

# 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

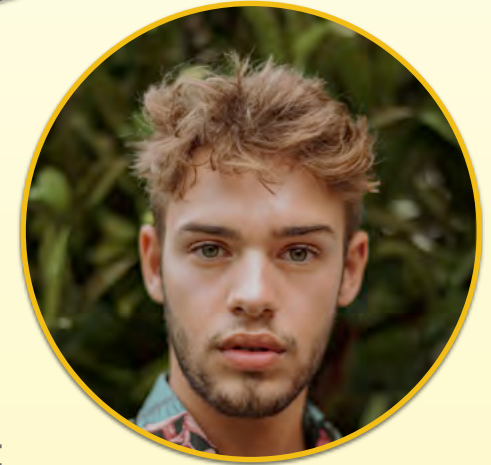
Arbeit: Teilzeit in einer Galerie

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

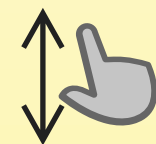
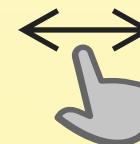
Hamburger Menü: Es ist für die generellen Einstellungen der App.

## 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



Poymer clay cookies

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

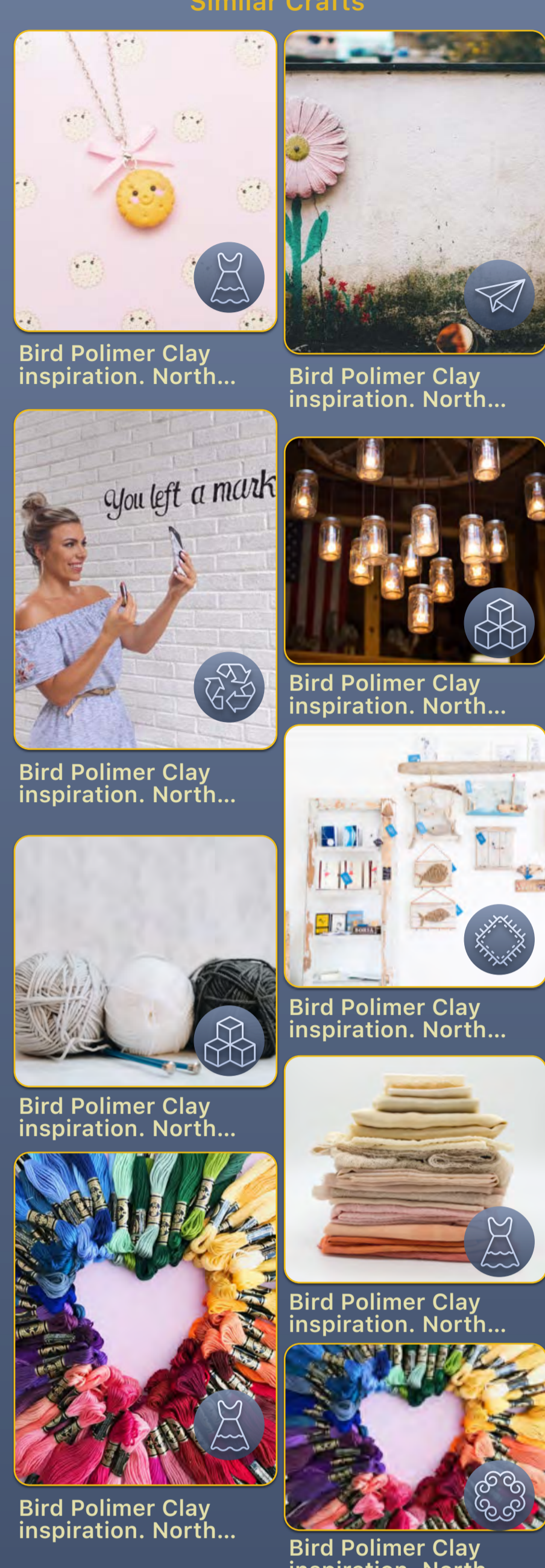
Preparation: 2h

Time: 2h

Difficulty: Medium

www.pinterest.com

Similar Crafts



Bird Polimer Clay inspiration. North...

Bird Polimer Clay inspiration. North...

Bird Polimer Clay inspiration. North...

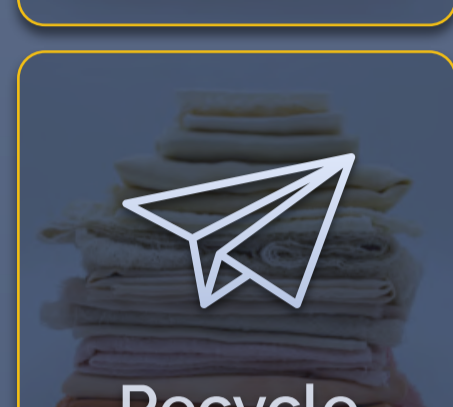
Bird Polimer Clay inspiration. North...

Bird Polimer Clay inspiration. North...

Bird Polimer Clay inspiration. North...

Bird Polimer Clay inspiration. North...

Bird Polimer Clay inspiration. North...



Matter 1

Categories

Deactivate Account

CANCEL

NEXT

Visit



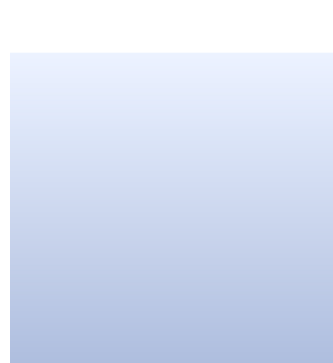
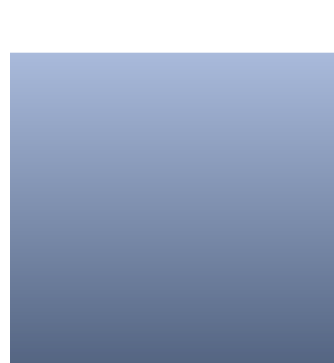
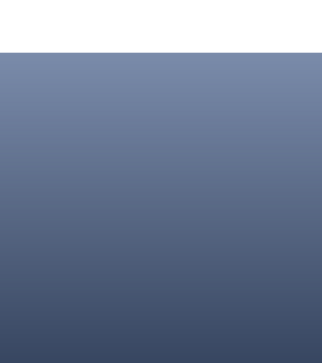
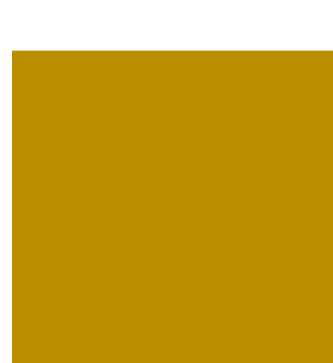
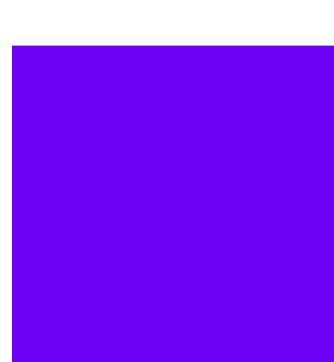
H1 Headline

