



Knitriage

The Problem

How would you search for this?



Target Audience

KniTriage is aimed at individuals who have been knitting for less than one year and want to learn how to correct and prevent their mistakes.

Problem Statement

These users need an alternate way to troubleshoot their knitting mistakes because they do not know how to describe the problem in precise words for a text-based search.

“I don’t even know how to Google this.”

Persona



Jennifer Green

Age: 26 • Married • Grad Student

Jennifer has been knitting for about a month. She learned from her friend Anne, whose beautiful knitted creations she has long admired.

Behaviors

- Takes her knitting with her to class or anywhere she's going to be sitting still for a while.
- Has made a few mistakes so far, which she takes to her friend Anne to fix if they're too big to ignore.
- Uses YouTube for reminders on how to do the things she's already learned.
- Bought her supplies at a local yarn shop with Anne.

Scenario

Sitting in class knitting, Jennifer looks down to check her progress. She is dismayed to see a hole in her knitting and has no idea what she did wrong. Frustrated, she puts her work back in her bag – nothing she can do about it now. When she gets home, she'll see if she can fix it, but she knows she'll probably end up having to take it to Anne.

Problem

Jennifer wants to learn how to fix her own mistakes and avoid repeating them, but she doesn't know how to find this information. She likes watching instructional YouTube videos but doesn't know how to describe her mistakes in order to find the right one. How do you search for help when you don't know the words to use? She needs another way to search for resources to help her troubleshoot her mistakes.

"I have tried to look things up before, but I can't often find what I'm looking for."

The Research

User Interviews



Users typically have at least one other friend who knits.



When trying to fix a mistake, users skip the Internet in favor of in-person help.



Users frequently carry their knitting away from home.



Users are using YouTube to find knitting tutorials.



Users are not sure what search terms to use to find help with their mistakes.



Users are aware of local yarn stores as a resource.

"With something like this, I wouldn't necessarily have the right words to describe it."

Competitive Analysis



YouTube

- Content Quality: Varies
- + Video instructions
- Not specific to knitting
- Video thumbnails do not show mistake clearly
- Mistakes not in navigation
- + Responsive, free app
- + Already familiar to users



KnittingHelp

- + Content Quality: Good
- + Video instructions
- Not specific to mistakes
- Video thumbnails do not show mistake clearly
- Mistakes not in navigation
- Not responsive
- App: \$4.99 and 600 MB



Twist Collective

- + Content Quality: Great
- Text instructions only
- Not specific to mistakes
- + Images are clear and annotated
- Mistakes not in navigation
- Not responsive
- Outdated UI

"There's so much stuff out there, you make a lot of wrong turns, unless you have an extraordinarily specific search, before you actually find what you want."

Opportunity: Guided Visual Search

Assumptions

- Users would be able to answer questions to describe their mistakes.
- Users would be able to identify their mistakes from a series of pictures.
- Users would find a filter for the search results useful.
- Users would not find a keyword search useful.
- Users would find a list of nearby yarn stores useful.

The Plan

Features



Large visual thumbnails representing mistakes



Video instructions on how to fix mistakes



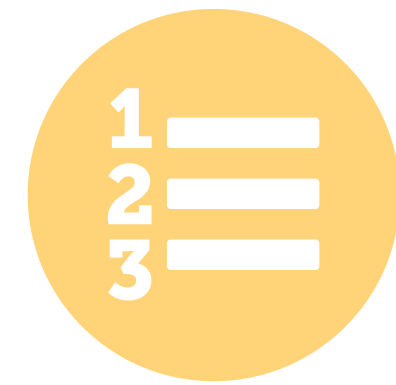
Ability to filter mistakes in search results



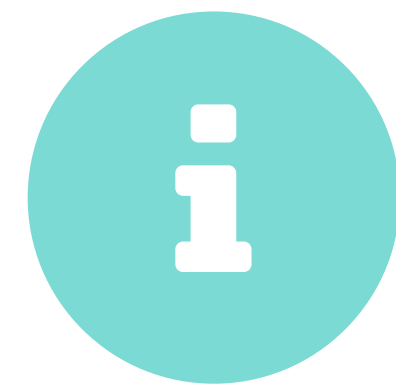
Links to external resources



Descriptive questions to guide search process



Written instructions on how to fix mistakes

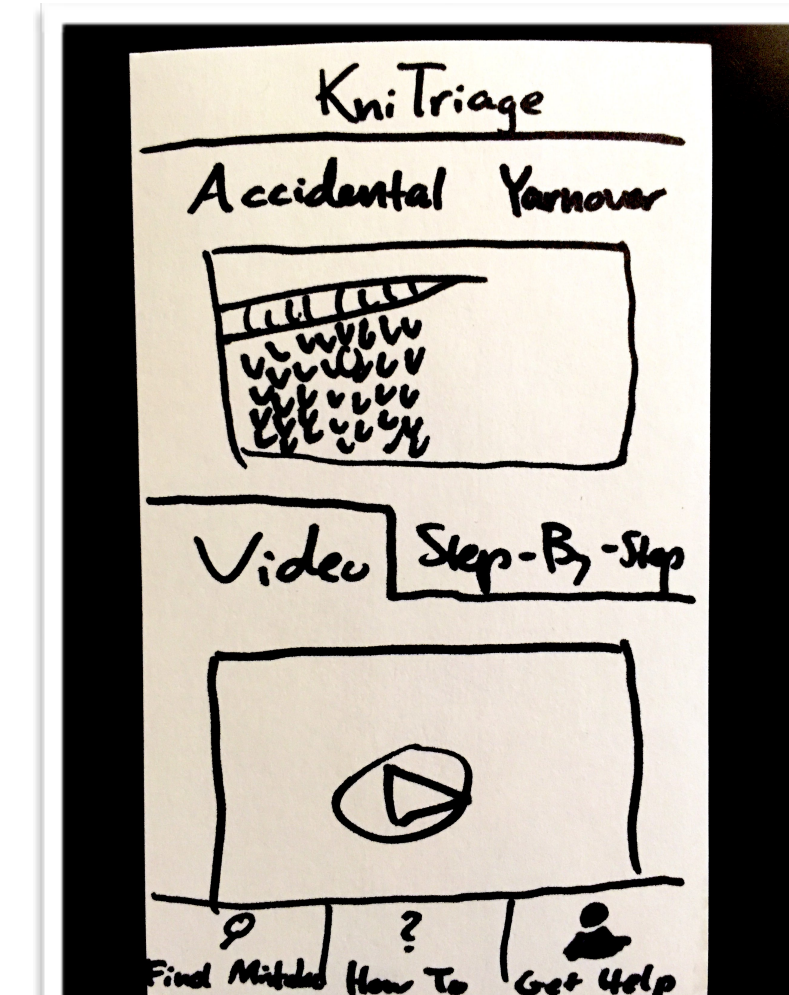
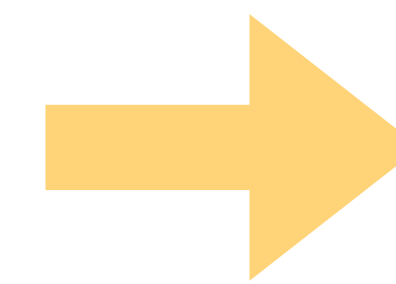
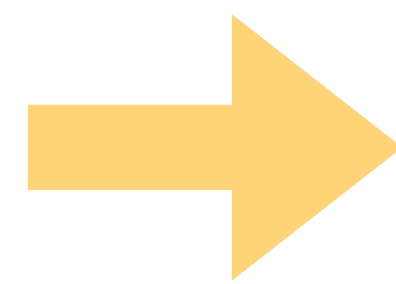
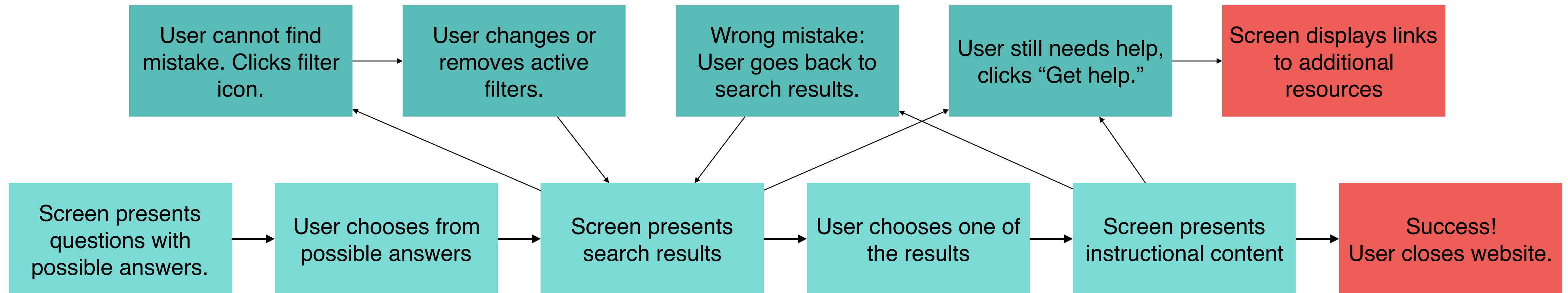


