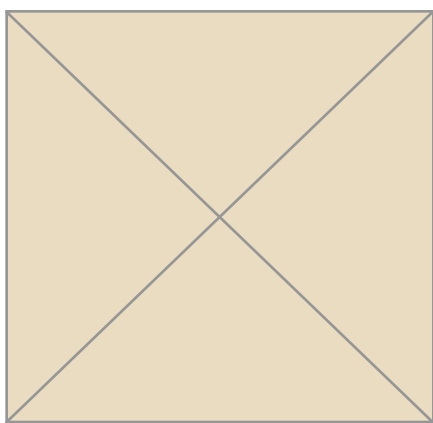
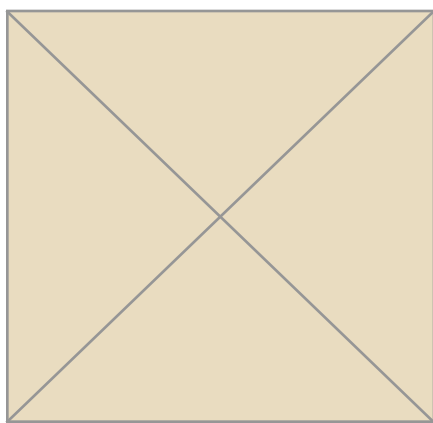
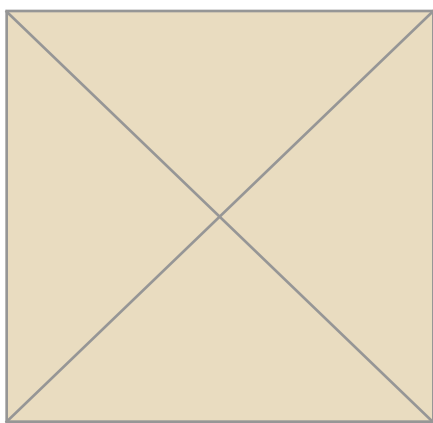
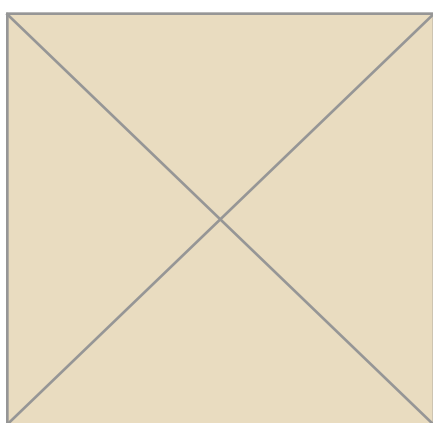
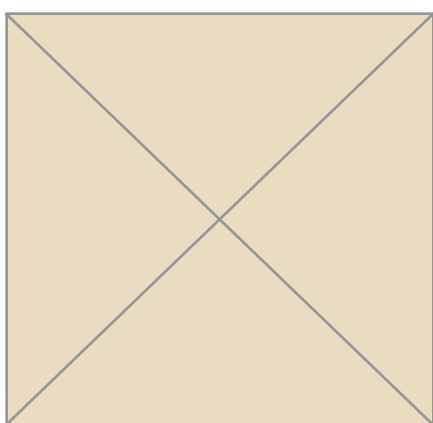


favorites



Visit

Similar



search



get ideas



shop



favorites



www.paulamolina.net



Etsy

Sell

Sign in



Search for items or shops



Custom
Bohemian Boho...

TheTrashySide

★★★★★ (165)

€137.94



**This shop is taking a short
break.** Want to know when
they return?

[Sign up for Updates](#)

You may also like



search



get ideas



shop



favorites



– 3 +



€5.45



– 3 +



€5.45



– 3 +



€5.45



– 3 +



€5.45



– 3 +



€5.45

€50







[Redacted text block]

[Redacted text block]

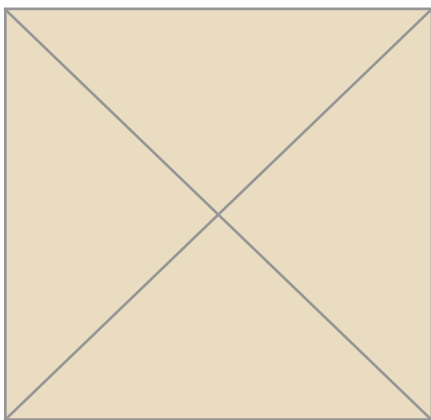
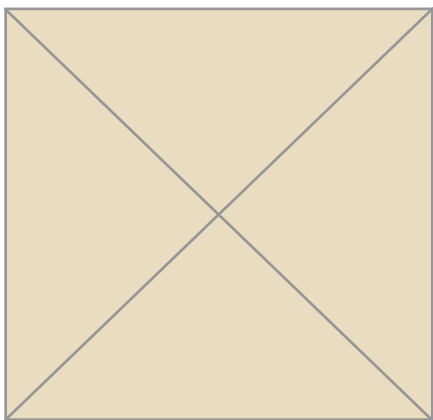
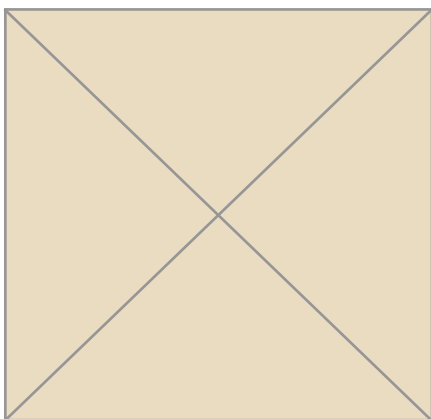
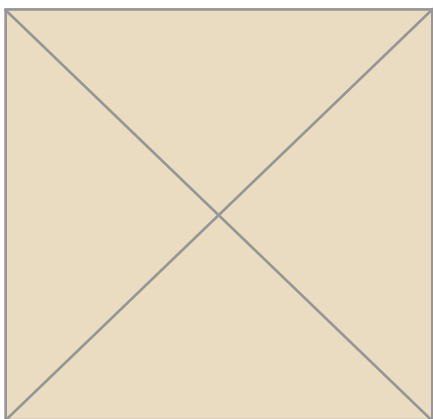
[Redacted text block]