H2 Headline

H3 Headline

H4 Headline

H5 Headline



Body

Matter 1



List Hamburger 16px 28line medium

List List List List List List List

Subtitle 2 Body 16px

Subtitle 2 Body 16px

Subtitle 2 Body 16px



H1 Headline

H2 Headline

H3 Headline

H4 Headline

H5 Headline





search



get ideas



shop

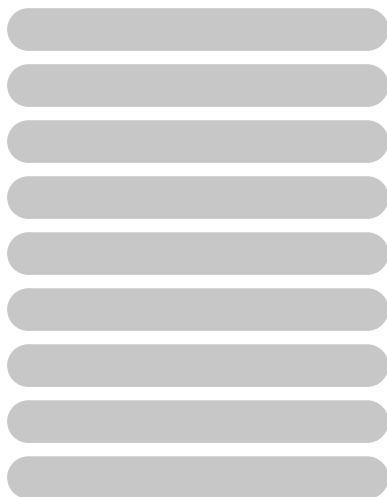


favorites





## Voice Control Ingredients list



search



get ideas



shop

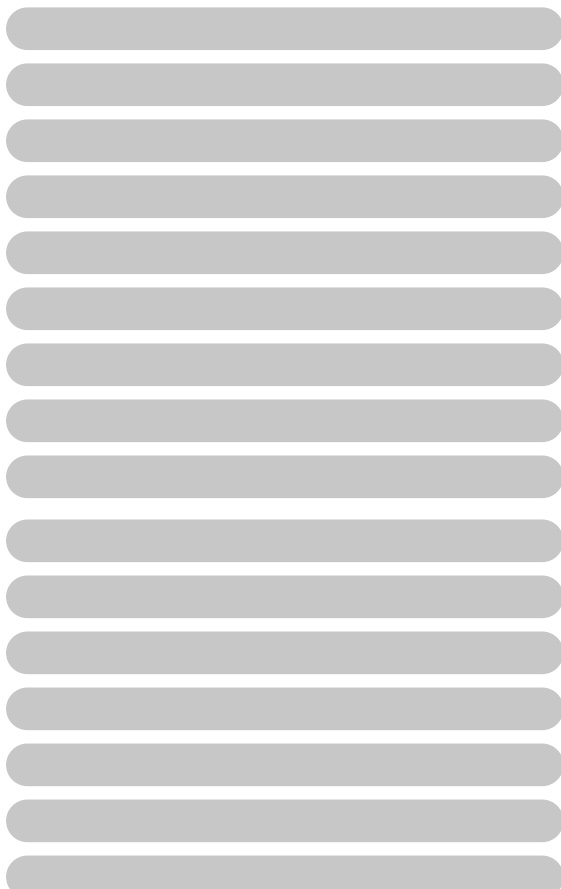


favorites

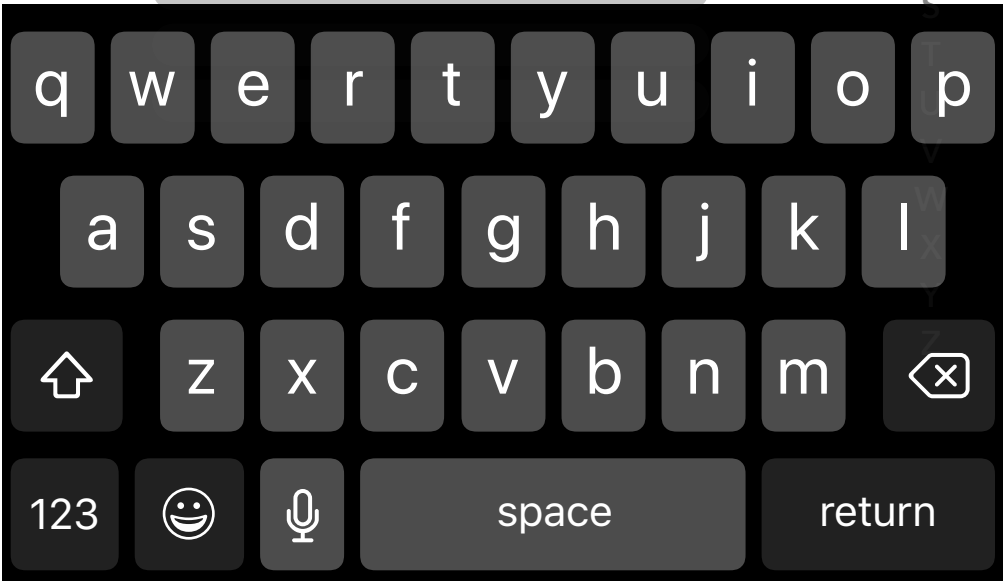


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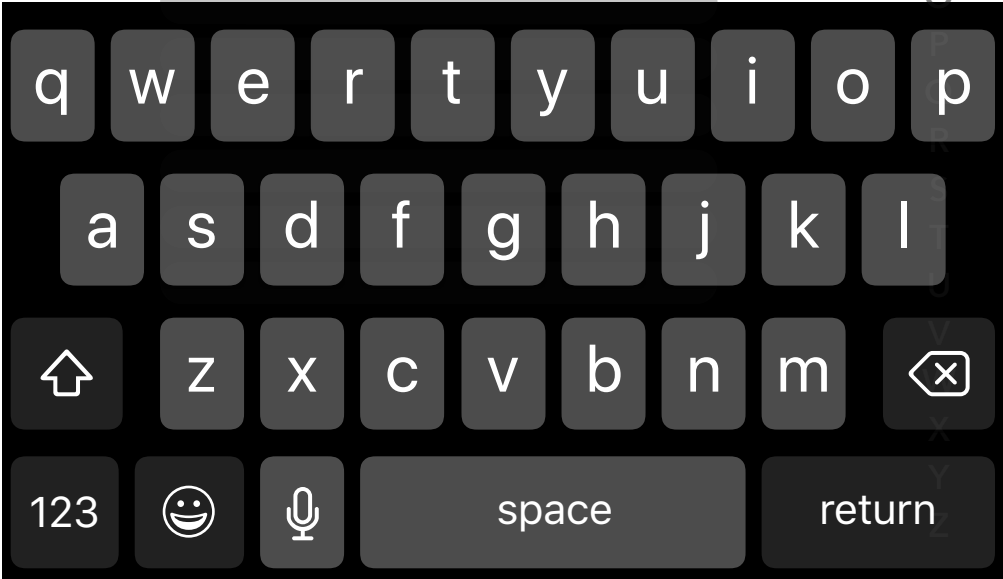
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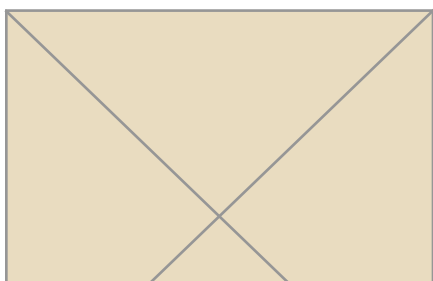
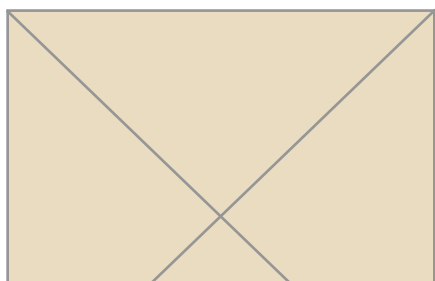
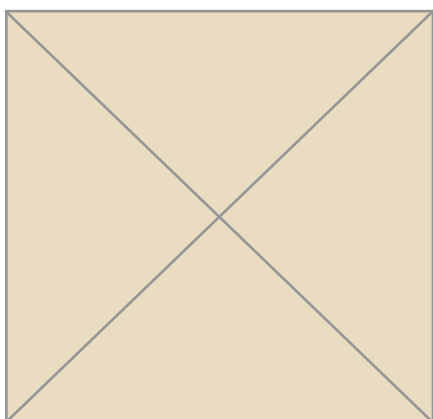
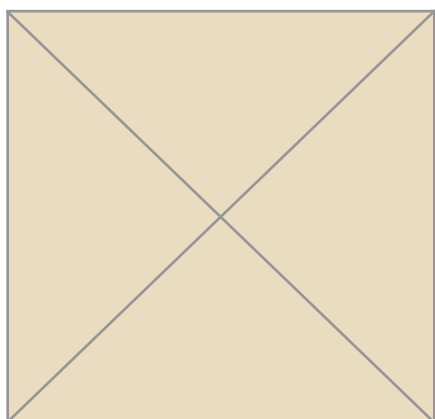
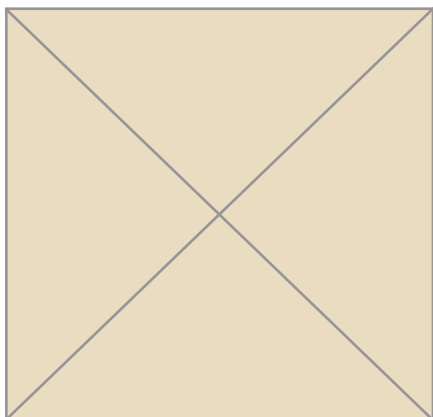
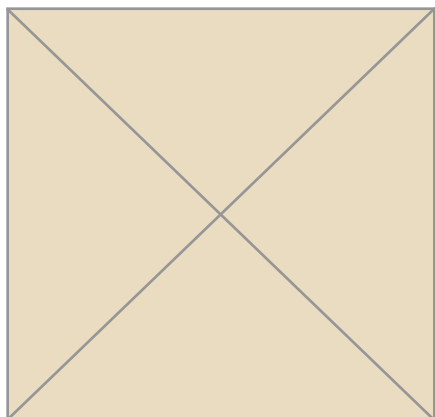
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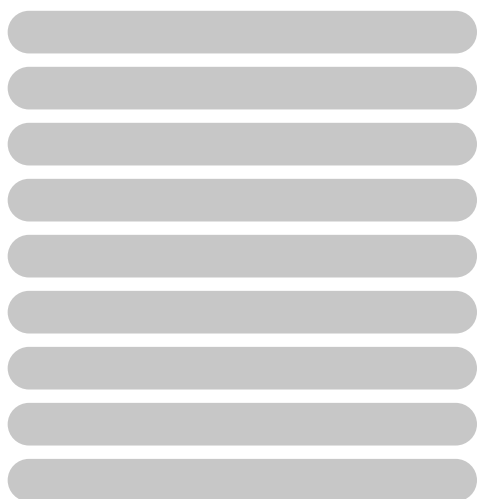
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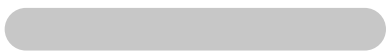
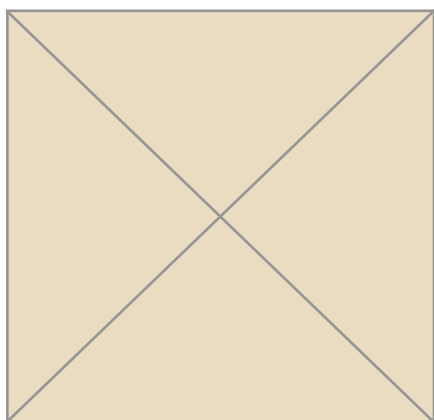
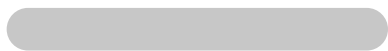
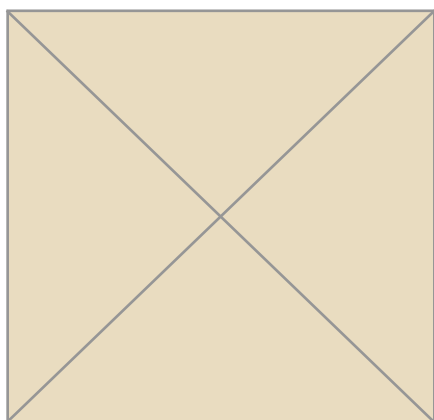
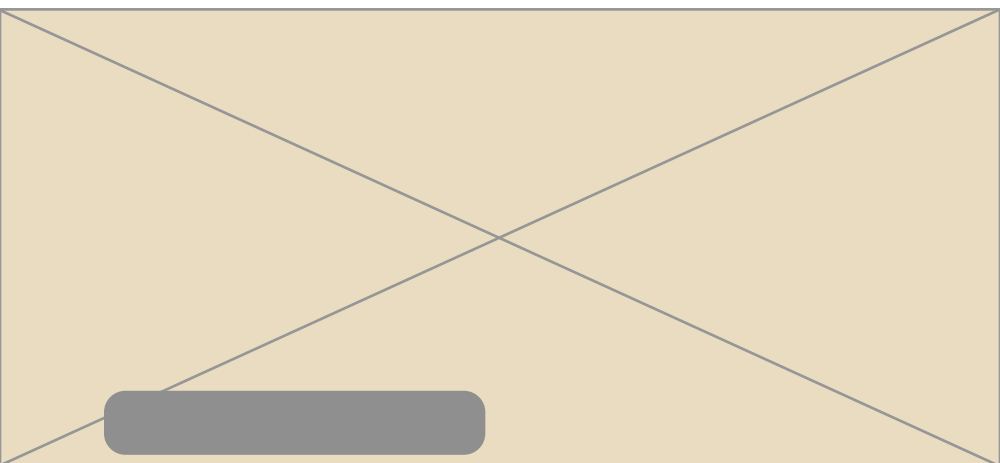
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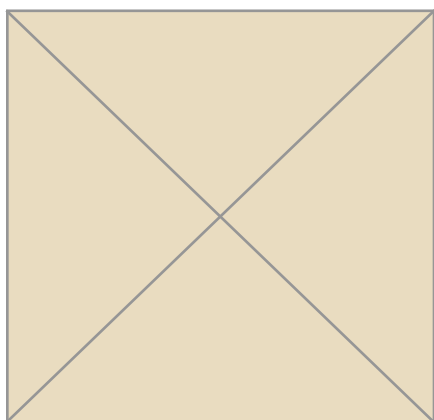
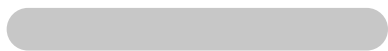
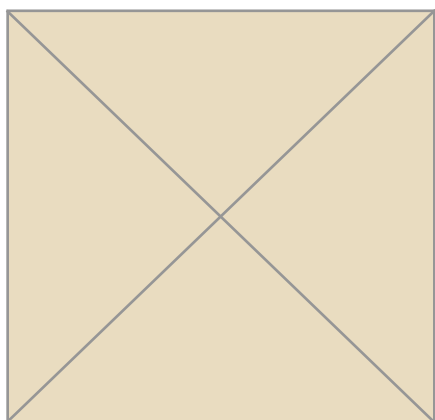
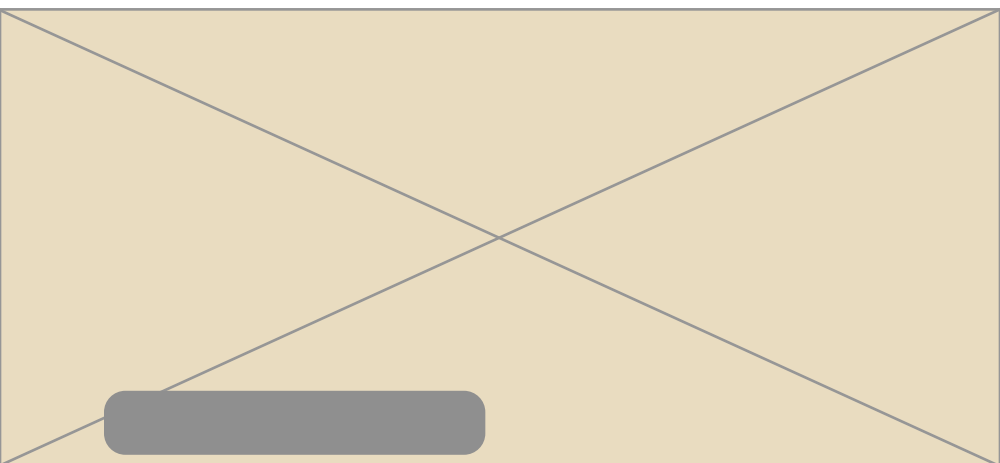
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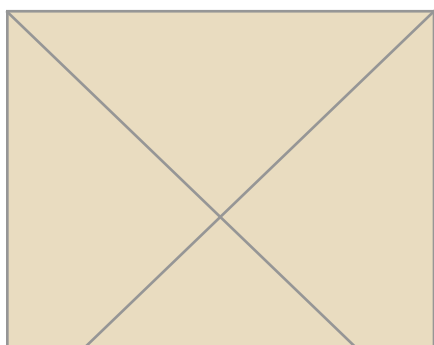
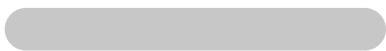
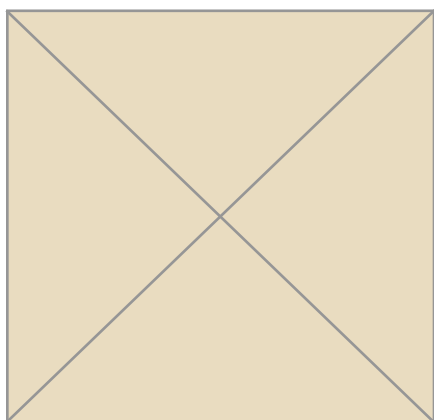
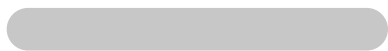
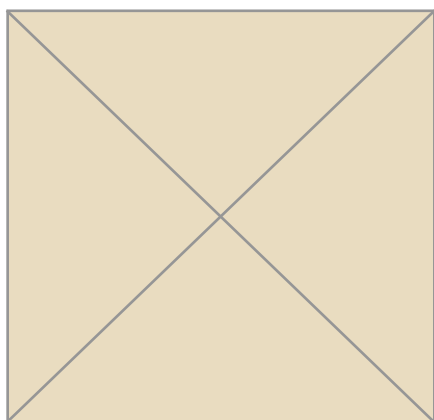
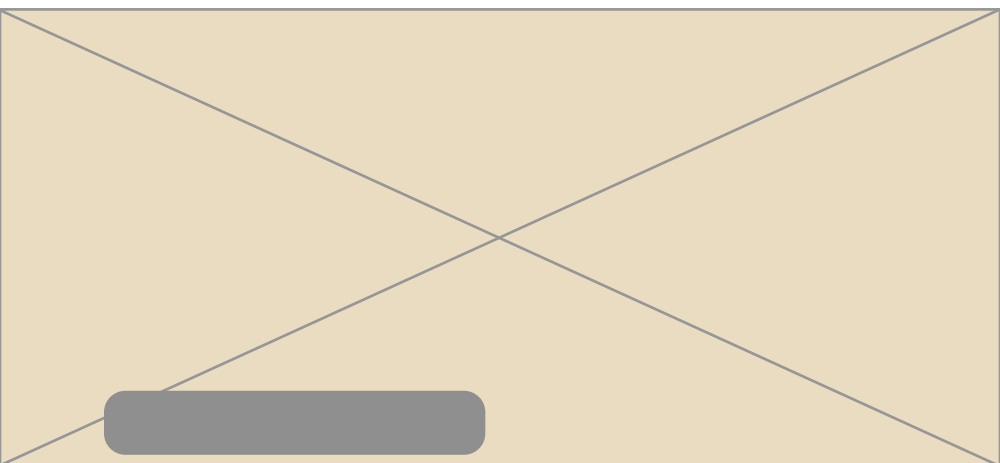
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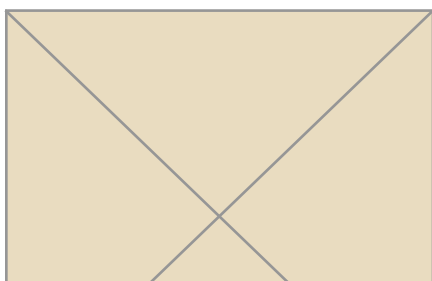
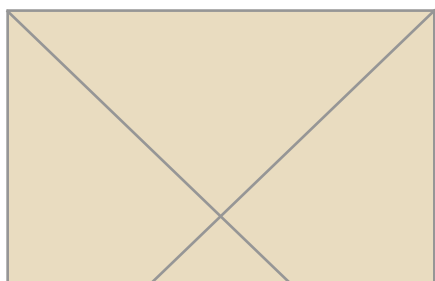
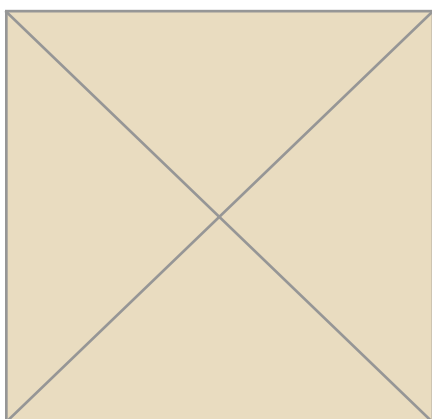
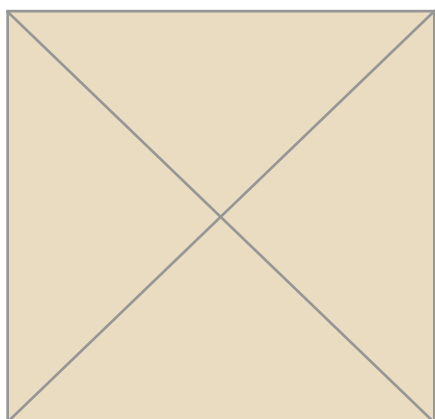
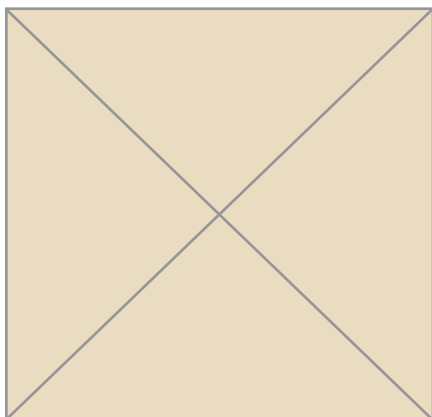
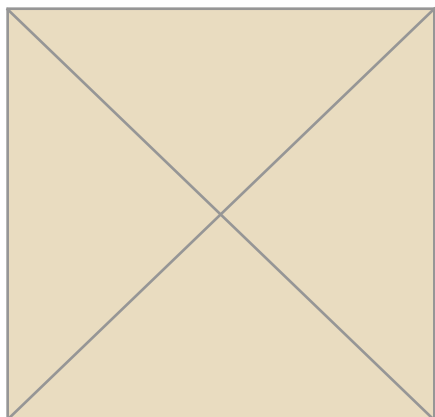