Info section with basic troubleshooting techniques

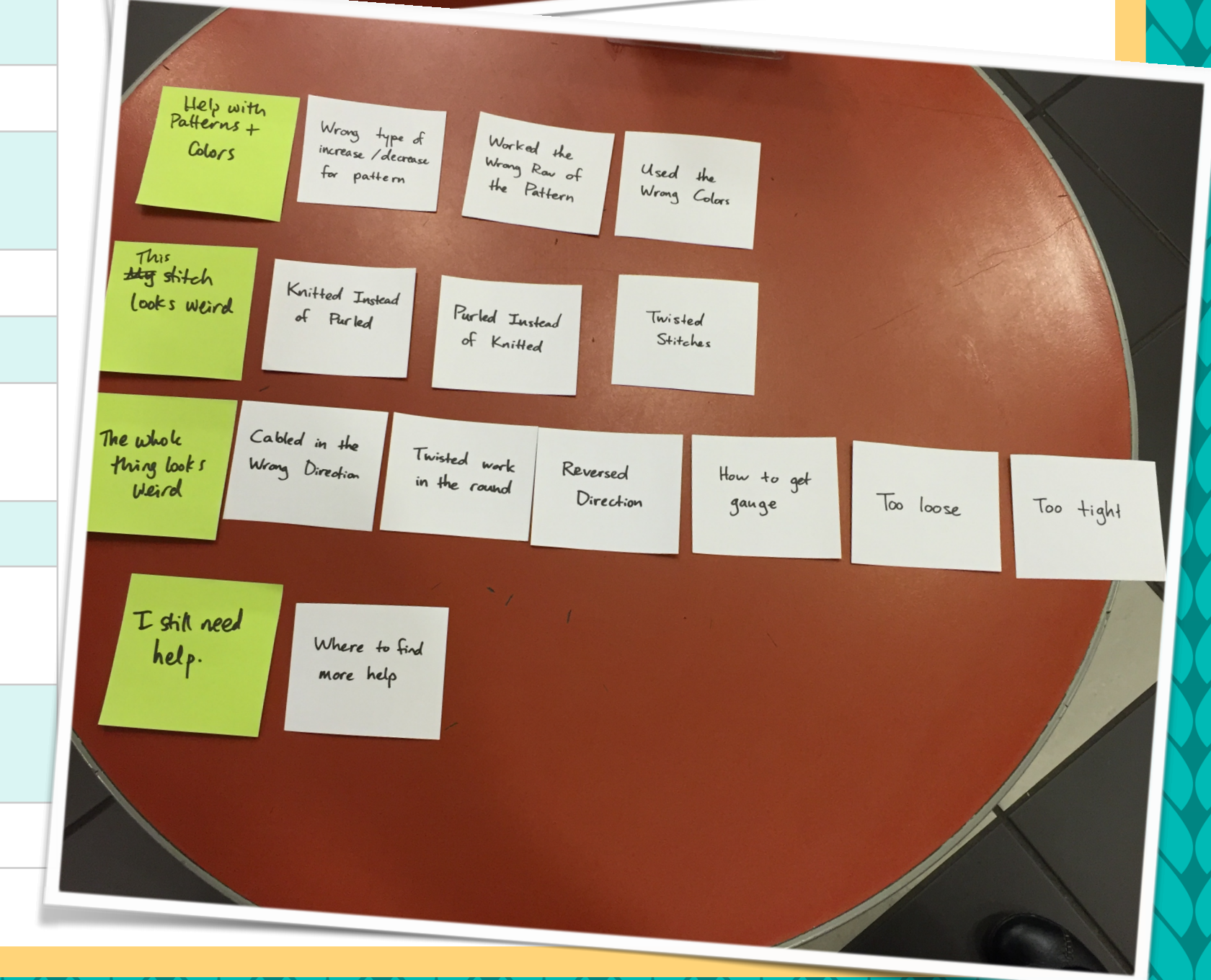
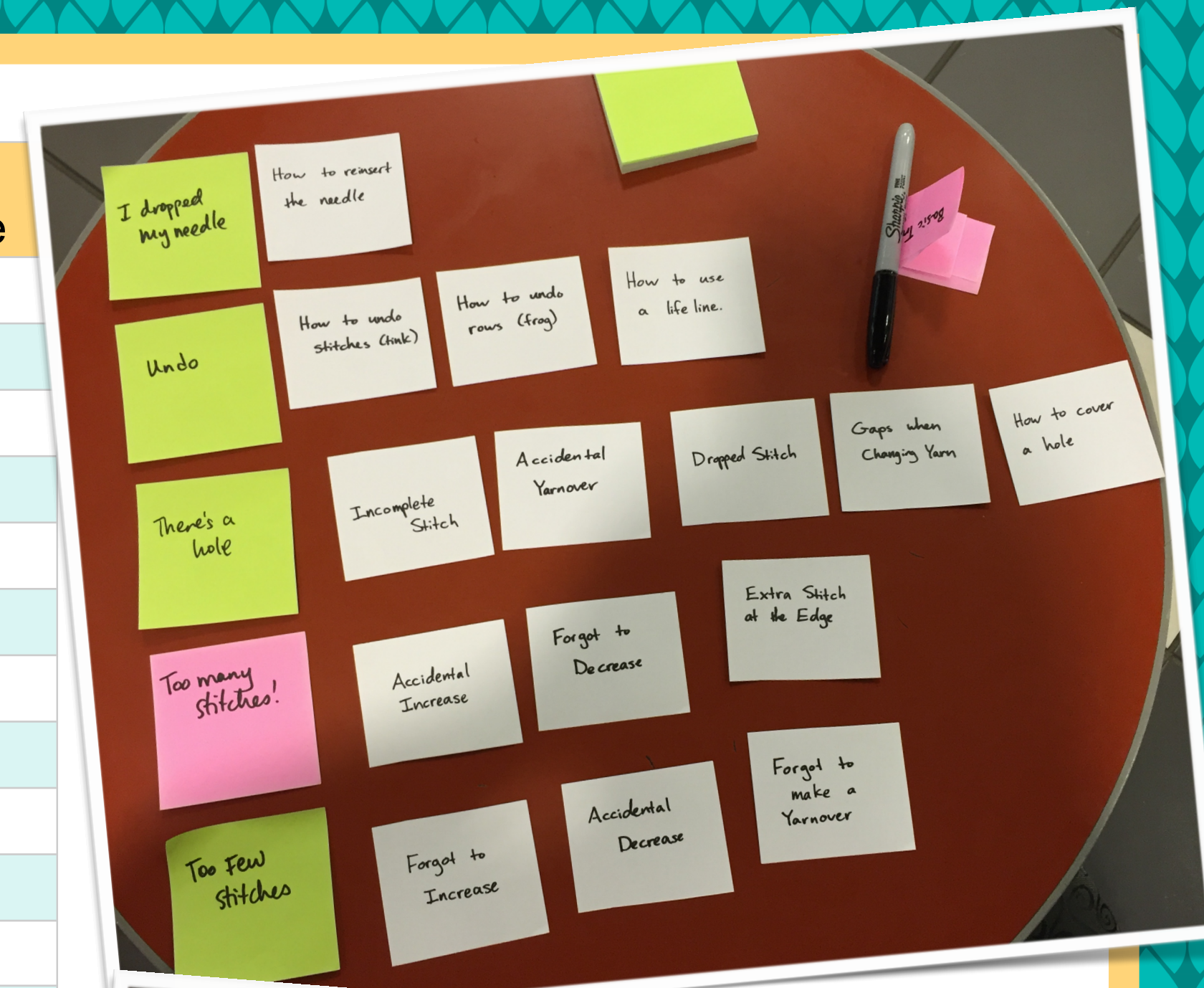