List

Categories



search



get ideas



shop

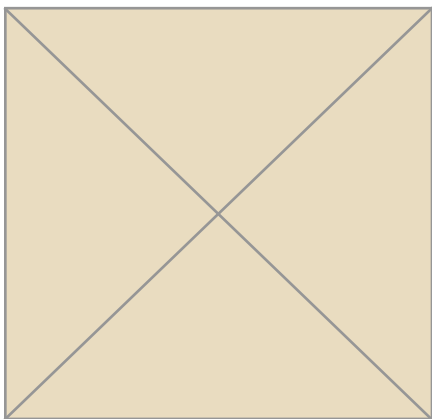
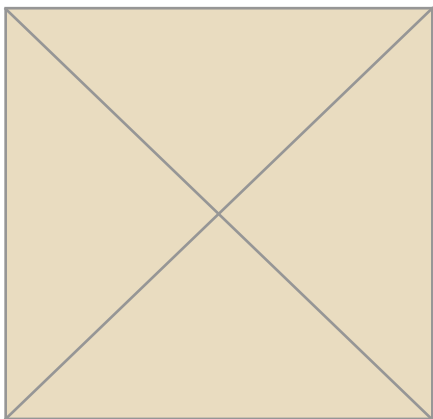
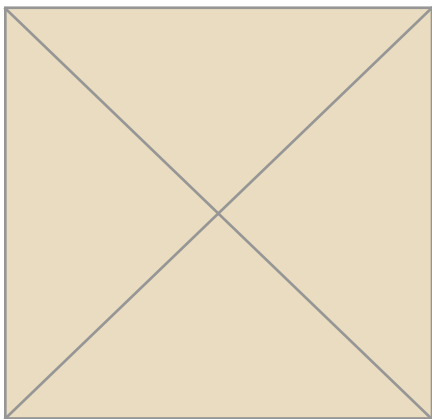
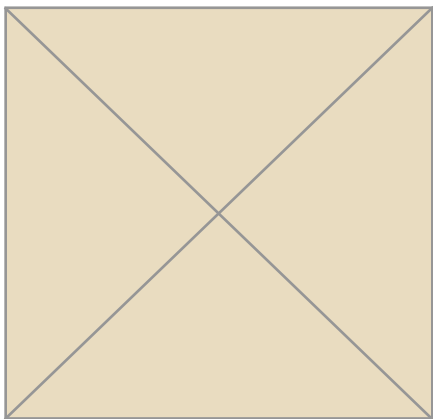


favorites



List

Categories



search



get ideas



shop

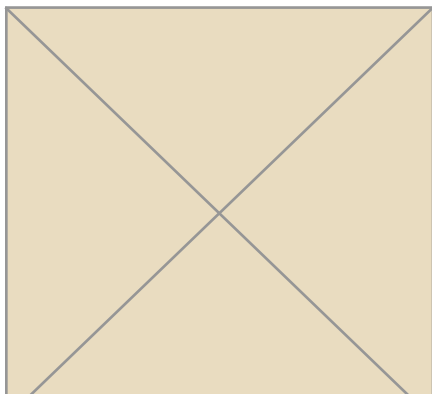
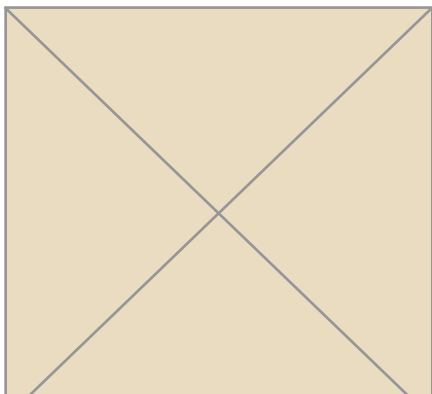
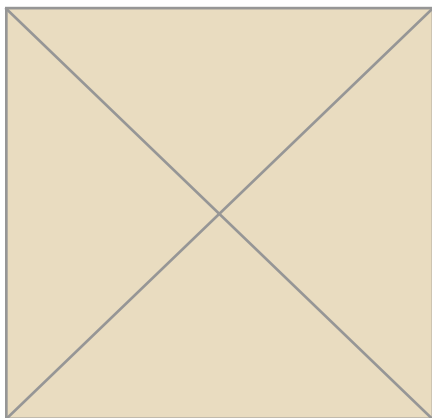
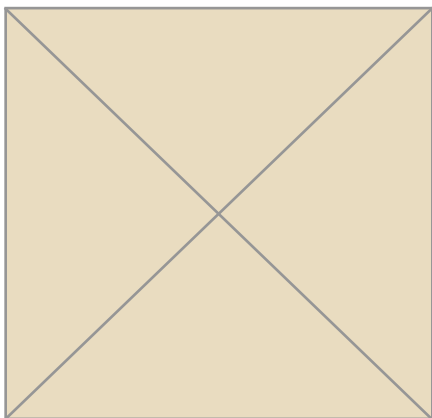
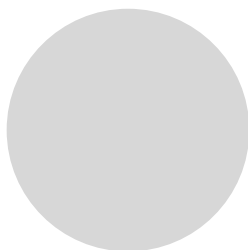


