

Yarn Inspiration Hub

Recorded Participant Interviews – Findings and Quotes

August 2021



we put people first.



we do the right thing.



we're obsessed with our makers.



we're always improving our craft.



we hold ourselves accountable.



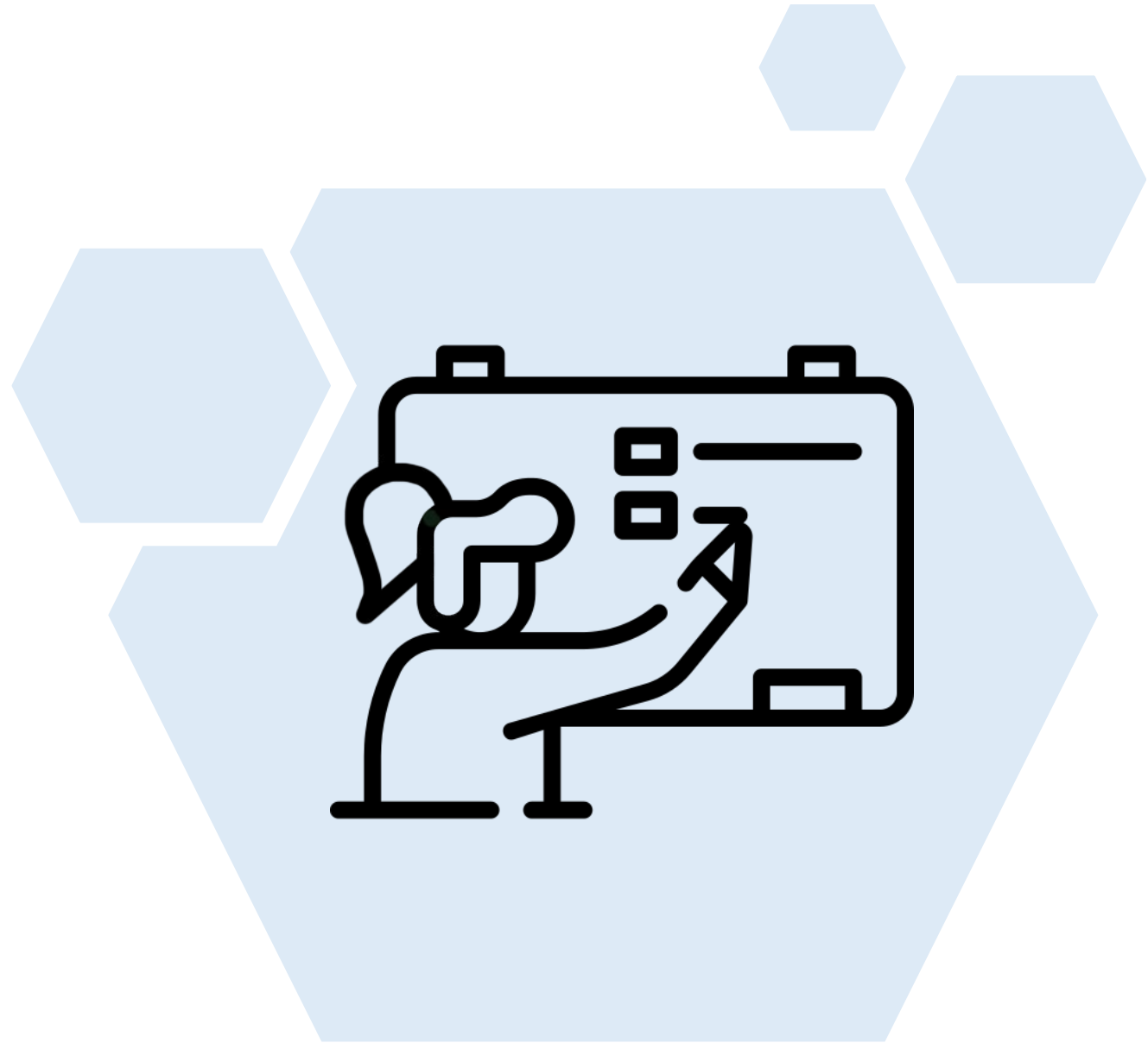
we find fun in the everyday.



we're better together.

Introduction

- Intro to User Interviews
- Overall feedback



How I gather feedback:



Site Analytics

Analyze your user behaviors to understand major drop-offs or popular areas of the site



UserTesting.com

Run usability tests of real users navigating your site to identify usability issues

“Surprisingly, up to 85% of core usability problems can be found by observing just 5 people using your application.”

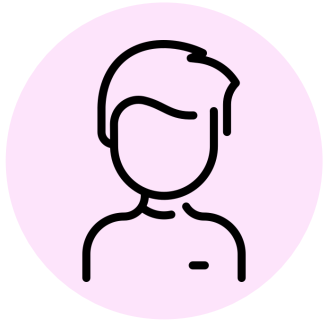
- Google Developer Relations
(Google Guerilla Testing – Boris Masis)

Recorded user interviews, or **Qualitative Data**, is used to capture the **emotions** behind how people interact with a website.