Map of nearby yarn stores

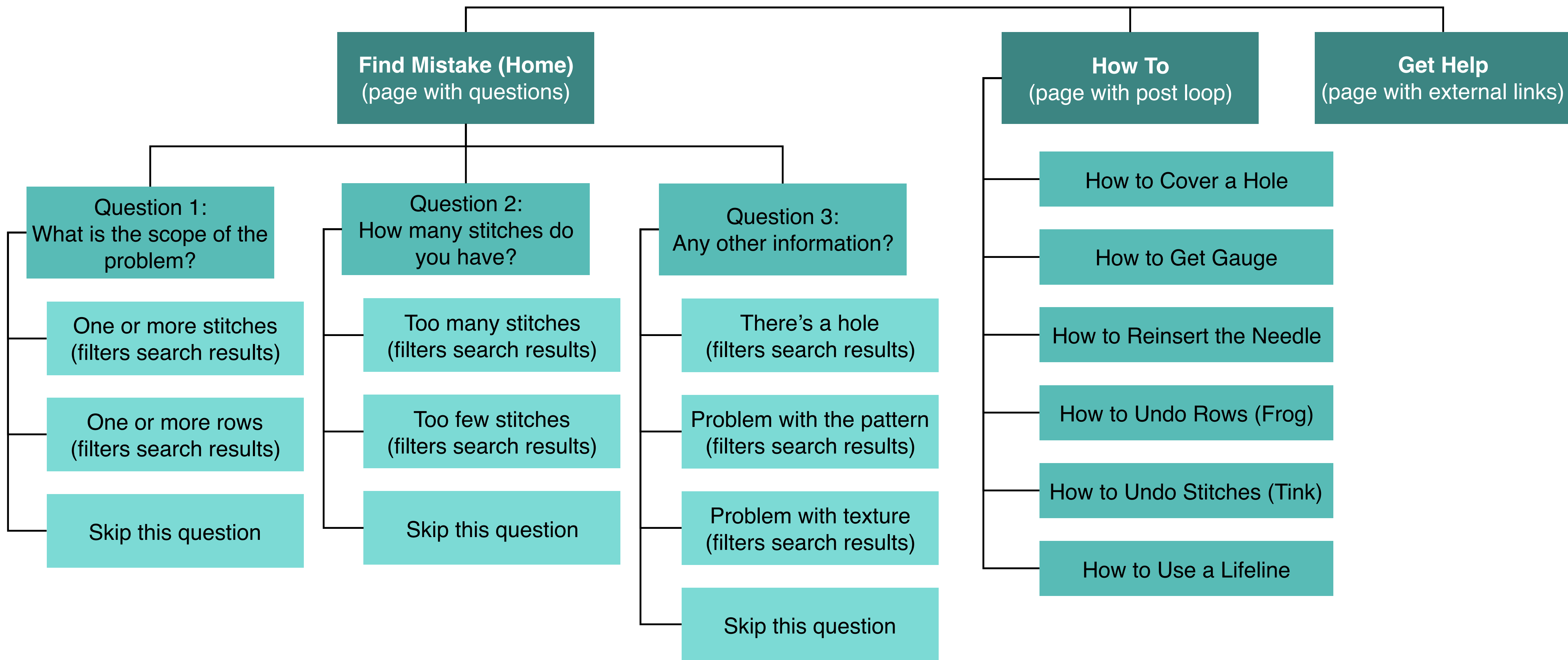
User Flow



	Scope: Stitches	Scope: Rows	Too Many Stitches	Too Few Stitches	There's a Hole	Pattern Problem	Wrong Texture
Too tight		X					X
Too loose		X					X
Incomplete stitch	X		X		X		
Forgot to increase	X			X		X	
Accidental increase	X		X				
Extra stitch at the edge	X		X				
Dropped stitch	X			X	X		
Accidental decrease	X			X			
Forgot to decrease	X		X			X	
Accidental yarnover	X		X		X		
Forgot to make a yarnover	X			X		X	
Knitted instead of purled	X					X	X
Purled instead of knitted	X					X	X
Cabled in the wrong direction		X				X	X
Used the wrong color	X					X	
Twisted stitches	X						X
Reversed direction mid-row or in the round		X			X		X
Gaps when changing yarns	X				X		
Worked the wrong row of the pattern		X				X	
Wrong type increase or decrease for pattern	X					X	
Twisted work in the round		X					X