favorites



List

Categories



search



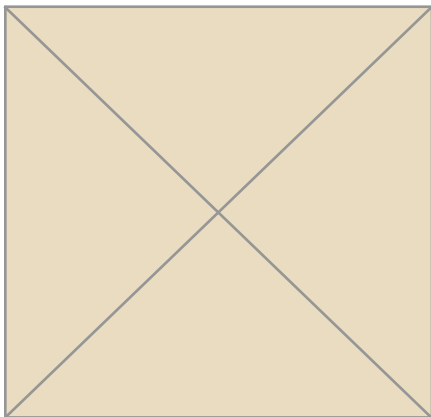
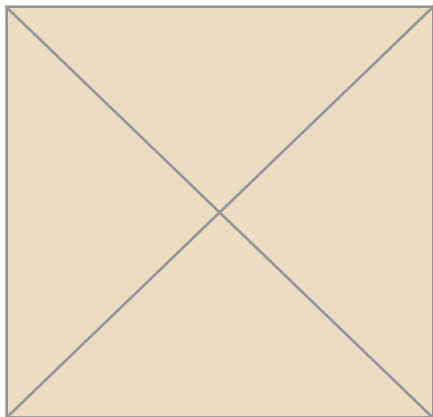
get ideas



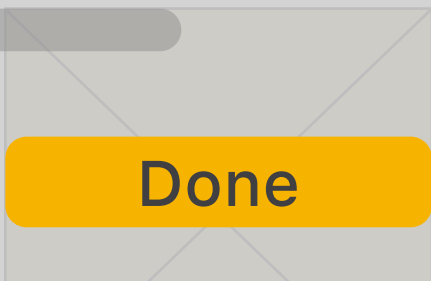
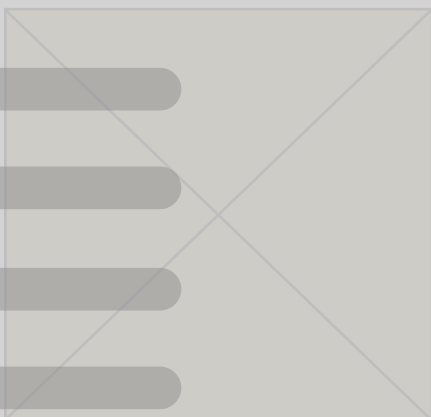
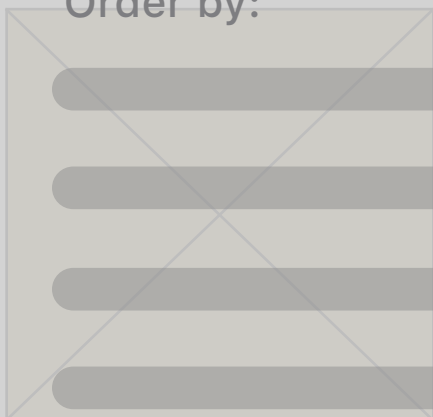
shop



favorites



Order by:



Done



search



get ideas



shop



favorites



CANCEL

- | | |
|------------------|---|
| ● Log in | > |
| ● Edit Profile | > |
| ● Settings | > |
| ● Privacy & data | > |
| ● Support | > |
| ● Log Out | ● |