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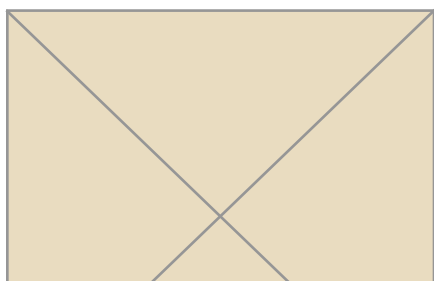
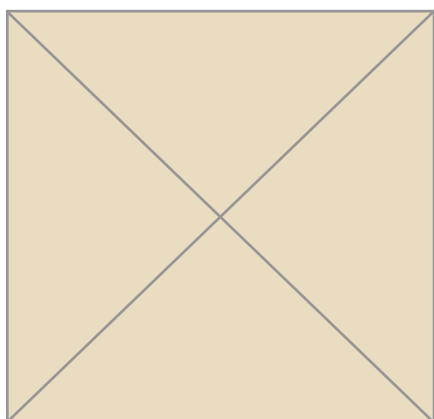
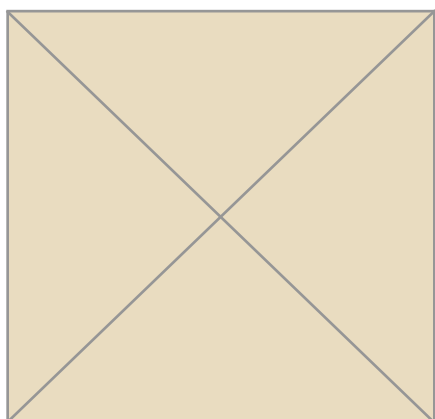
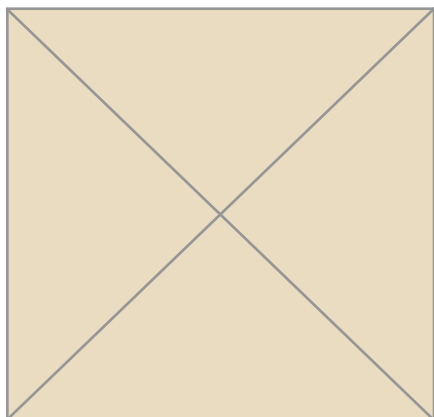
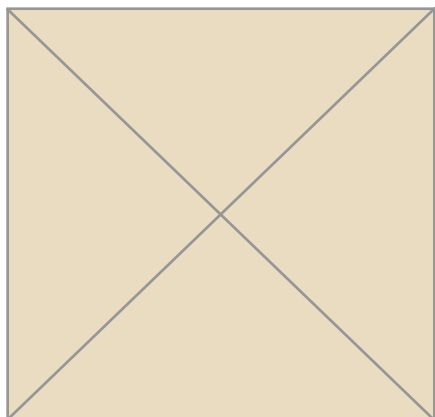
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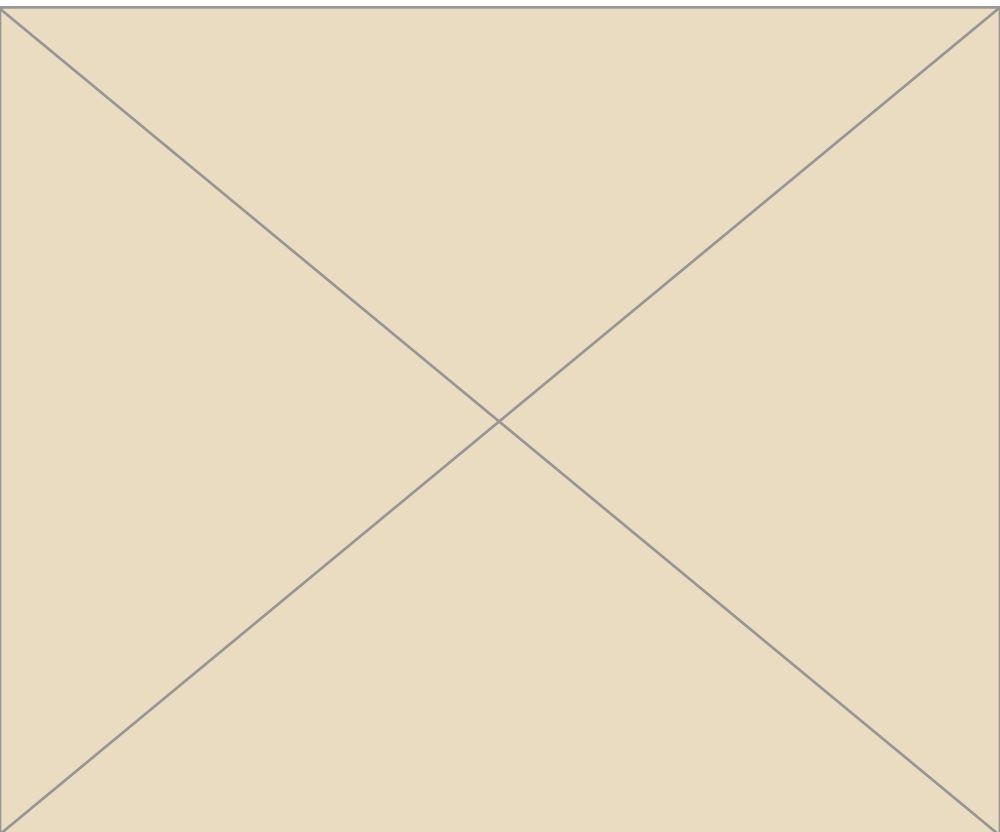
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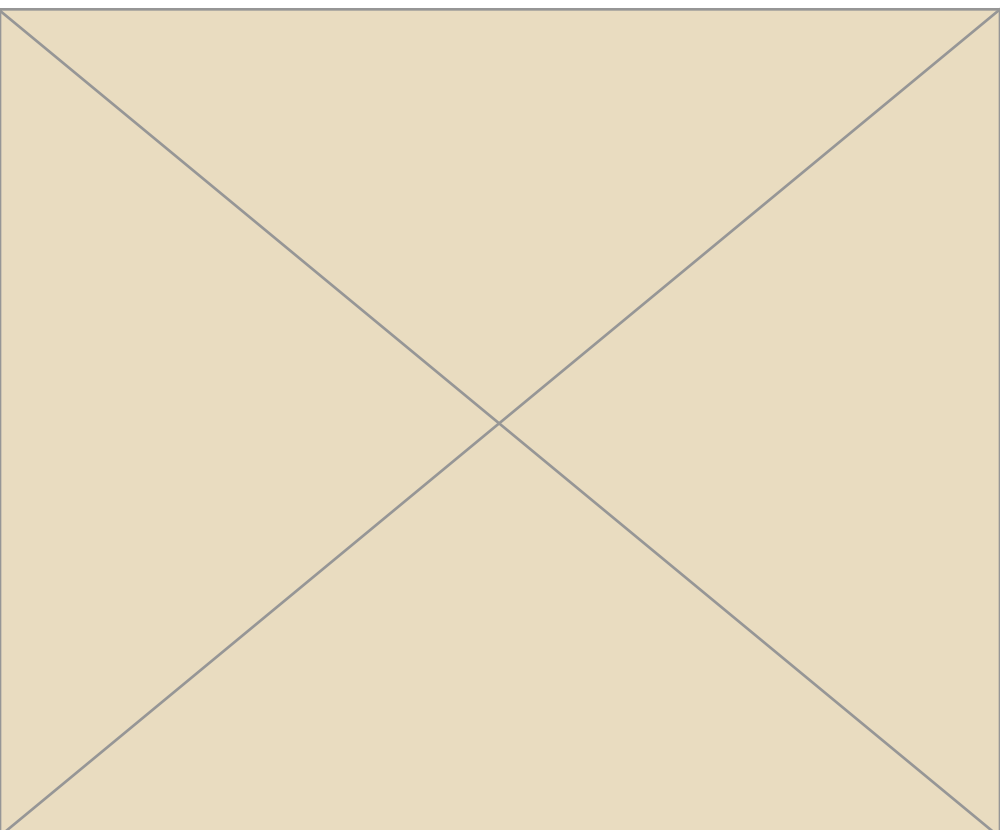
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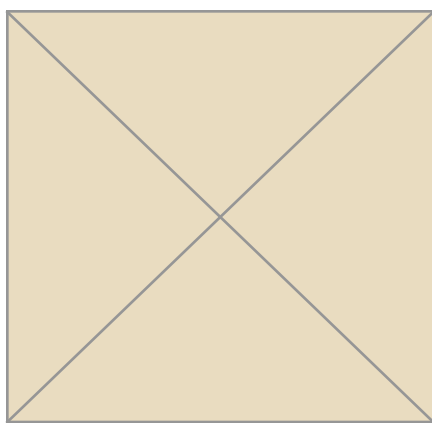
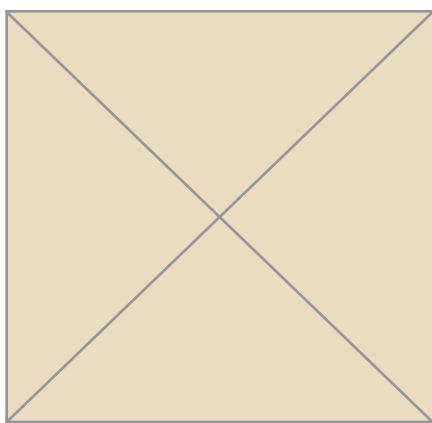
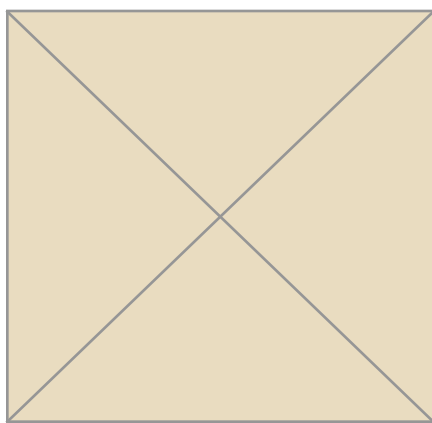
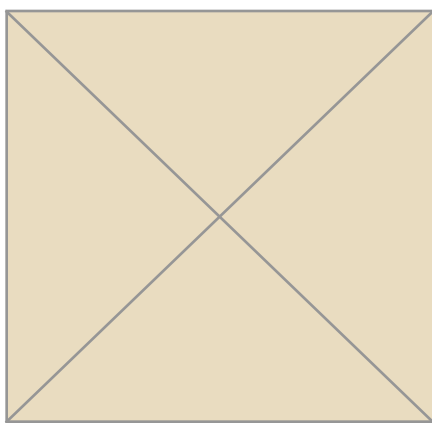
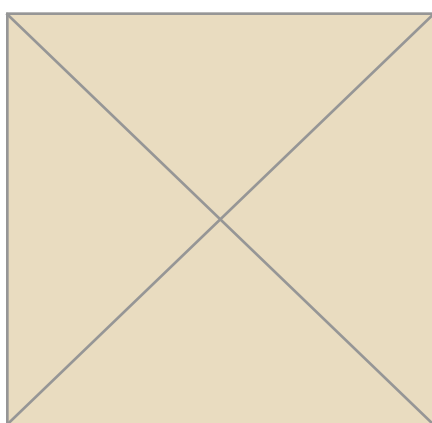
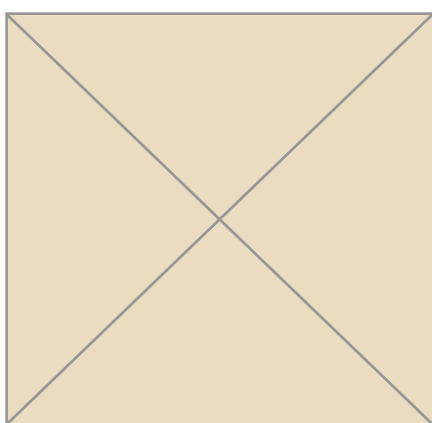