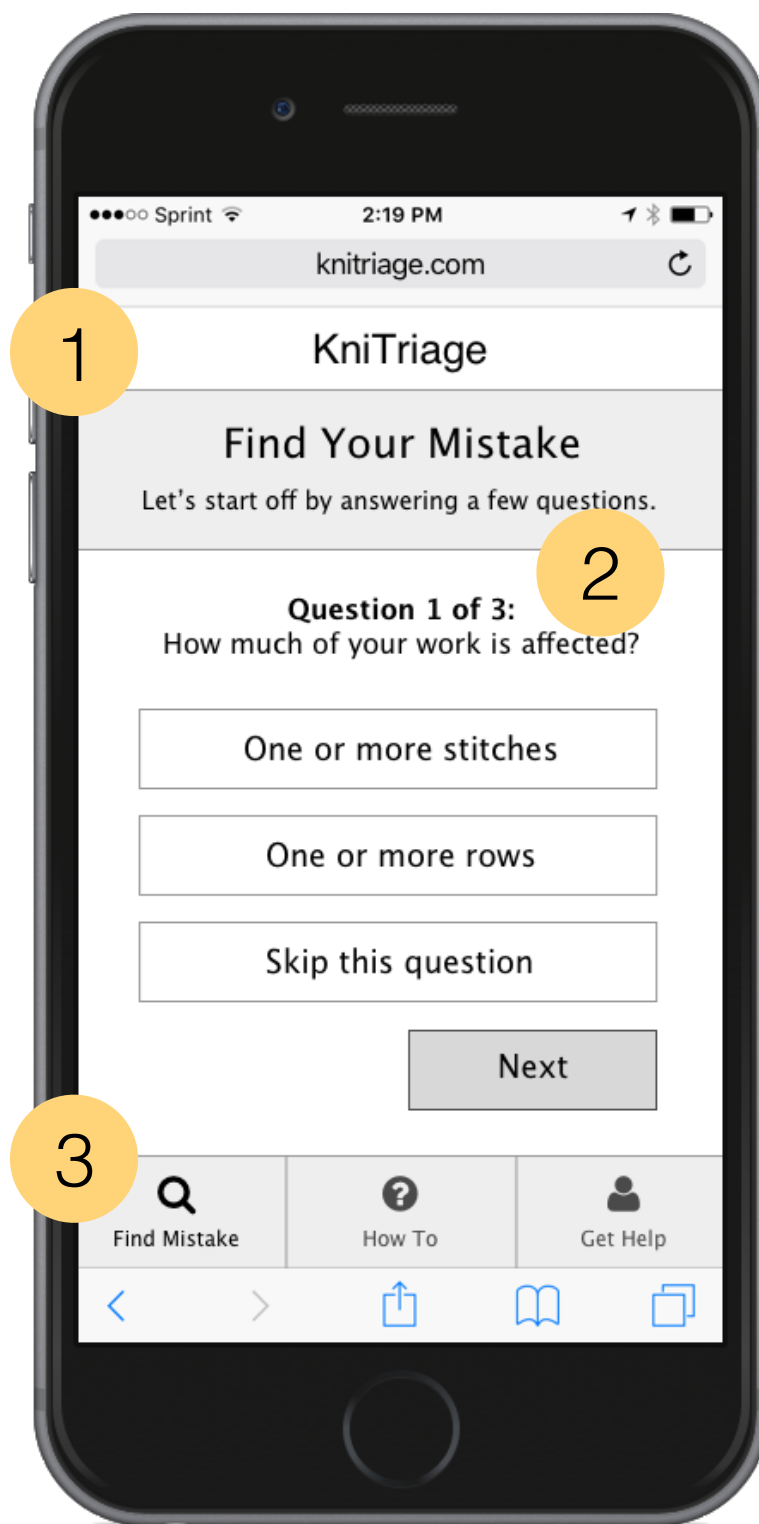


Sitemap



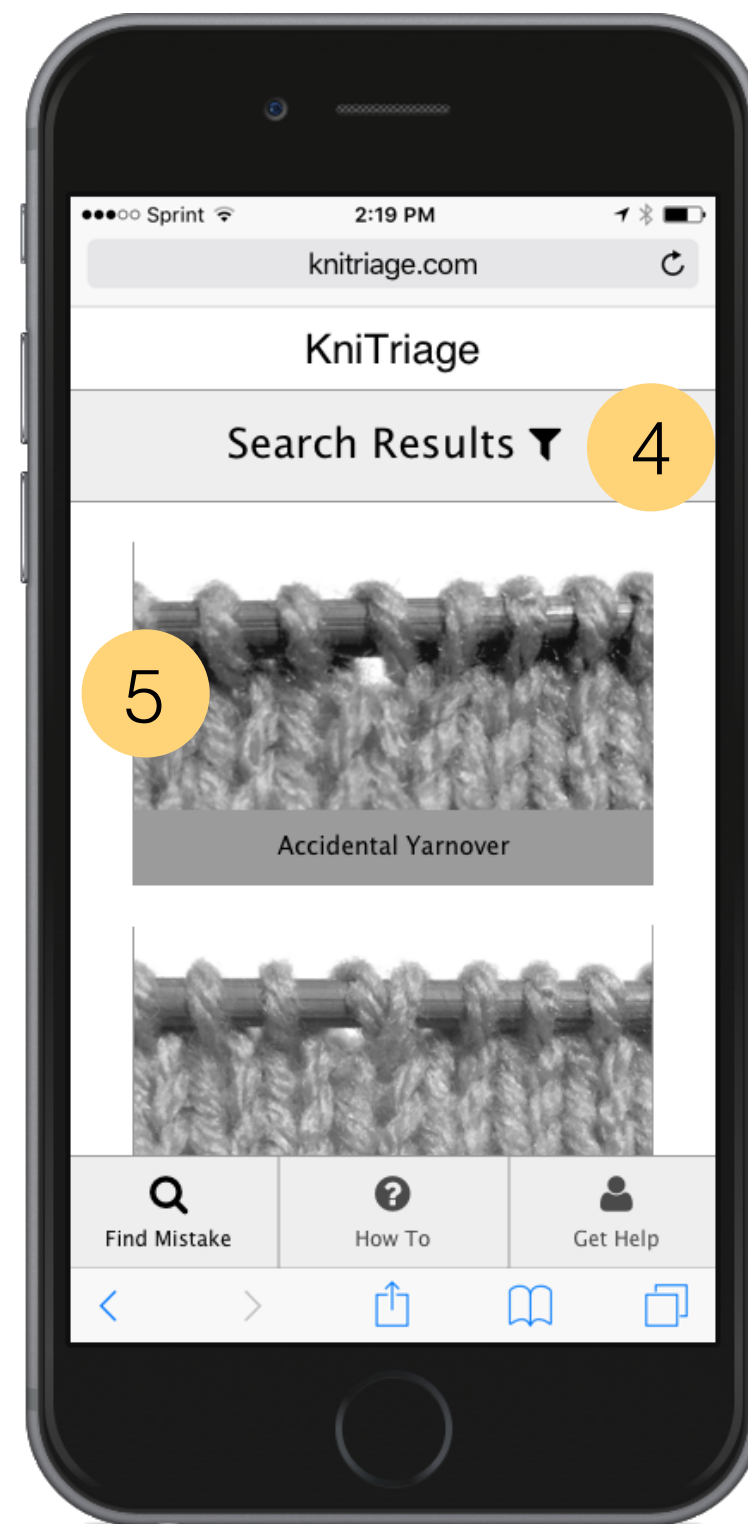
The Prototype

Initial Wireframes



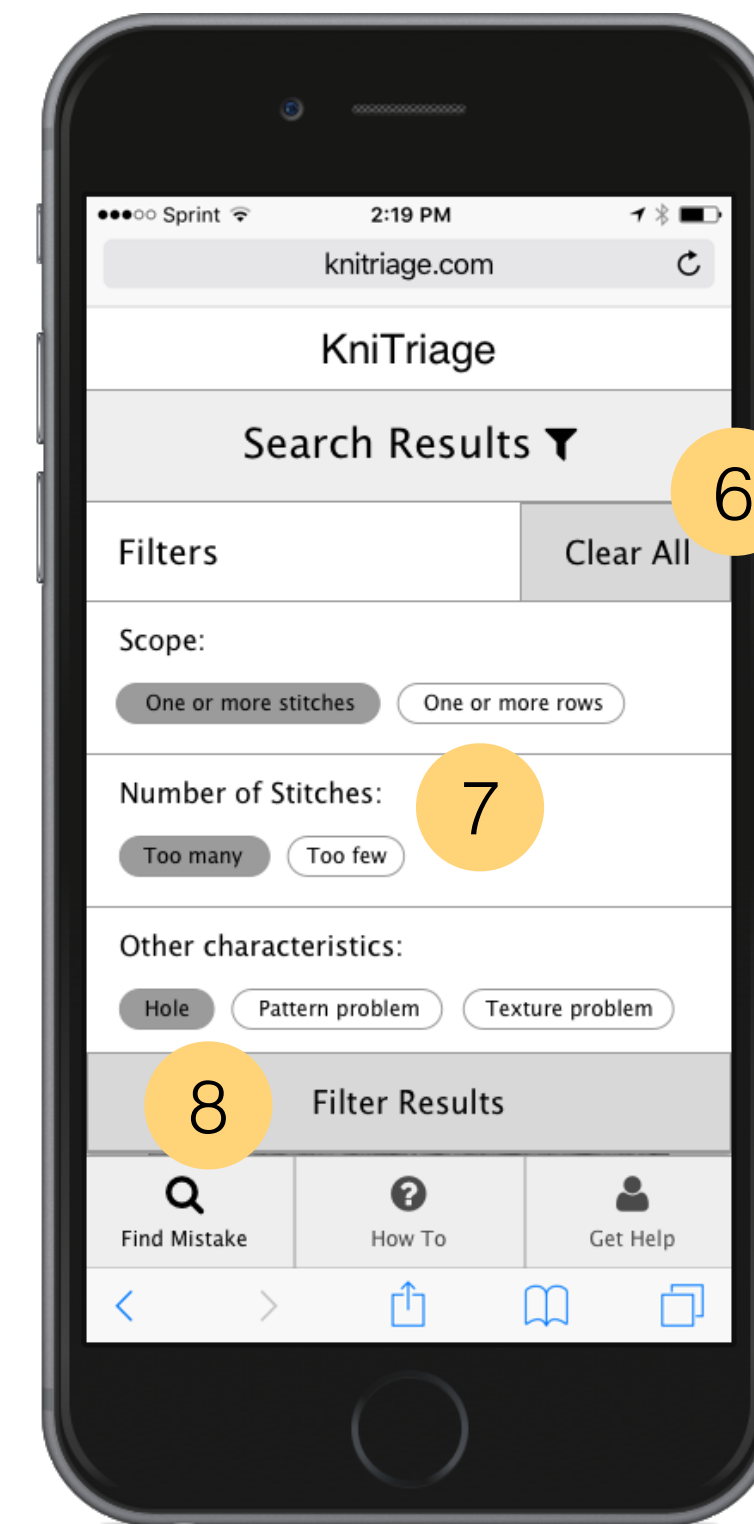
Home

1. The header and footer stay fixed to the top and bottom of the screen.
2. Three questions total, which filter search results based on answers.