search



get ideas



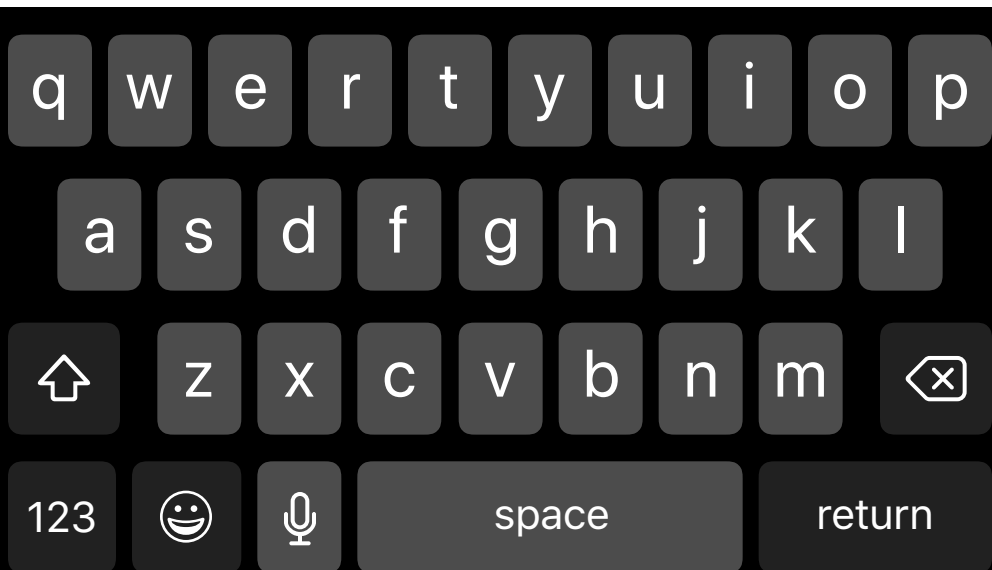
shop



favorites



CANCEL





CANCEL



login

q w e r t y u i o p

a s d f g h j k l

↑ z x c v b n m ↵

123

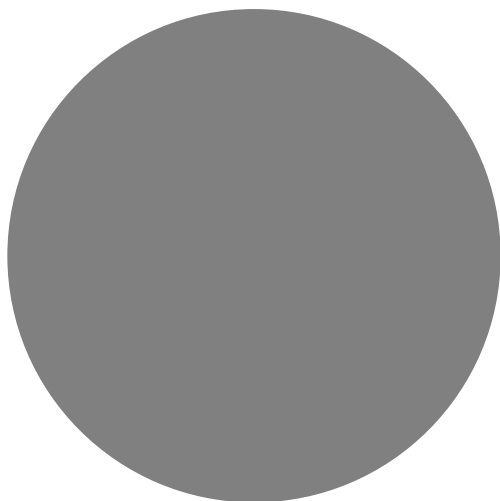


space

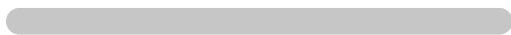
return



DONE



Deactivate account



Close account



search



get ideas



shop



favorites



DONE

Email address

Password

Country

Gender

Log Out

Deactivate account

NEXT

Cancel

Close account



search



get ideas



shop



favorites



DONE

Email address

Password

Country

Gender

Log Out

Deactivate account

Delete

Cancel

Close account



search



get ideas



shop



favorites



DONE

Search privacy



Use sites you visit



autoplay videos on mobile
data



Use partner info



search



get ideas



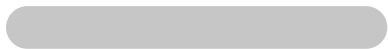
shop



favorites



Contact us



Help



search



get ideas



shop

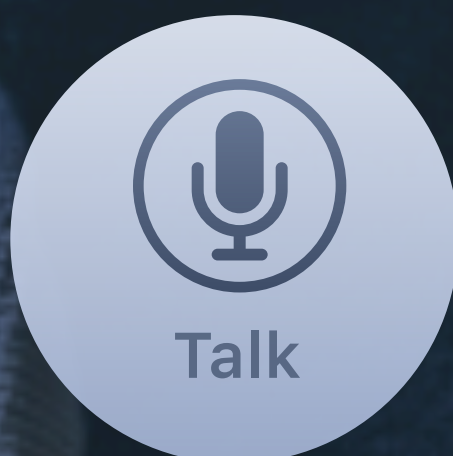


favorites

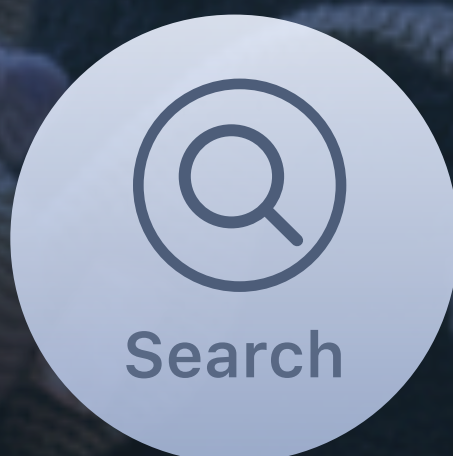


Der User kann für seine
Bastel-Projekte nach
Materialien suchen,
Materialien kaufen, und
Projekte nach Kategorien
organisieren.





Search using Siri assistance



Type your search



Search Categories



Search



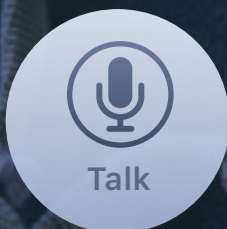
Get Ideas



Shop



Favorites



Matter 1



Matter 1



Matter 1



Matter 1



Matter 1



Matter 1



NEXT



Search



Get Ideas



Shop



Favorites



Search



CANCEL



Googly Eyes

A

Straws

B

Buttons

C

Pipe Cleaners

D

Beads

E

Paddle Pop Sticks

F

Pom Poms

G

Q-tips

H

Cotton Buds

I

Cotton Pads

J

Tissue Paper Confetti

K

Foam Stickers

L

Sequins

M

Beads – Wooden &/or Plastic

N

Yarn &/or Twine

O

Elastic Bands

P

q

w

e

r

t

y

u

i

o

p

a

s

d

f

g

h

j

k

l



z

x

c

v

b

n

m



123



space

return

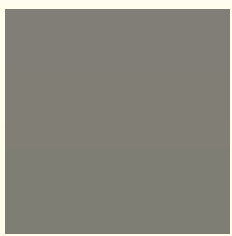
- Matter 1
- Matter 1
- Matter 1
- Matter 1

- Googly EyesA
- StrawsB
- ButtonsC
- Pipe CleanersD
- BeadsE
- Paddle Pop SticksF
- Pom PomsG
- Q-tipsH
- Cotton BudsI
- Cotton PadsJ
- Tissue Paper ConfettiK
- Foam StickersL

Item	Save	Shop
Googly Eyes	☒	
Straws	☒	
Buttons	☒	
Pipe Cleaners	☒	
Beads	☒	
Paddle Pop Sticks	☒	
Pom Poms	☒	
Q-tips	☒	
Cotton Buds	☒	

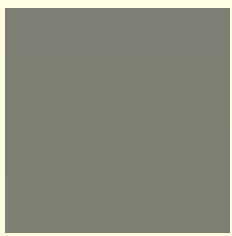
NEXT





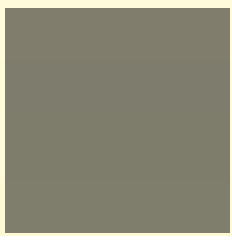
— 3 +

€5.45



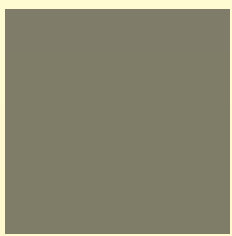
— 3 +

€5.45



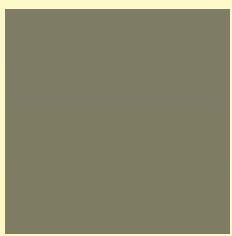
— 3 +

€5.45



— 3 +

€5.45



— 3 +

€5.45

€50

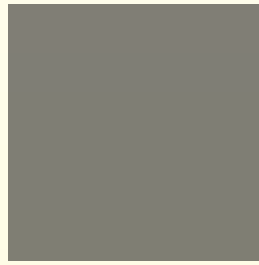
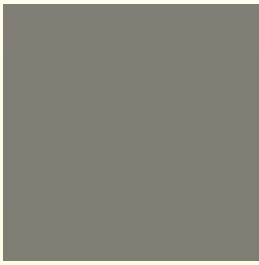
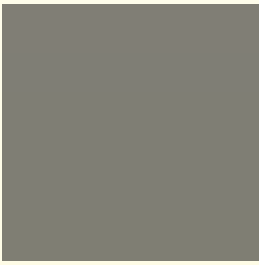
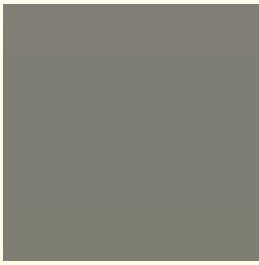
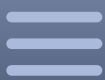
NEXT >