It is best seen as a **directional** indicator, or “**the canary in the coal mine.**” Qualitative data goes pairs with quantitative tools such as site analytics, AB tests, and large-scale surveys for verification.



5 participants went through the Yarn Hub on Michaels.com



Beginner/Novice & Michaels Fan

I'm more of a sewing person. I recently sewed doll dresses.

I'm also into painting.

I want to learn crocheting. I haven't started a project yet and am saving up money to start crocheting teddy bears.



Beginner Crochet / Novice Knit

I love to crochet and I also am starting to learn how to knit.

I usually crochet scarves, blankets for my niece and nephew. I started learning how to knit because there is a knitting group at my job and they usually knit things for the less fortunate during the holiday seasons.



Practical Mom

To be honest I love making (dish) rags. They are easy and I love using them.

I also make hanging mobiles for my children – little animals, shapes, etc.



Fashion & Décor Sister

I enjoy making scarves, beanies, coasters for my drinks, socks, fabric/ knit wreaths during the winter holidays.

I have been doing yarn for 2-3 years, so I'm not super advanced.



Expert Crochet, Michaels Yarn Hub Fan, Michaels Super Fan

I mostly crochet and do other crafts. I have also embroidered and sewed before.

When crocheting I make blankets, hats, and most recently I am making tiny stuffed animals. I made a little elephant!

Where do you find inspiration?



- **Inspiration via shopping**

“I also look at different online crafts stores, whether it's Michaels or Hobby Lobby. Hobby lobby has some good inspiration. Joanns. Etsy has a lot of different places for inspiration. They sell patterns...even just looking at their options give me ideas for my own (projects).”

- **According to participants: Instagram, Tiktok, Twitter, Pinterest Influencer Channels. One participant really loved the social media aspect of the Pixlee plugin.**

“I turn to social media for a lot of my inspiration specifically tick tock twitter and Instagram. I find DIY for fashion and home the most fun. Things like coasters, scarves, knit coverups.”

- **Friends and fellow crafters**

Yarn Motivations

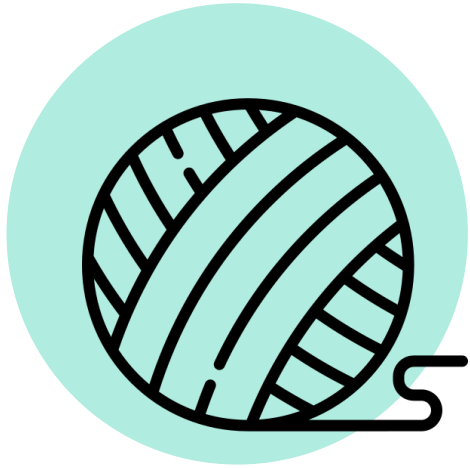


“Because my niece and nephew are still young, I like to find inspirations that are both usable and comfortable for them.

The ones I find the most fun are the blankets because they can grow into them, my sister can use it as home decor and it can be used as a versatile blanket for guests on the couch if they choose. I made them their own special ones to have sentimental attachments, so they've had their own ones since birth.”

- **Utility & Versatility** – things that are practical and useful rather than only decorative – dish scrubbers, scrunchies, coasters, market bags
- **Love** – keepsakes and demonstrations of love for family, children
- **Charity** – giving of projects and talent for the less fortunate, veterans, homeless, hospitals
- **Décor** – Items for enriching the home
- **Novelty** – cute, modern, trendy, influenced by Japanese “kawaii” culture: Amigurumi, Stuffies, Kigurumi (sewing)

Yarn Habits



- **Yarn Stash** – Most participants have a “yarn stash,” made of leftover yarn, gifted/donated yarn, “stockpile” yarn for previous projects, or alternate colors for current projects.

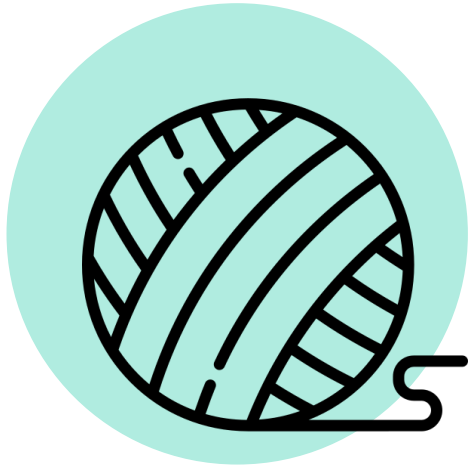
“I have leftover yarn and I always buy more yarn when I have a new project because I always want to make sure that I have enough yarn. Sometimes I may change my mind about the color pattern so I want to make to that I have enough of anything that I may need. So I usually buy more yarn before I start the new projects.”