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★★★★★ (165)

€137.94



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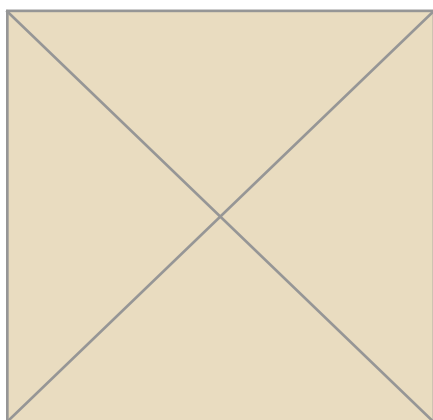
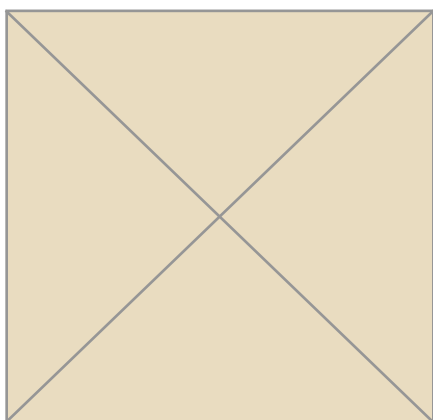
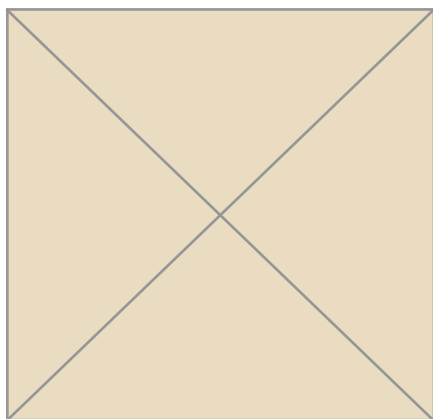
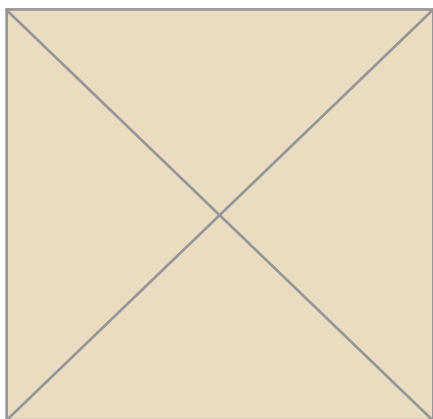