Search



CANCEL



[Grey rounded rectangular placeholder]

[Two horizontal grey rectangular placeholders]

[Grey rounded rectangular placeholder]

[Two horizontal grey rectangular placeholders]

[Grey rounded rectangular placeholder]

[Two horizontal grey rectangular placeholders]

NEXT



Search



Get Ideas



Shop



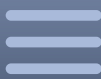
Favorites



Search



CANCEL



[Placeholder text block]

[Placeholder text block]

[Placeholder text block]

FINISH



Search



Get Ideas

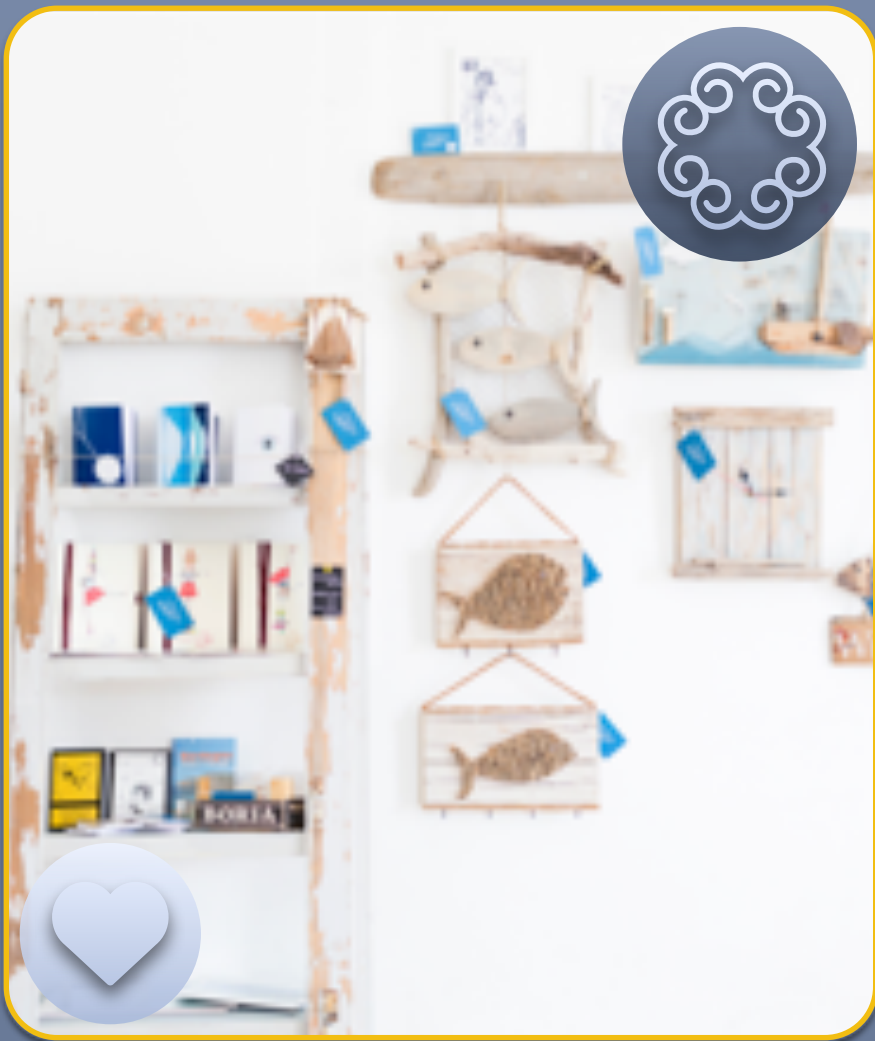


Shop



Favorites

Get Ideas



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...





Search



Poymer clay cookies

These adorable little cookies are made using polymer clay and include a jump ring for you to accessorize with.

Preparation: 2h

Time: 2h

Dificulty: Medium

www.pinterest.com

Visit

Similar Crafts



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay



Search



Get Ideas



Shop



Favorites



www.paulamolina.net



Etsy

Sell

Sign in



Search for items or shops

Custom
Bohemian Boho...

TheTrashySide

★★★★★ (165)

€137.94



This shop is taking a short break. Want to know when they return?

[Sign up for Updates](#)