“I have a medium sized stash. It's not out of control, but it's it's definitely not a little bit. It kind of accumulates because I don't always get the exact amount of yarn that I need for the project, because it's kind of hard to do so. Things usually come in bulk with crafts, not by piece. And two, I'm not sure how much I'm gonna need, or how much I wanna end up making. So that's why I enjoy the larger quantities anyway. ”

- One participant mentioned saving money by stashing yarn (presumably by buying on sale and stockpiling)

“I stash and it saves me money. I always have yarn on hand.”

Yarn Habits



- One participant mentioned saving money by stashing yarn (presumably by buying on sale and stockpiling)

“I initially started out (buying yarn) on a per project basis, and I honestly felt like I was spending more money than I needed to. Now I have on hand what I need, and I'm not just going to the store and finding things - I'm able to buy things on sale, even if I don't need it at that moment. I have found that I save a significant amount of money when I stash.”
- Several participants mentioned buying yarn **before starting a project** – on a per project basis, when they have an idea of the color and the amount/type of yarn needed in the pattern.

“I enjoy using EXACTLY the yarn the instructions call for, instead of finding a replacement - because I want to get as close as possible to the exact thing I'm trying to make. It has the right stretch, It fits my body correctly, it has the right amount of shimmer.”

Hub Feedback

Subtitle



Overall Hub

- Participants responded positively to page organization

“I think the front page was so organized, I do think it's really nice. You could look up specifically - if you wanted to do a blanket, you could look up blankets. Things like that.”
- Two participants strongly liked the embroidery image on the Pixlee plugin, stating how it was “beautiful.” One user mentioned they wished there were more embroidery projects or an embroidery section, since they do embroidery first, then knit/crochet.



Featured Projects

- Participants responded positively to page organization

“I think the front page was so organized, I do think it's really nice. You could look up specifically - if you wanted to do a blanket, you could look up blankets. Things like that.”
- All Participants reacted positively towards showing **skill level** and **time estimate** on projects. One participant thought that it would be helpful to have average supply costs, or a link to supplies as well.
- One Participant stated that they wished all projects were **labeled knitting, crochet, or both**, since they only knew crochet and did not want to see knitting projects.



Premier® Yarns Hipster™ Cotton Tie Dye Pullover

🕒 Over an hour

●○○ Beginner

Project Content Feedback

- Several participants were surprised / unaware that Michaels provided projects and inspiration.
- Several participants noticed and loved the small stuffed animal / "stuffie" / "amigurumi" project and mentioned how cute it was.
- Overall, participants responded positively to the type of projects shown, with beginners gravitating more towards afghans/blankets (perceived as easy) and experts gravitating towards stuffed animals and novelty items.
- All participants expressed interest in things that are "functional", "modern", "cute", and "not like a grandma would make."

Project Pages

- The novice/beginner participant was very frustrated by the crochet instructions, and abbreviations – which were **too high level for their skill level and knowledge**.

“What are stitches? Slip stitch? Yeah no. All of this needs to be fully explained. It's almost like you need to teach. Like if I come here for info on crafts, I'm gonna need a video of crochet lingo. I'm gonna have to research all of this to see what you mean before I can even break down step one or step two.”

“It would be nice if you guys had a video embedded. (gestures to afghan instructions) I would embed a visual like a youtube video, because if I'm a beginner, I might not know what all these terms are. Like "gauge" six sets and six rows? or "sts"? what is "sts"? (Note: actually means stitches) or is it six columns and six rows?”

Project Pages

- Some beginner participants spoke of having **yarn crafts navigated or sorted by skill level**, with beginner yarn projects using youtube videos, layman's terms instead of crochet terms, and pictures with the steps.

“I wish you guys would categorize the projects by levels. Like, for beginners, what kind of projects should I be doing? for intermediate, what kind of projects should I be doing? Because if I'm a beginner and I'm like "ooh! let me see if I can try a toy!" and all of them seem to be harder than I expected that would be a little discouraging. I might be more inclined to go to Youtube or Google.”

Project Pages

- Participants liked that there were instructions and supplies shown up front. One participant wished there were **shoppable links to yarn** that could be used in the project.

“Instructions, supply list...I like how it shows instructions this is nice. I appreciated that. I like that it tells me that this stuff is in-stock at my local store. That's great. I really appreciate that. ”

“Why is it that yarn you will also need is down here (bottom of page) versus just seeing it in with the tools? (shoppable supplies list)”

Project Pages

- One participant stated that it would be helpful to have links to other similar projects on the project page.

“The only thing that is missing is if I was going through this and it didn't exactly "scratch my itch" and I didn't feel inspired by it, it would have been nice to have maybe two or three other (project) options that are similar for me to click on. ”



Want to view the test recordings?

[View the study on UserTesting.com](https://www.usertesting.com)