3. "Find Mistake" in footer menu goes back to this screen.



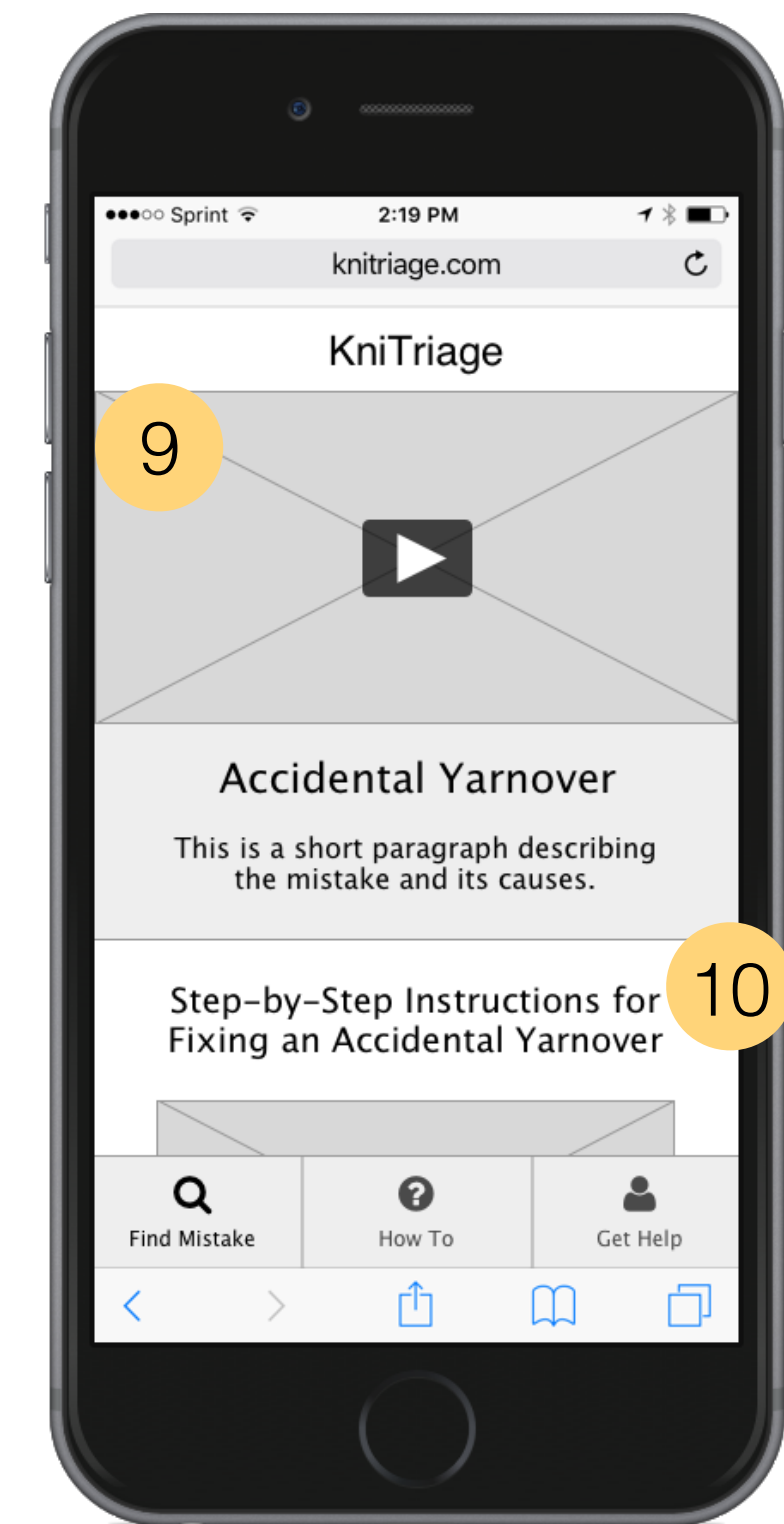
Search Results

4. Clicking on the funnel opens the filter (right).
5. Mistakes are listed alphabetically. Clicking on image or text opens Mistake Info screen.