You may also like



Search



Get Ideas



Shop



Favorites



Search



Fabric



Decorative



Fashion



Paper



Functional



Recycle



Search



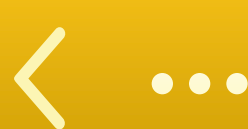
Get Ideas



Shop



Favorites



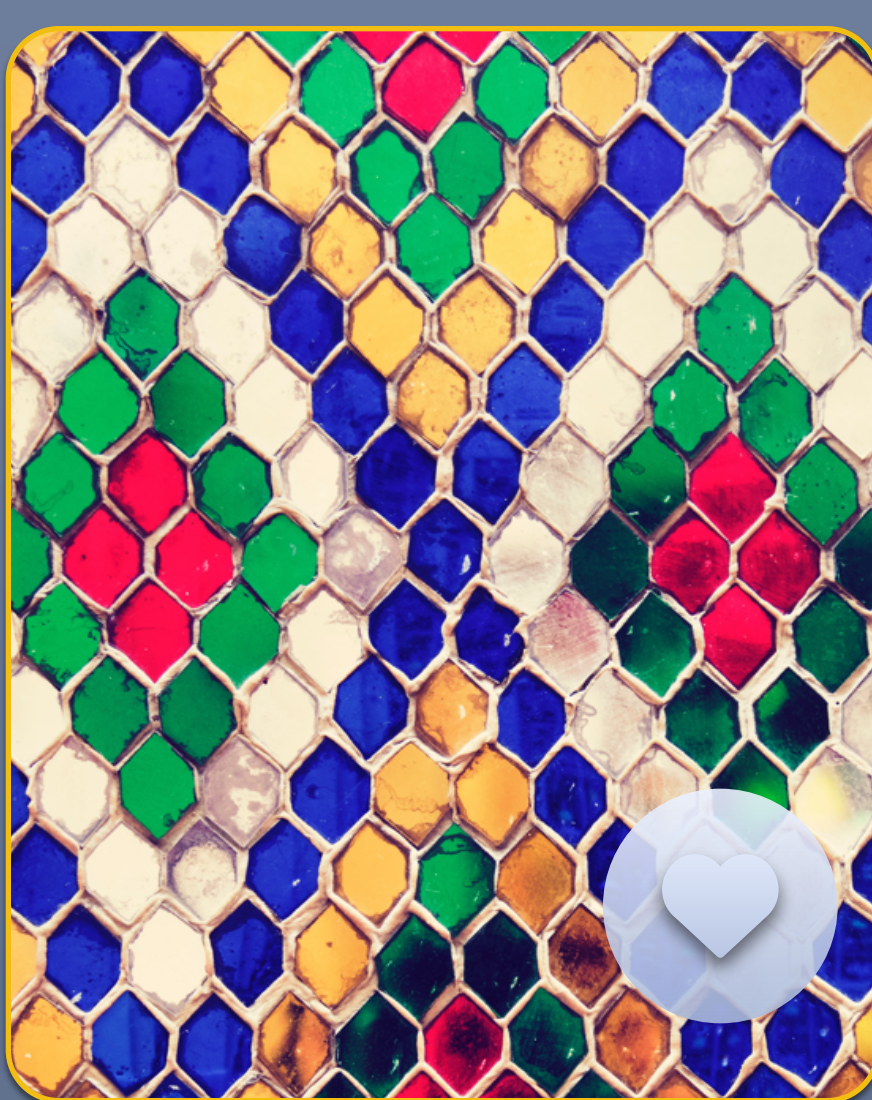
Search



Crafts



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Search



Get Ideas



Shop



Favorites



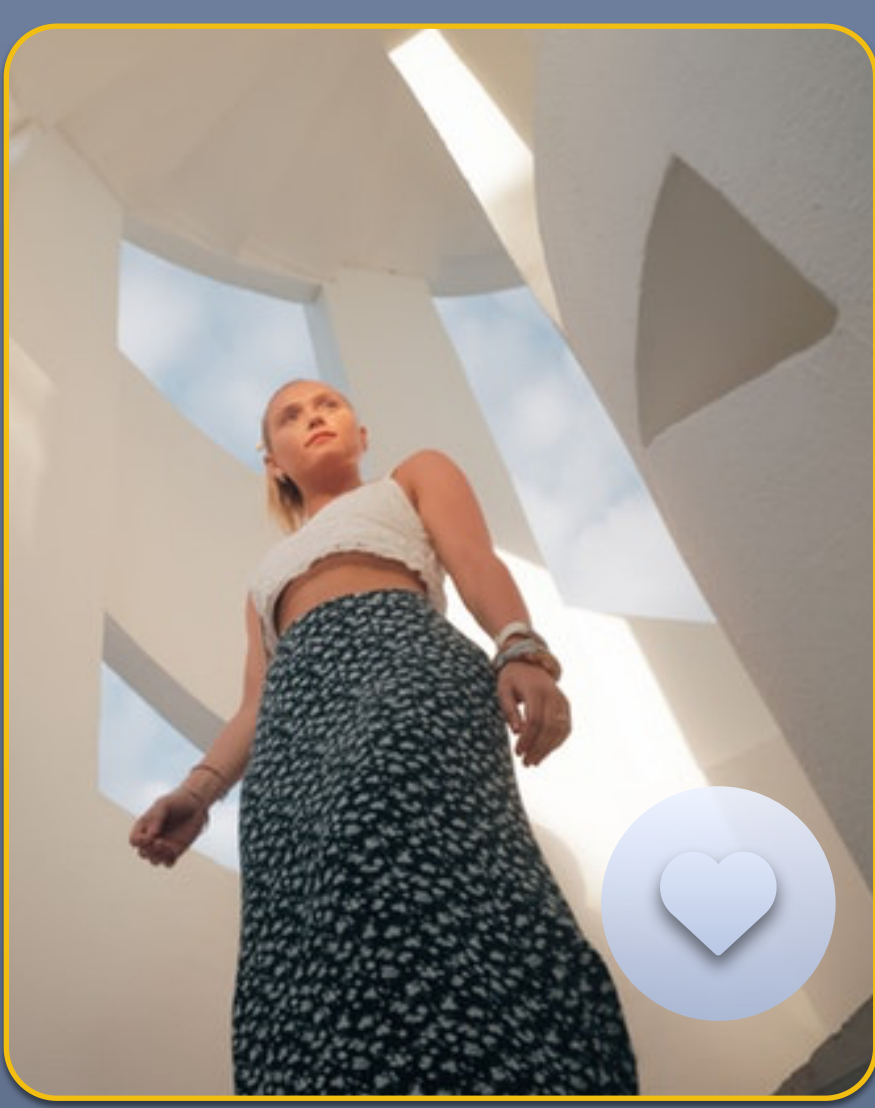
Search



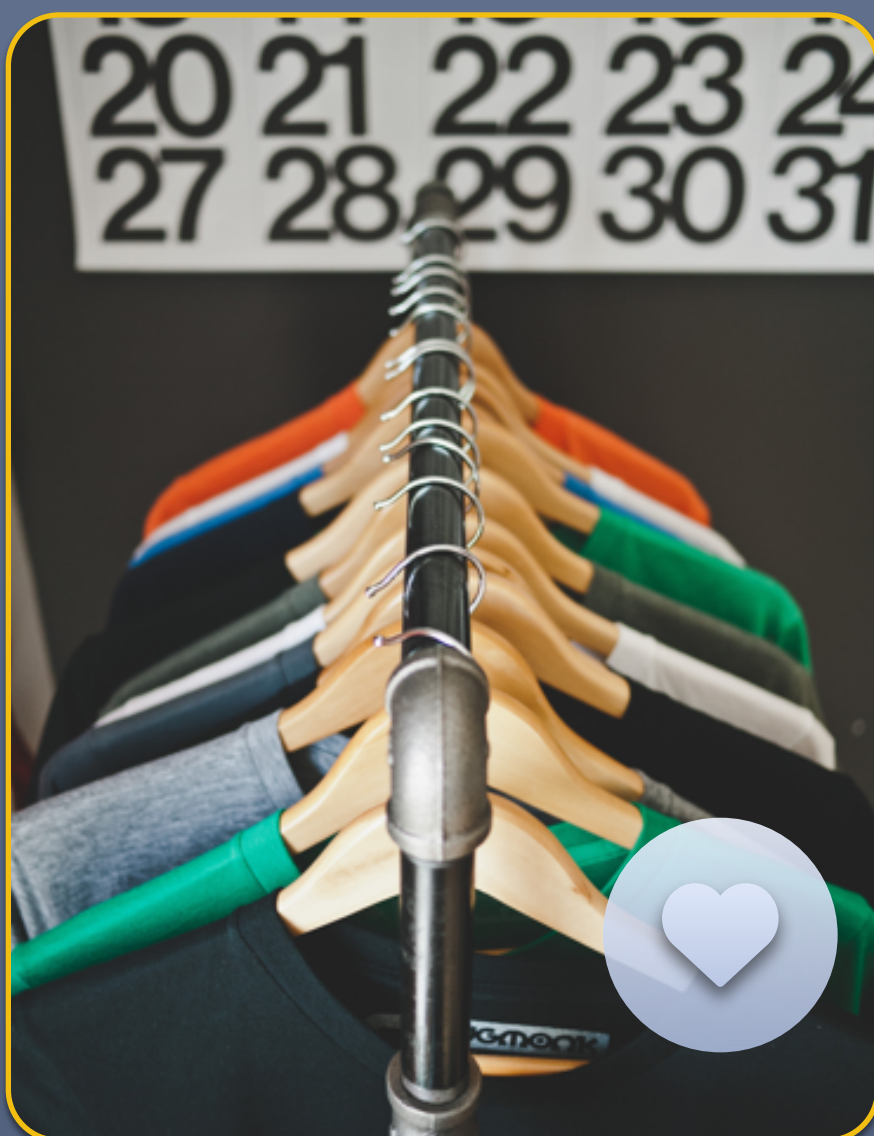
Crafts



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



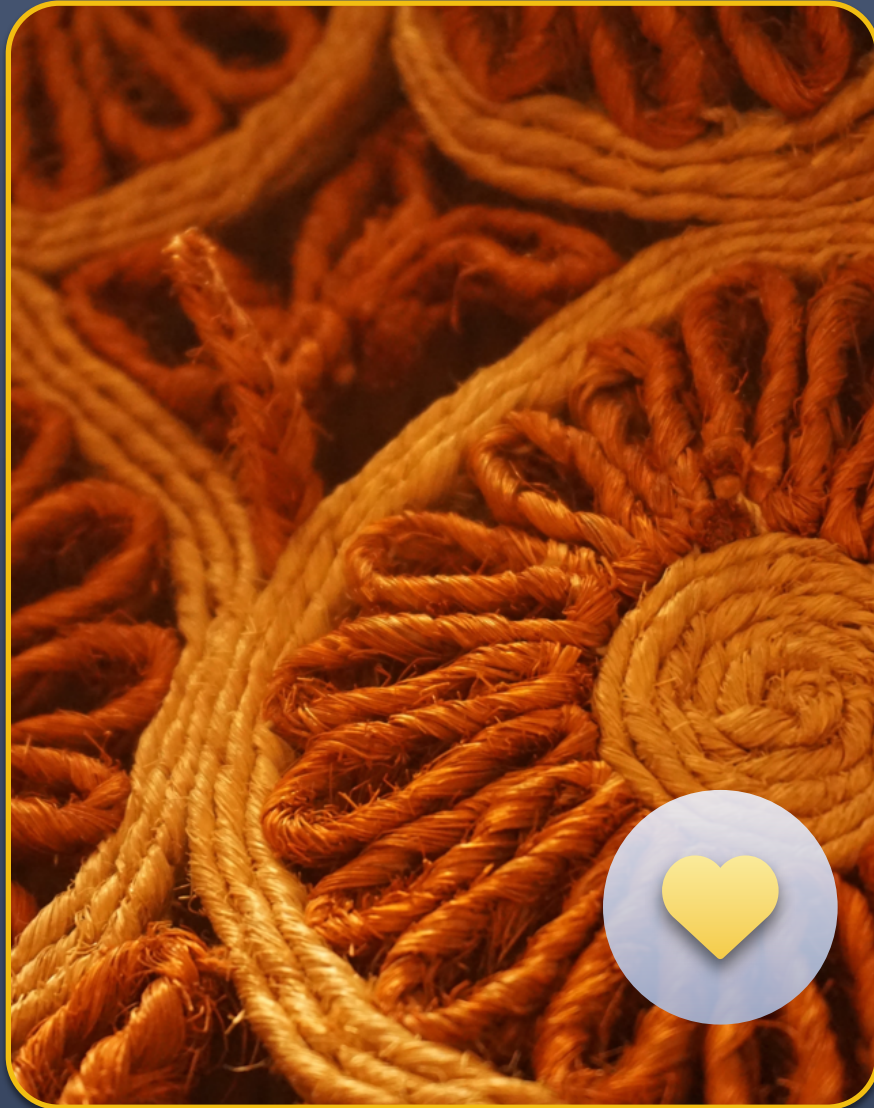
Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Search



Get Ideas



Shop



Favorites



Search



Categories



List



Recycle

134 Items



Costum

134 Items



Functional

134 Items



Fashion

134 Items



Decorative

134 Items



Paper

134 Items



Search



Get Ideas



Shop



Favorites



Search



Categories



List



Crafts



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Search



Get Ideas



Shop



Favorites



Search



Categories



List



Crafts



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Search



Get Ideas



Shop



Favorites



Search



List



Categories



Crafts



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Bird Polimer Clay inspiration. North...