List

Categories



search



get ideas



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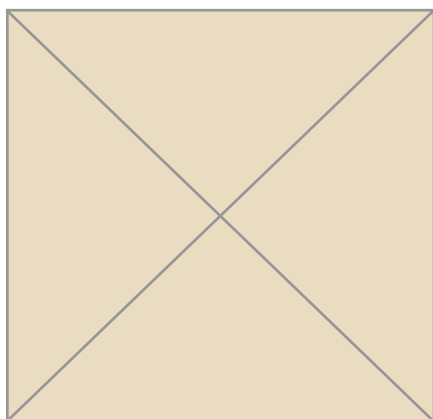
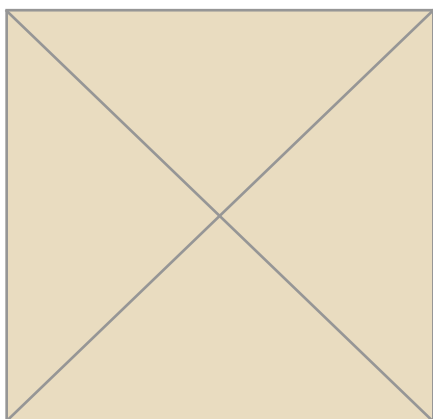
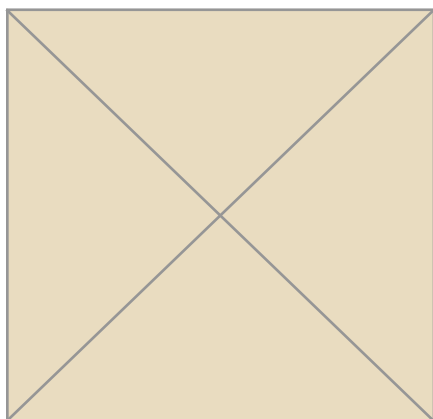
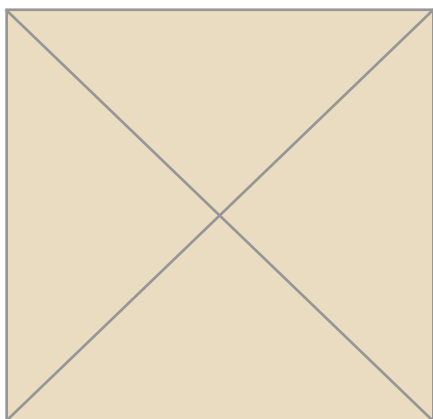


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List

Categories



search



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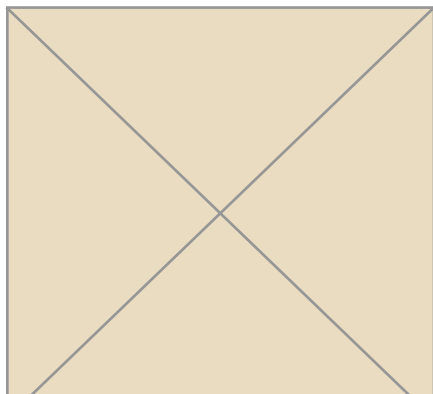
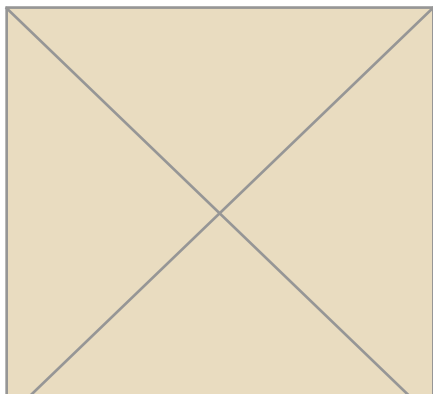
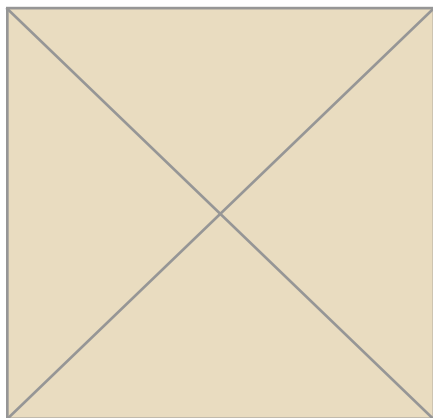
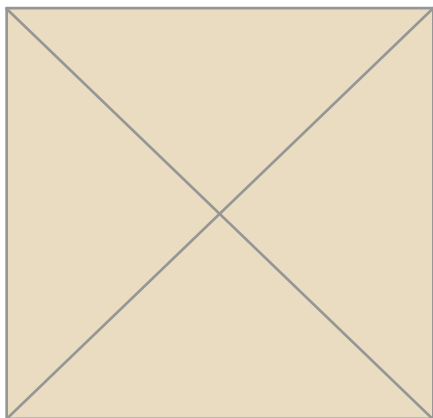
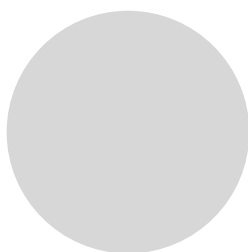


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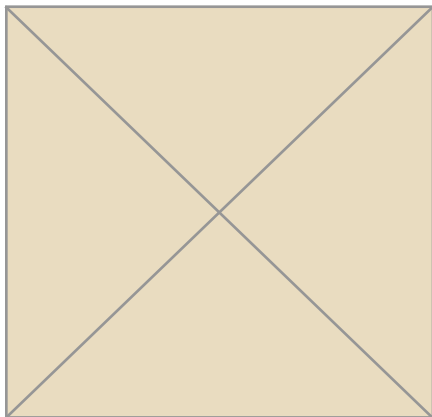
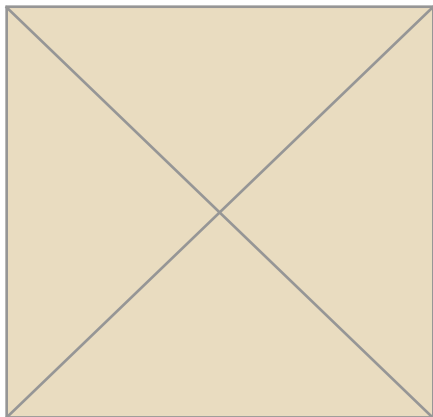
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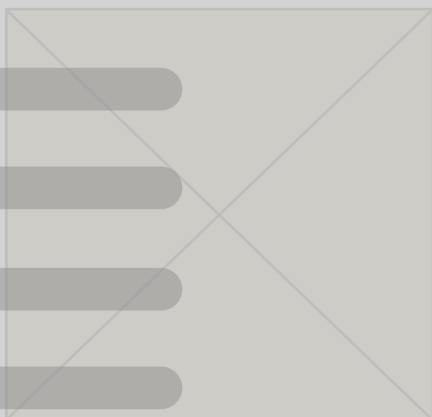
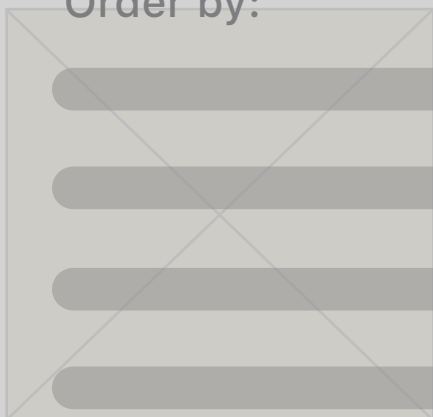
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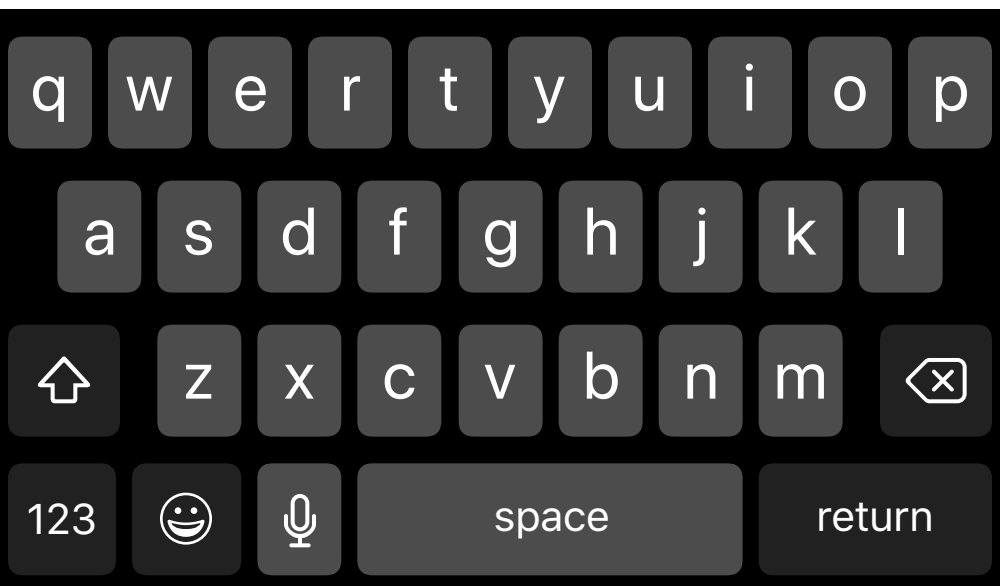
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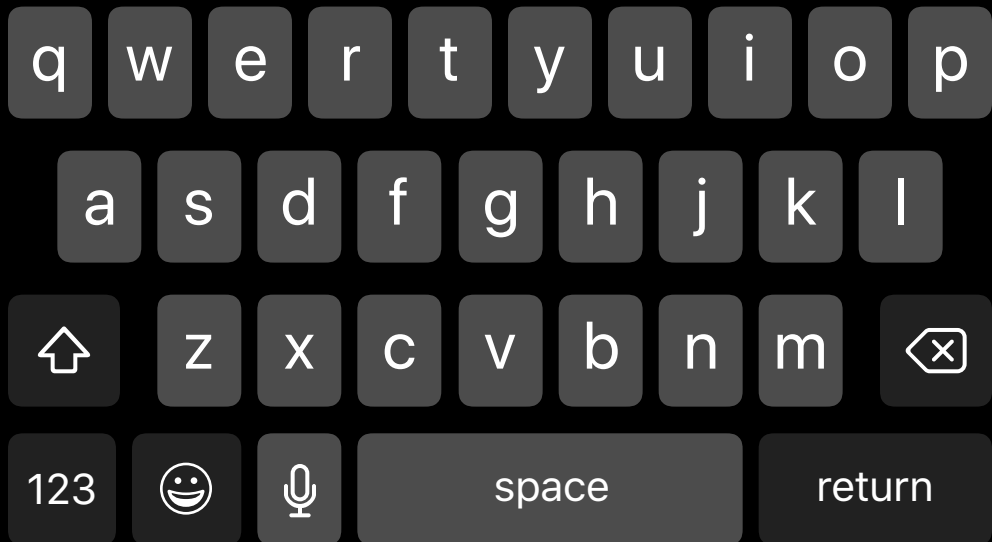