Search Results - Filter

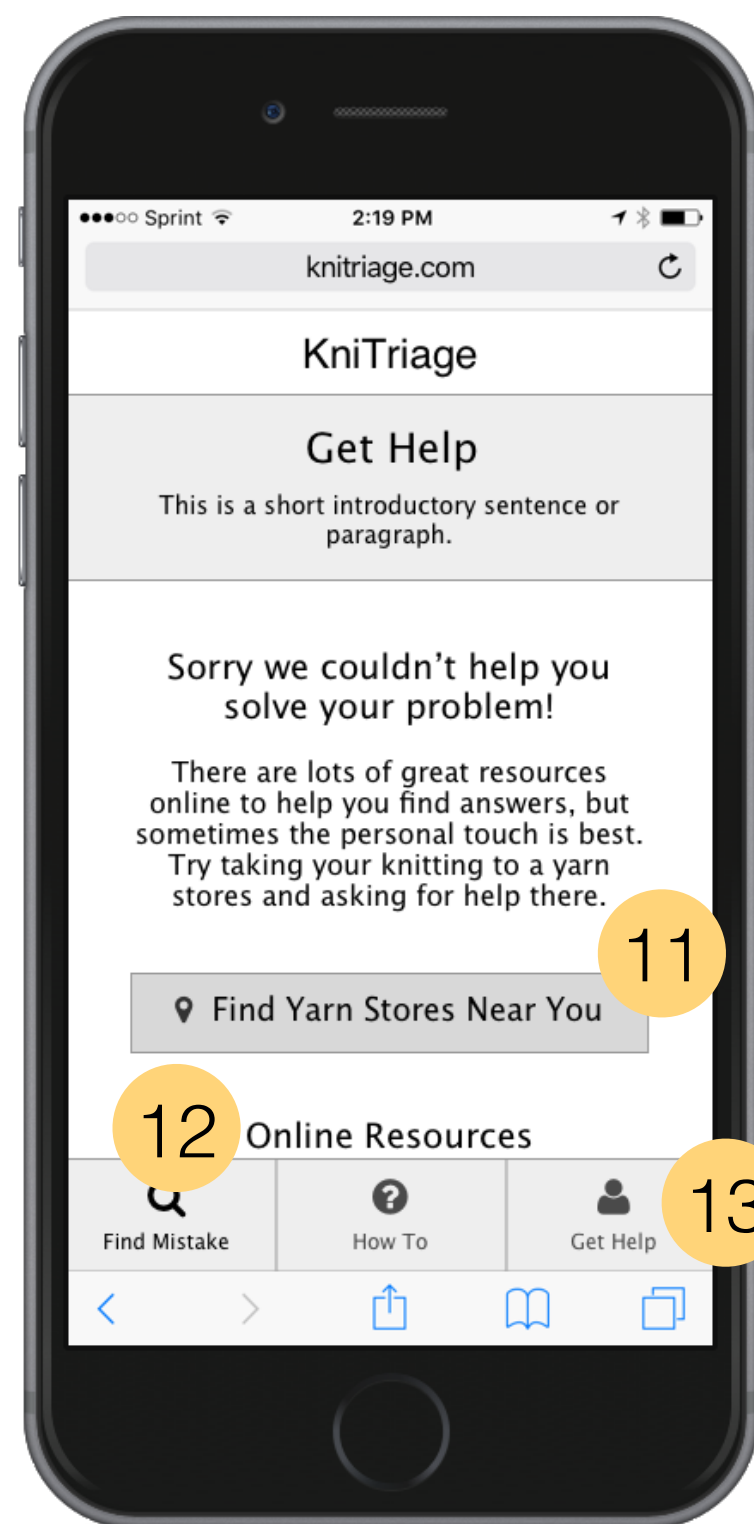
6. "Clear All" closes dropdown and reloads content to show all mistakes with no filters.
7. Filters are the same as the answer choices for the questions on the home page.
8. "Filter Results" closes dropdown and reloads content based on new filters.



Mistake Info

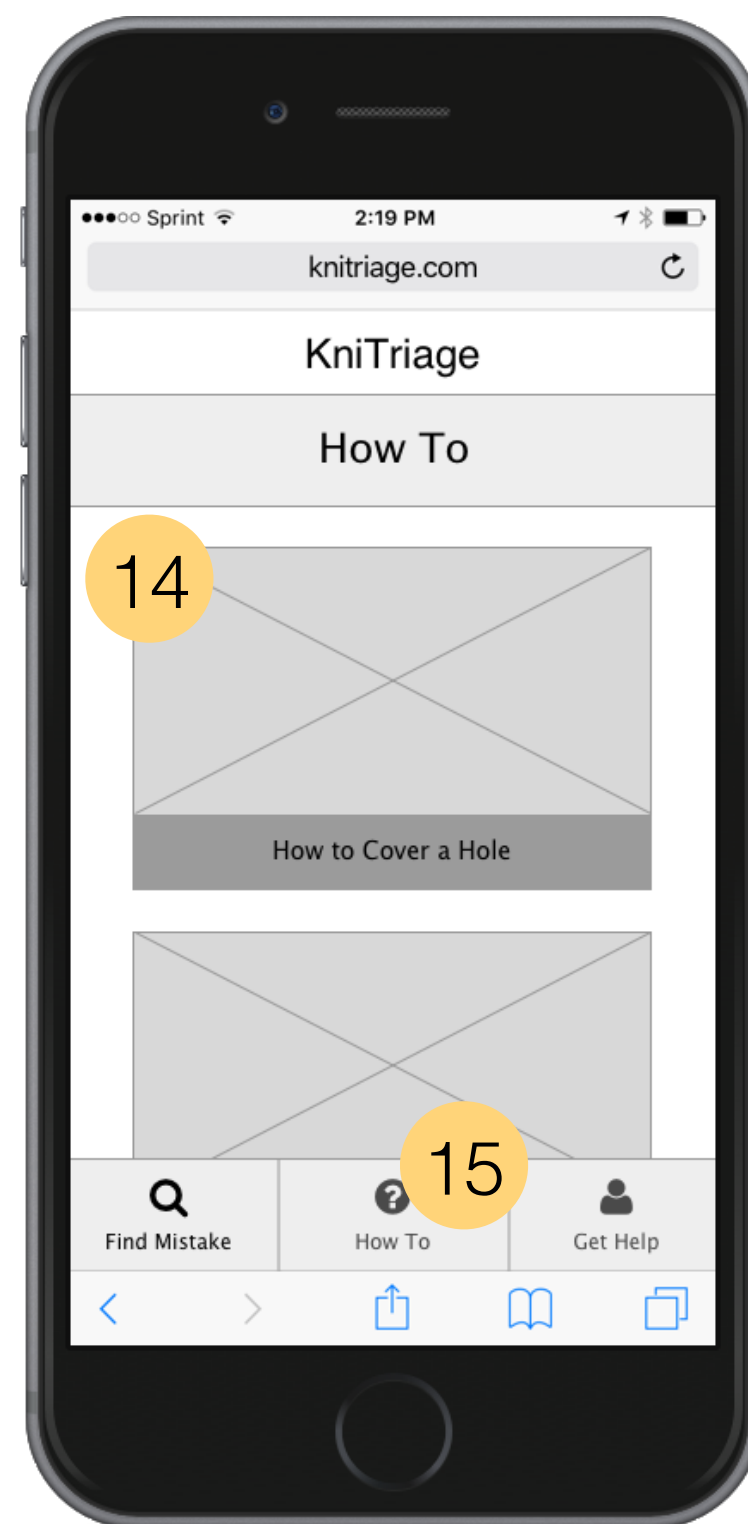
9. Video at top of page replaces featured image shown in initial sketches.
10. Step-by-Step instructions display beneath the video (rather than in separate tab as shown in initial sketches.)