Search



Get Ideas



Shop



Favorites



General

CANCEL

- Log in >
- Edit Profile >
- Privacy & data >
- Support >
- Log Out >



Search



Get Ideas



Shop



Favorites



Sign up

CANCEL

Add Email

Add password

SIGN UP



Search



Get Ideas



Shop



Favorites

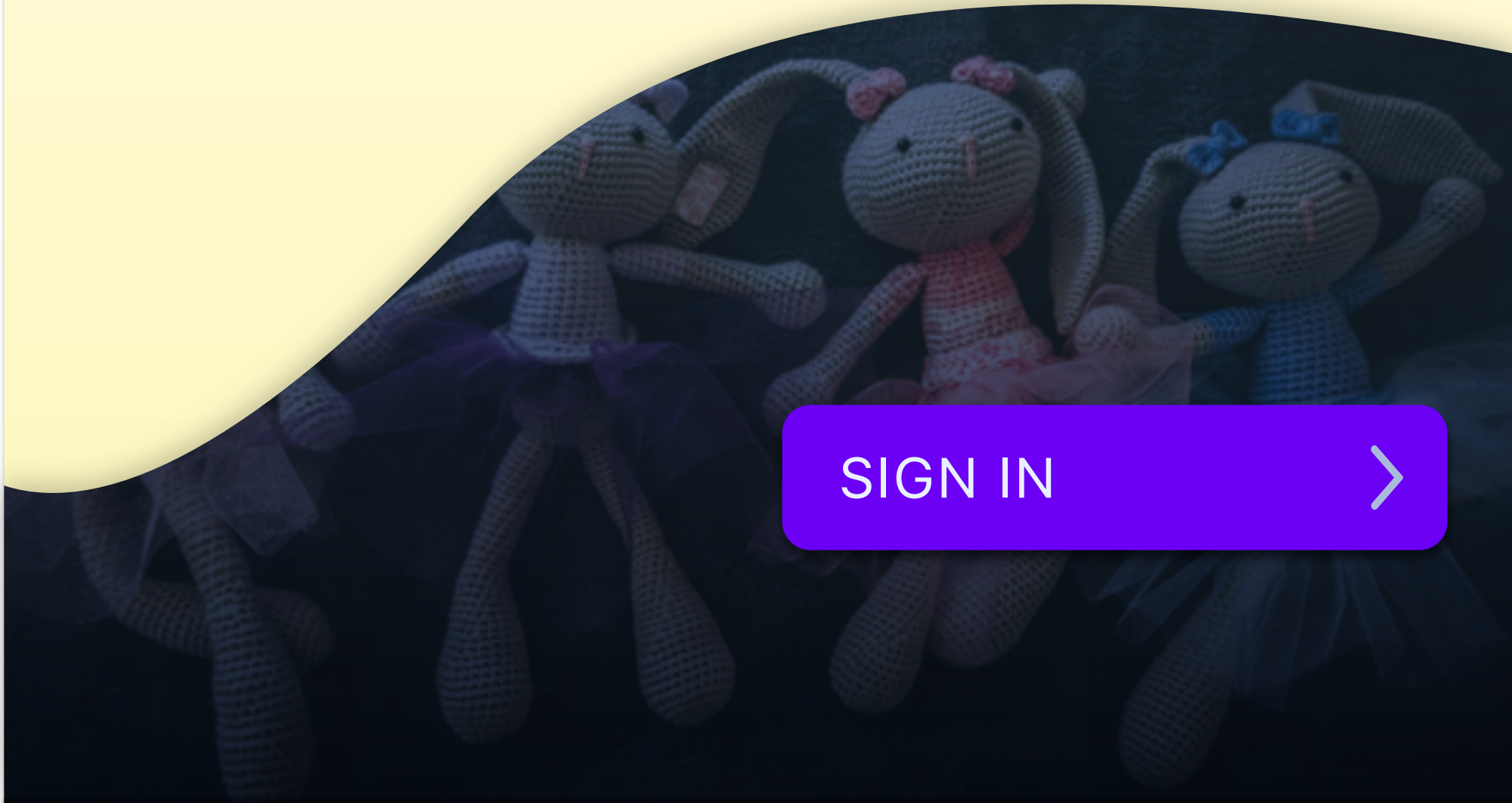


Sign in

CANCEL

Email

Password



SIGN IN >



Search



Get Ideas



Shop



Favorites



Name:
Monica Brawn

Email:
monica@brawn.com

Password:

Gender:
Female

Location/Language:
Germany/English



Deactivate Account

Close Account





Privacy & Data



Search privacy



Use sites you visit



Auto play videos on mobil
data



Use partner info



Search



Get Ideas



Shop



Favorites



Contact us:

email us: support@email.com

Call us:

Telephone: +001 234 5435

web:

www.craftmatters.com



Search



Get Ideas



Shop

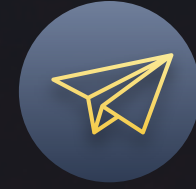


Favorites



Der User kann für seine
Bastel-Projekte nach
Materialien suchen,
Materialien kaufen, und
Projekte nach Kategorien
organisieren.





Der User kann für seine Bastel-Projekte nach Materialien suchen, Materialien kaufen, und Projekte nach Kategorien organisieren.