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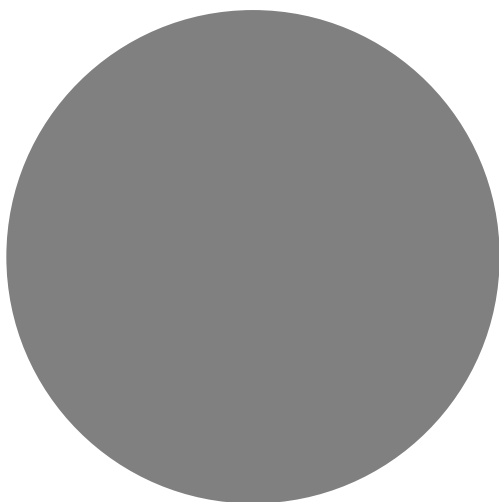


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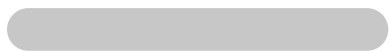
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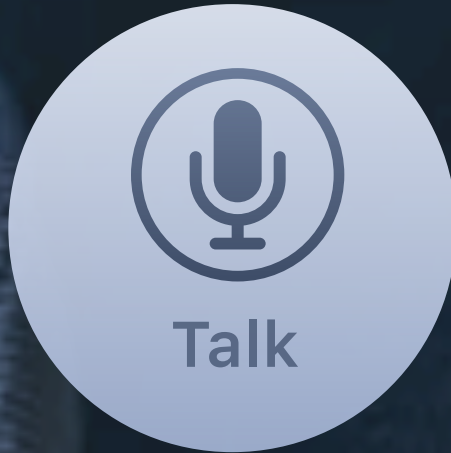


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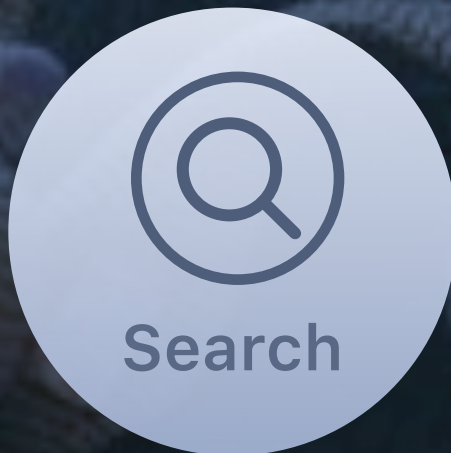