Initial Wireframes



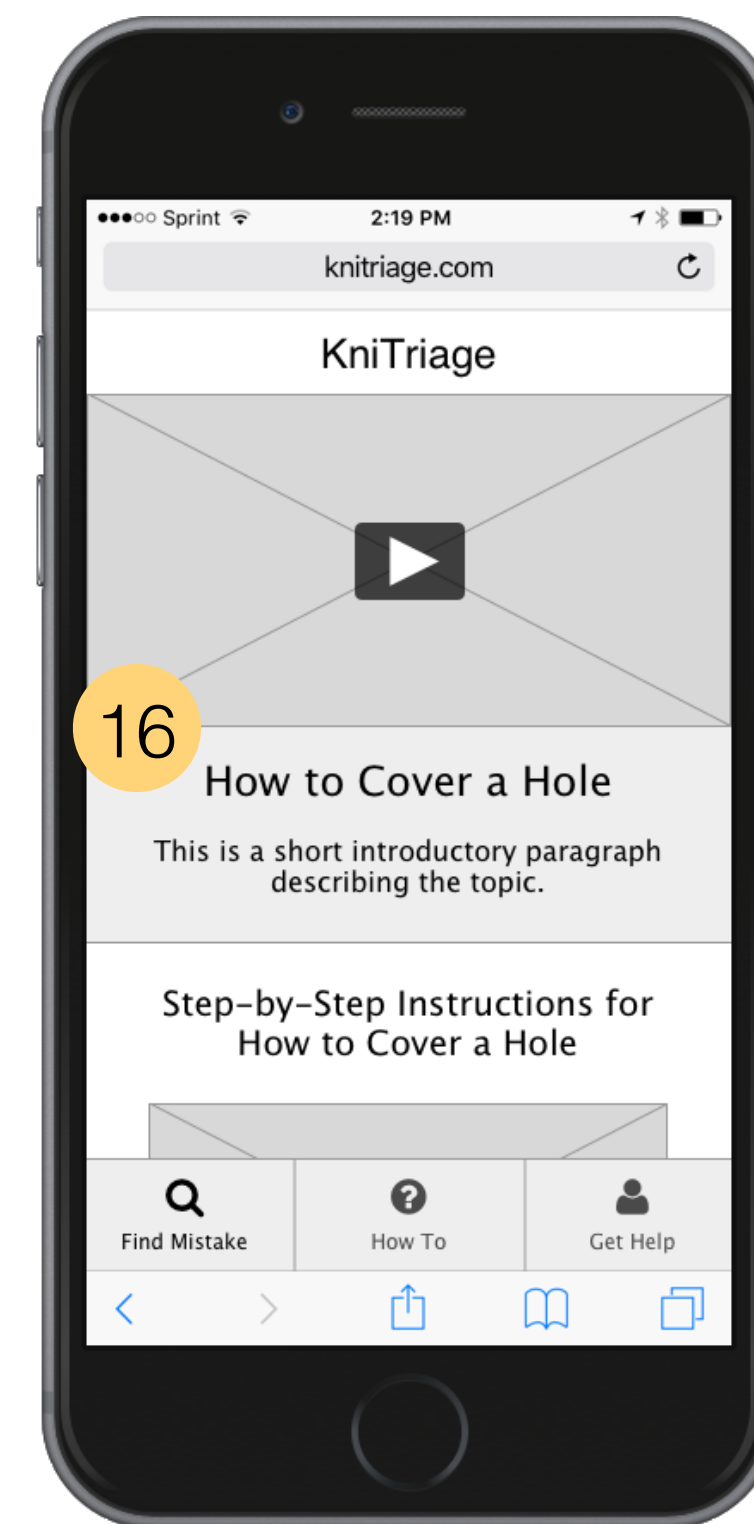
Get Help

- 11. This buttons opens a Google Maps search for "yarn store" in a new tab.
- 12. Links to various external resources below.
- 13. "Get Help" in footer menu goes to this screen.



How To

- 14. "How To" articles for basic knitting troubleshooting techniques listed alphabetically on this page.
- 15. "How To" in footer menu goes to this page.

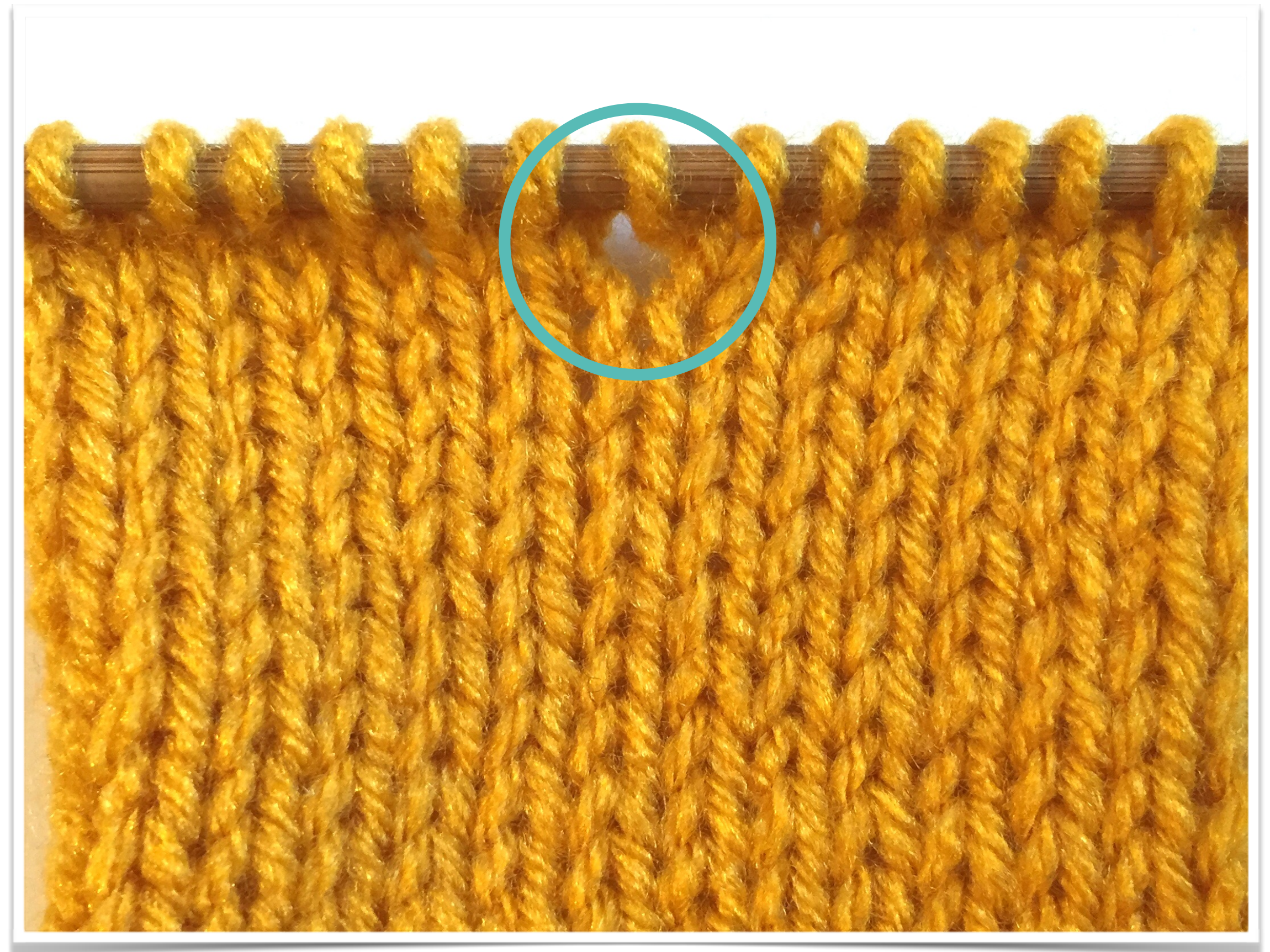


How To - Article

- 16. Same layout as "Mistake Info" screen, with video at the top of the page and written instructions below.