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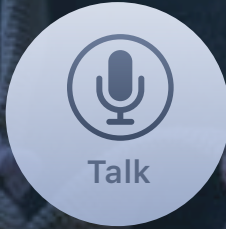
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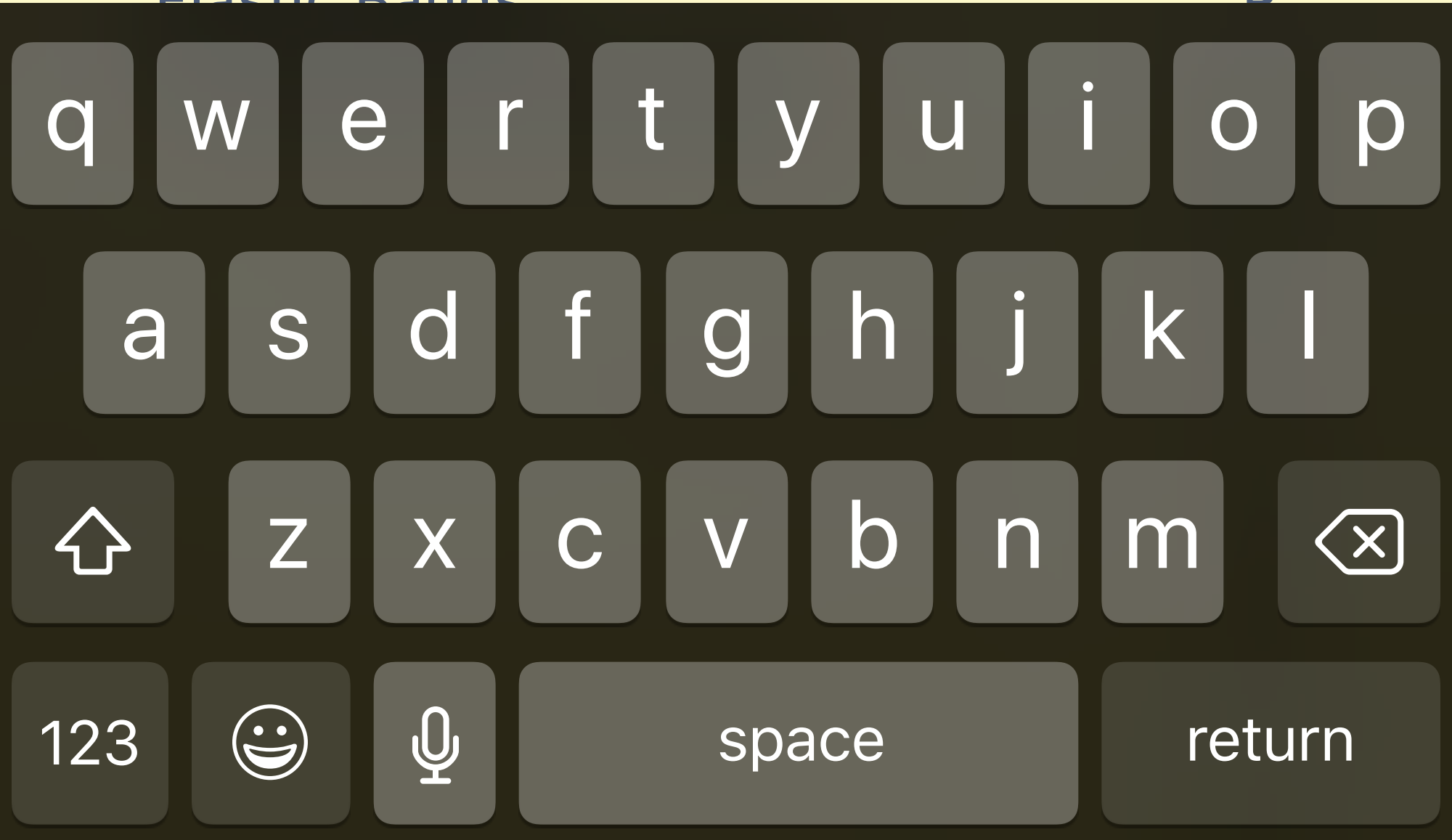
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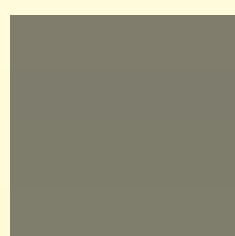
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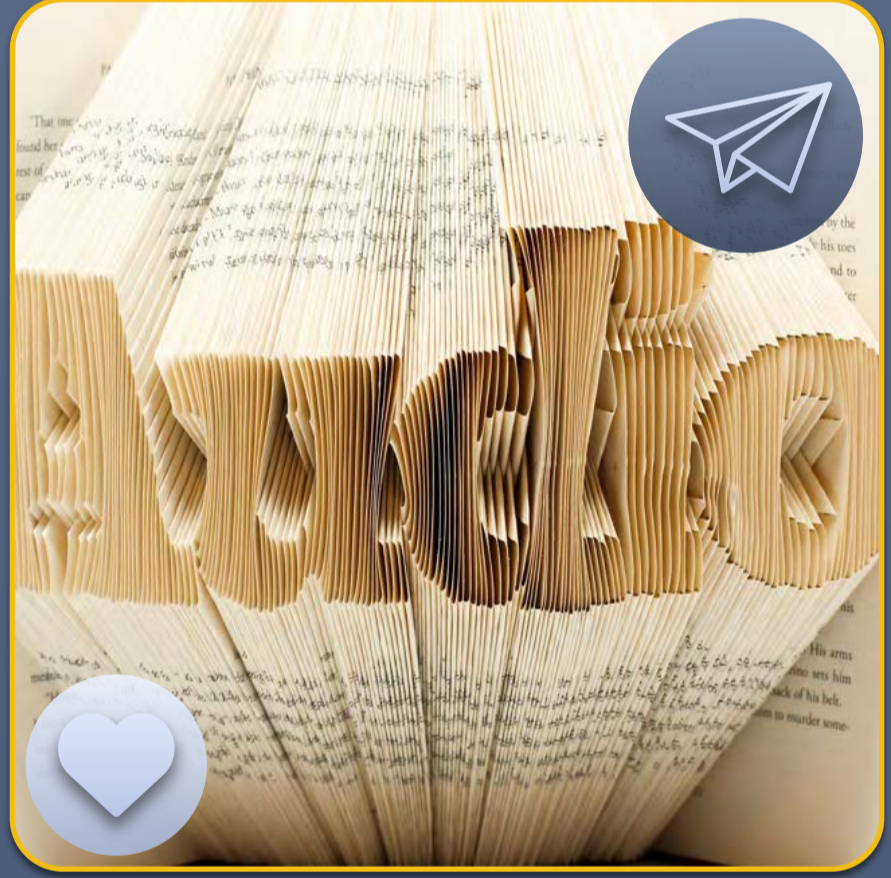
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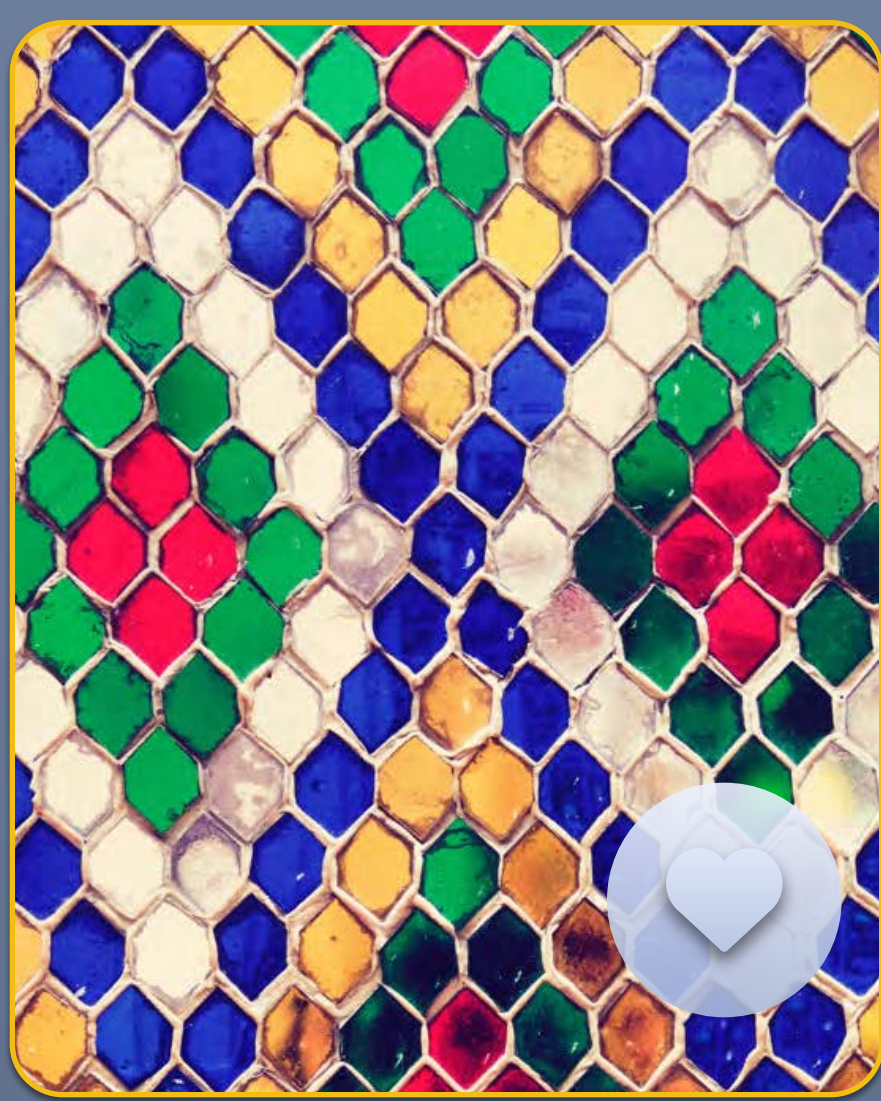
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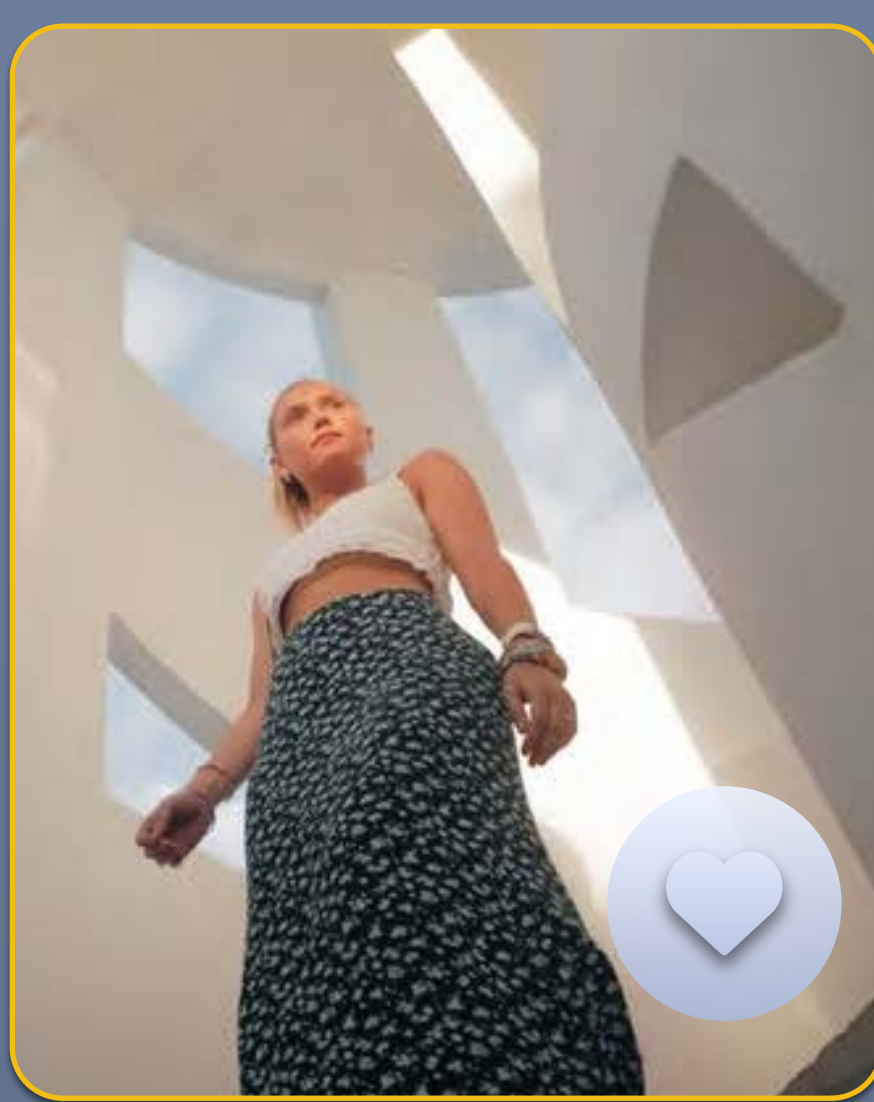
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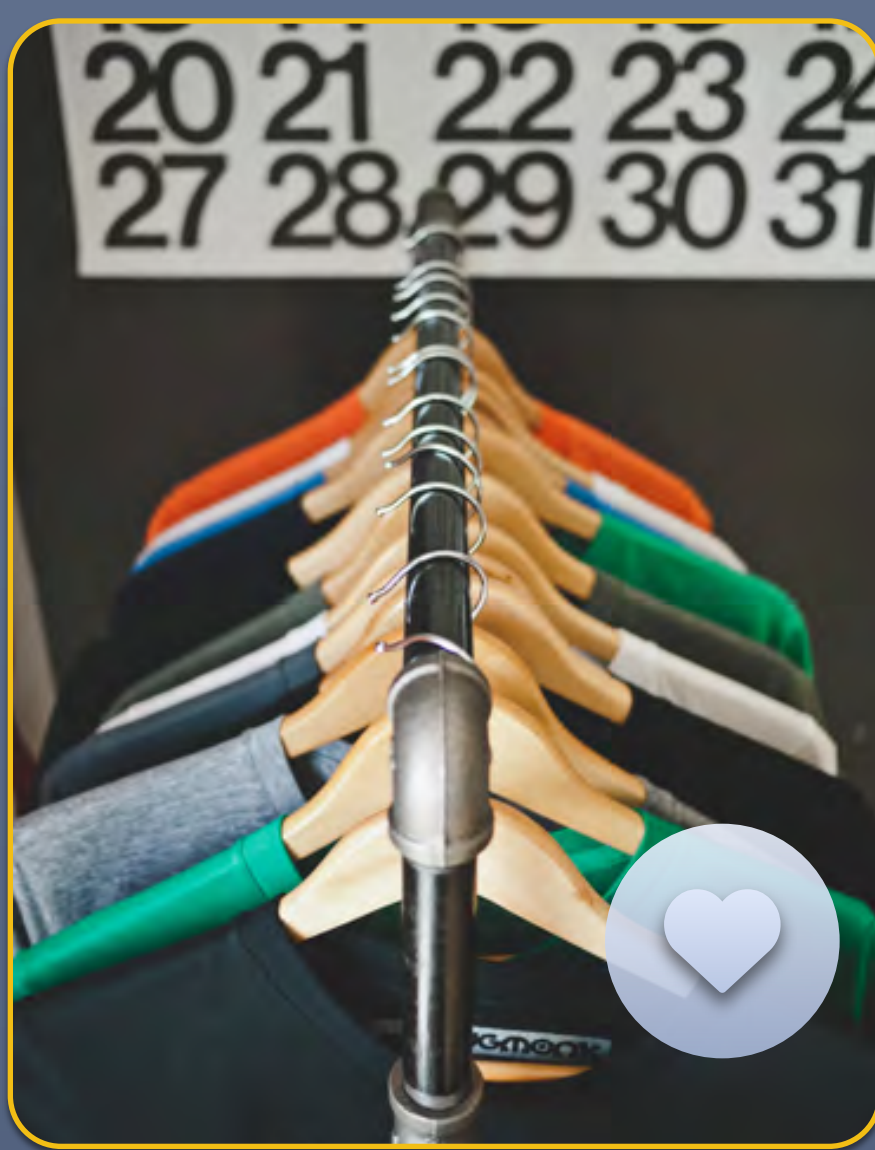
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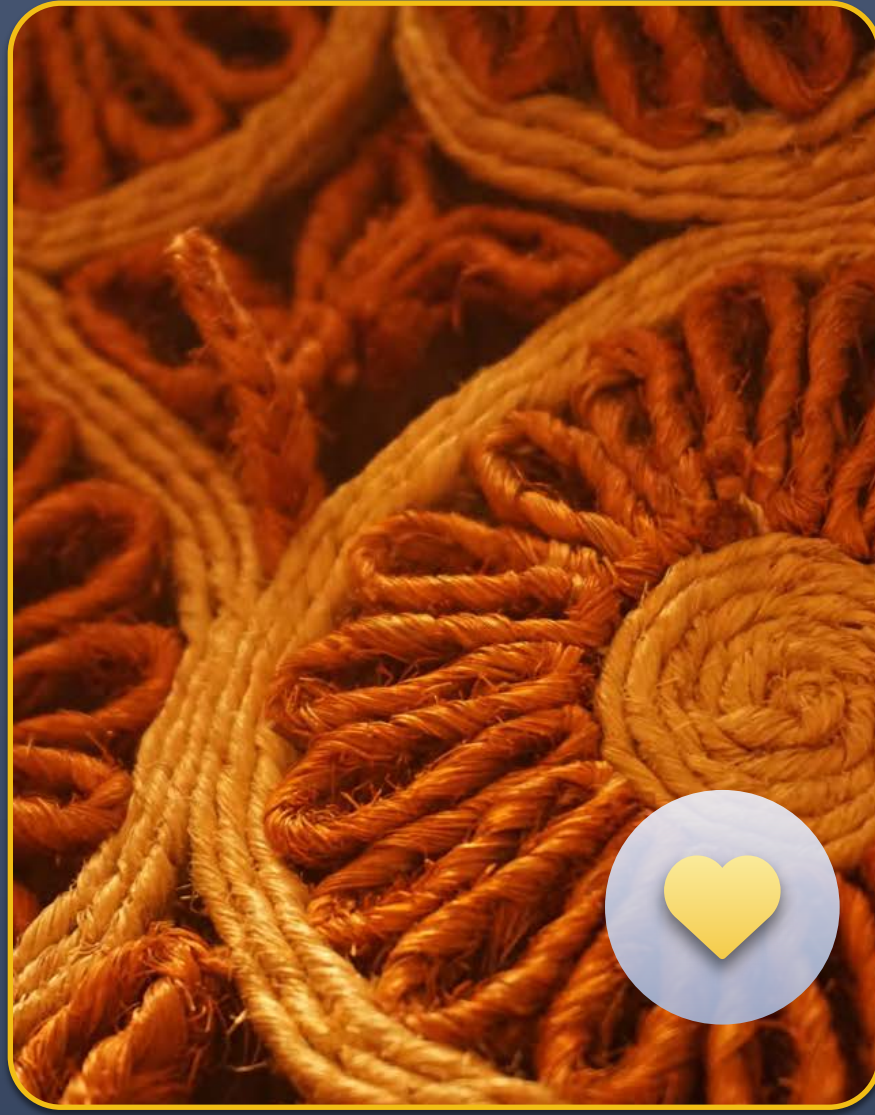
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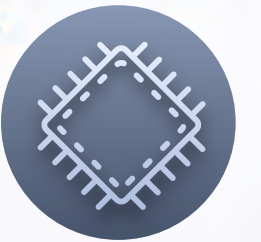
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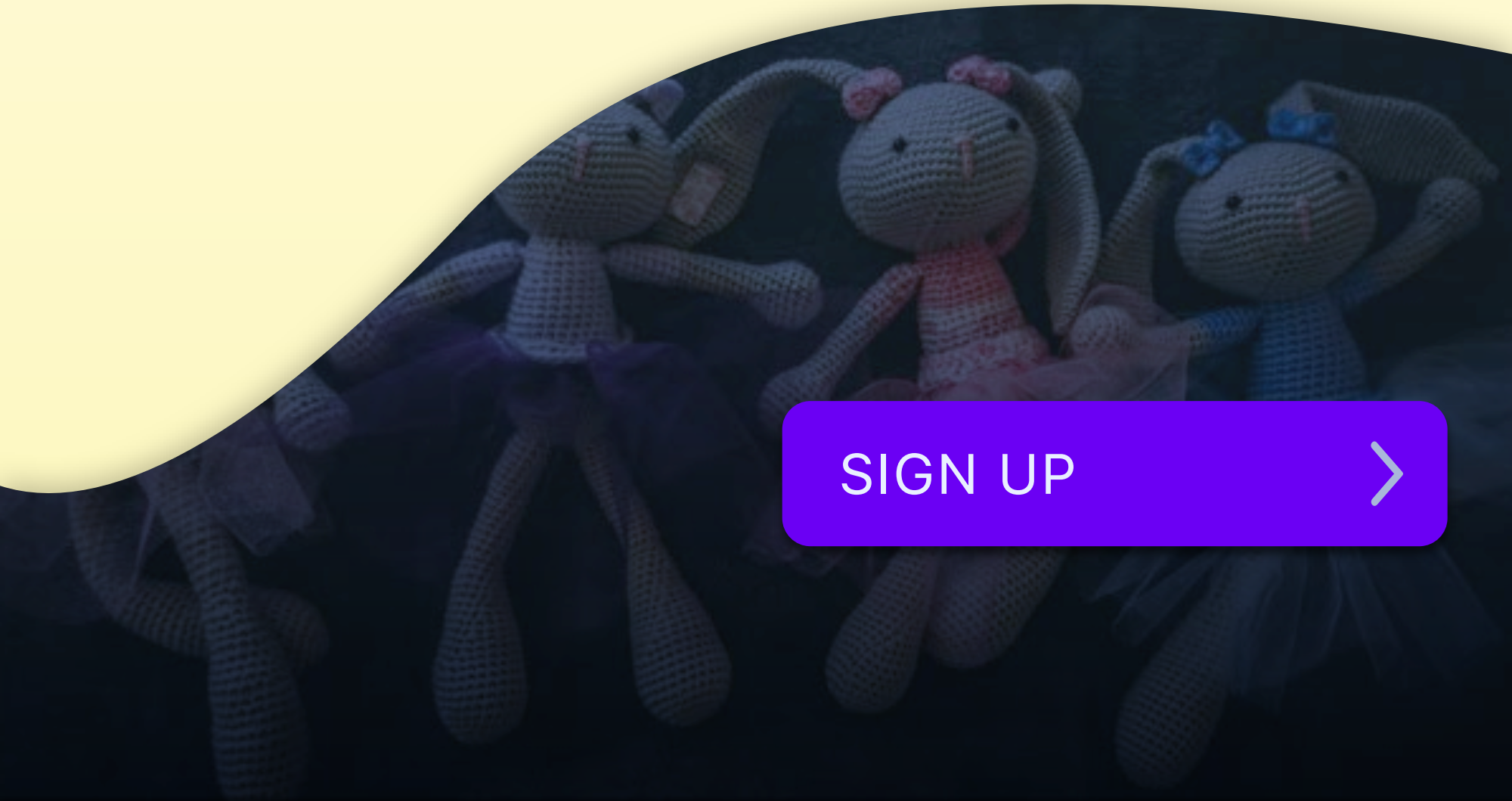
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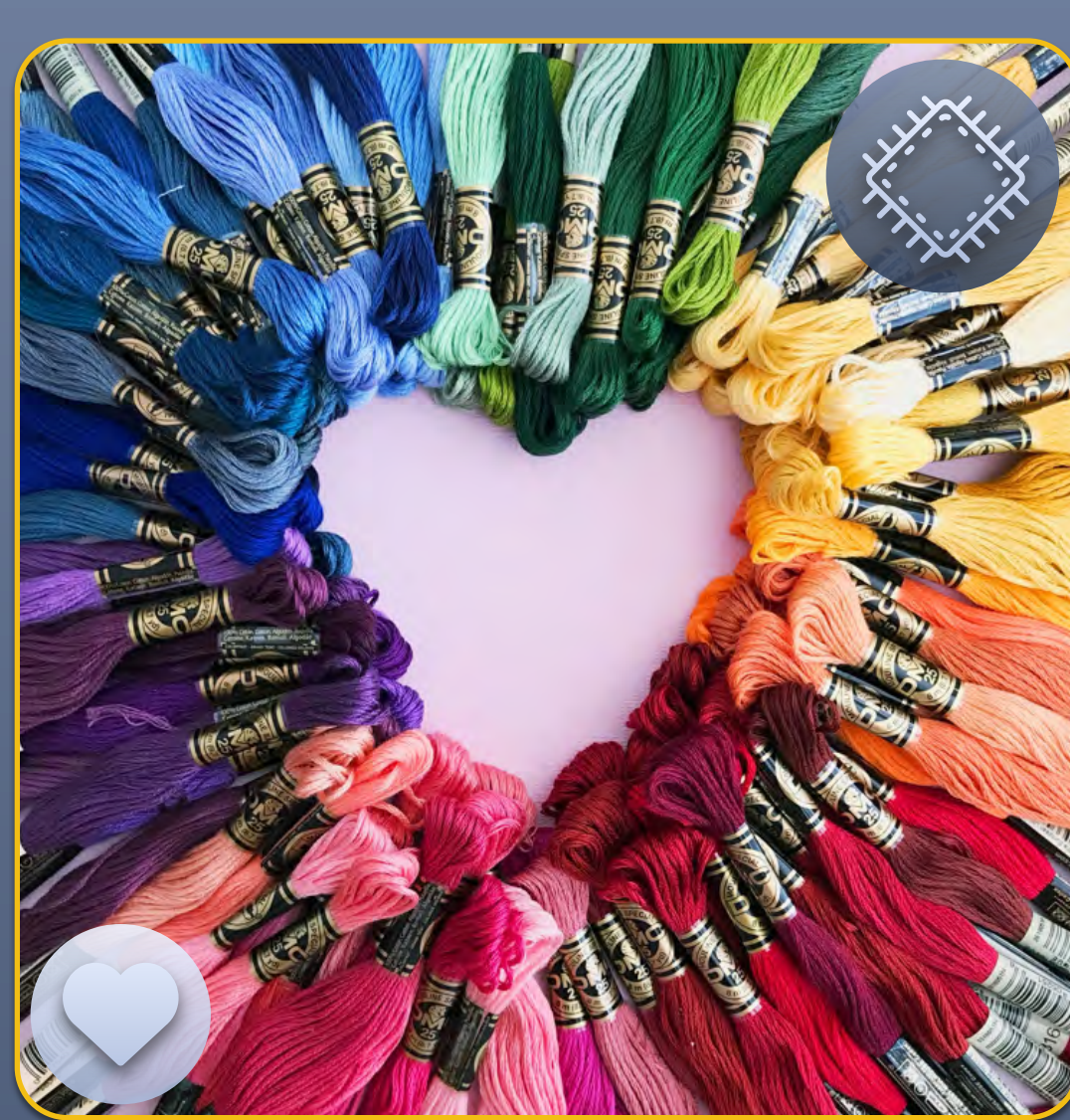
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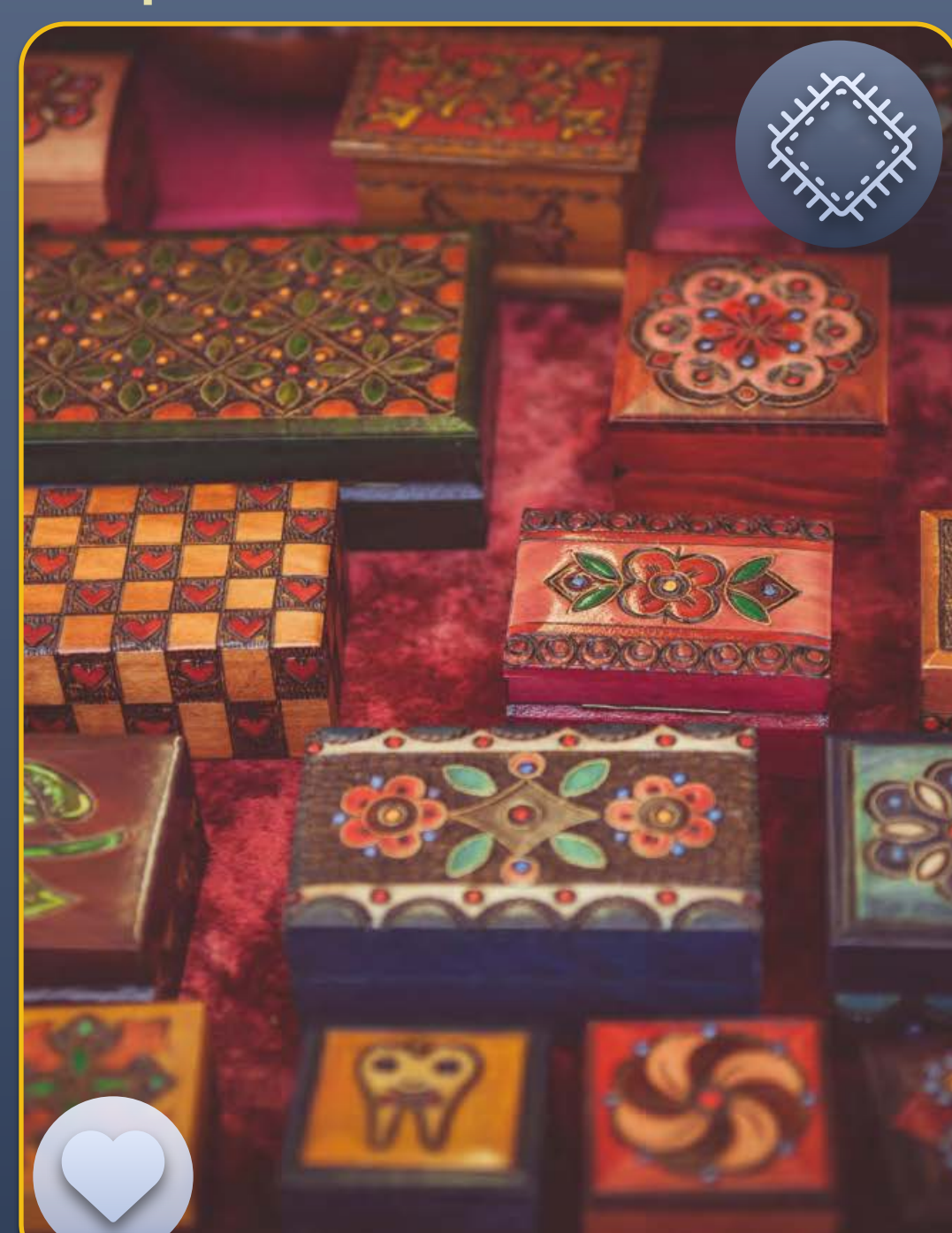
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