User Testing

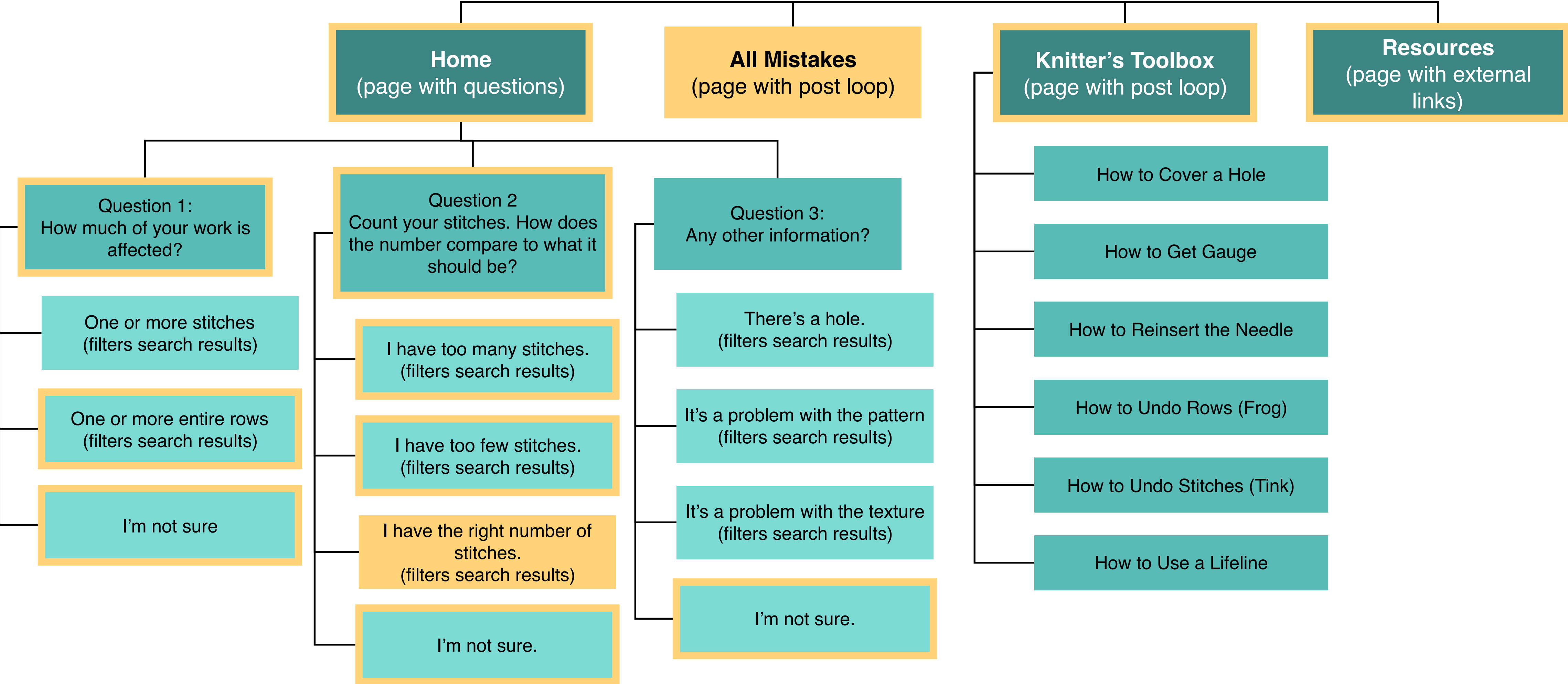
“Let’s say you’re knitting and come across this problem. Show me how you would use this website to find information on how to fix this mistake.”



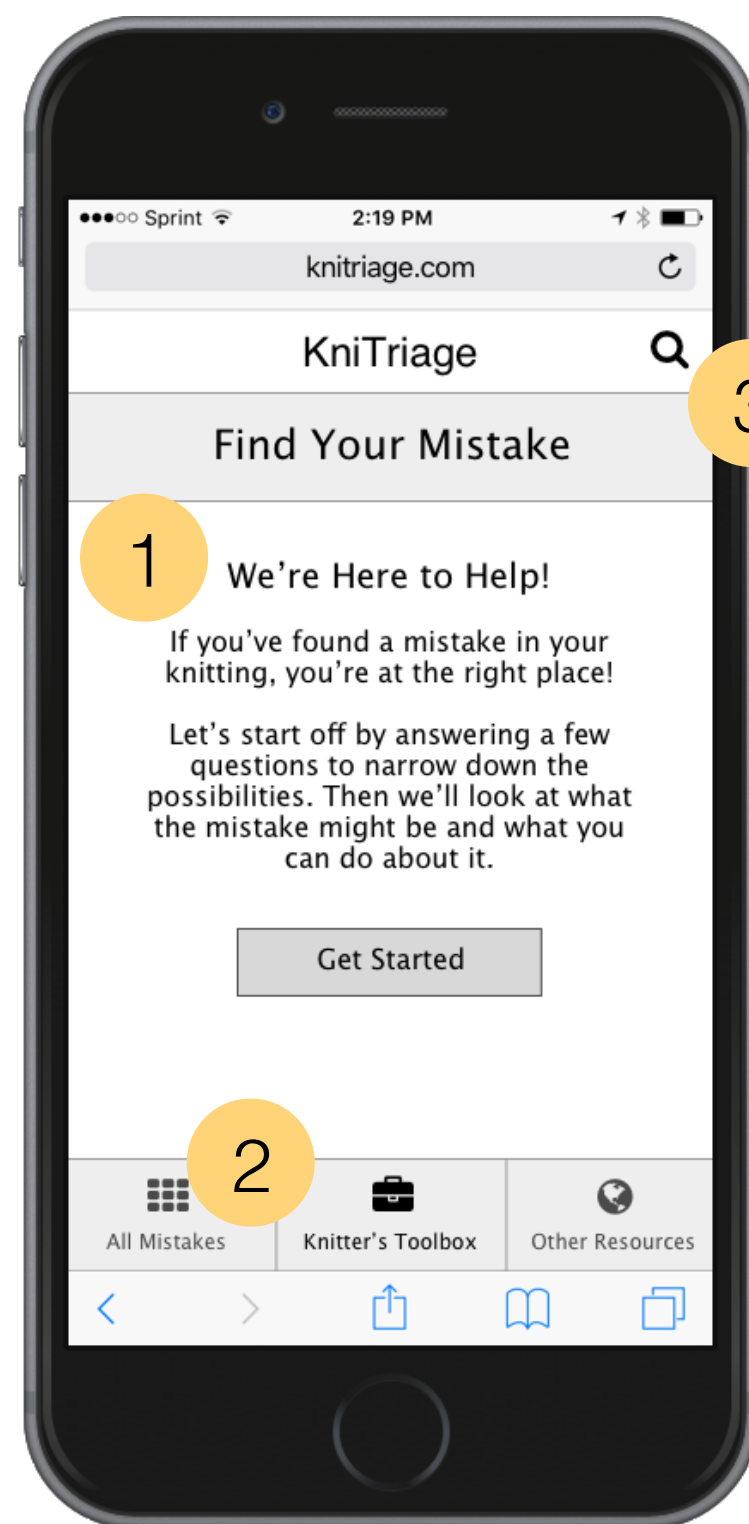
Assumptions: Revisited

- ✓ Users would be able to answer questions to describe their mistakes.
- ✓ Users would be able to identify their mistakes from a series of pictures.
- ✗ Users would find a filter for the search results useful.
- ✗ Users would not find a keyword search useful.
- ✗ Users would find a list of nearby yarn stores useful.

Sitemap: Changes After Testing

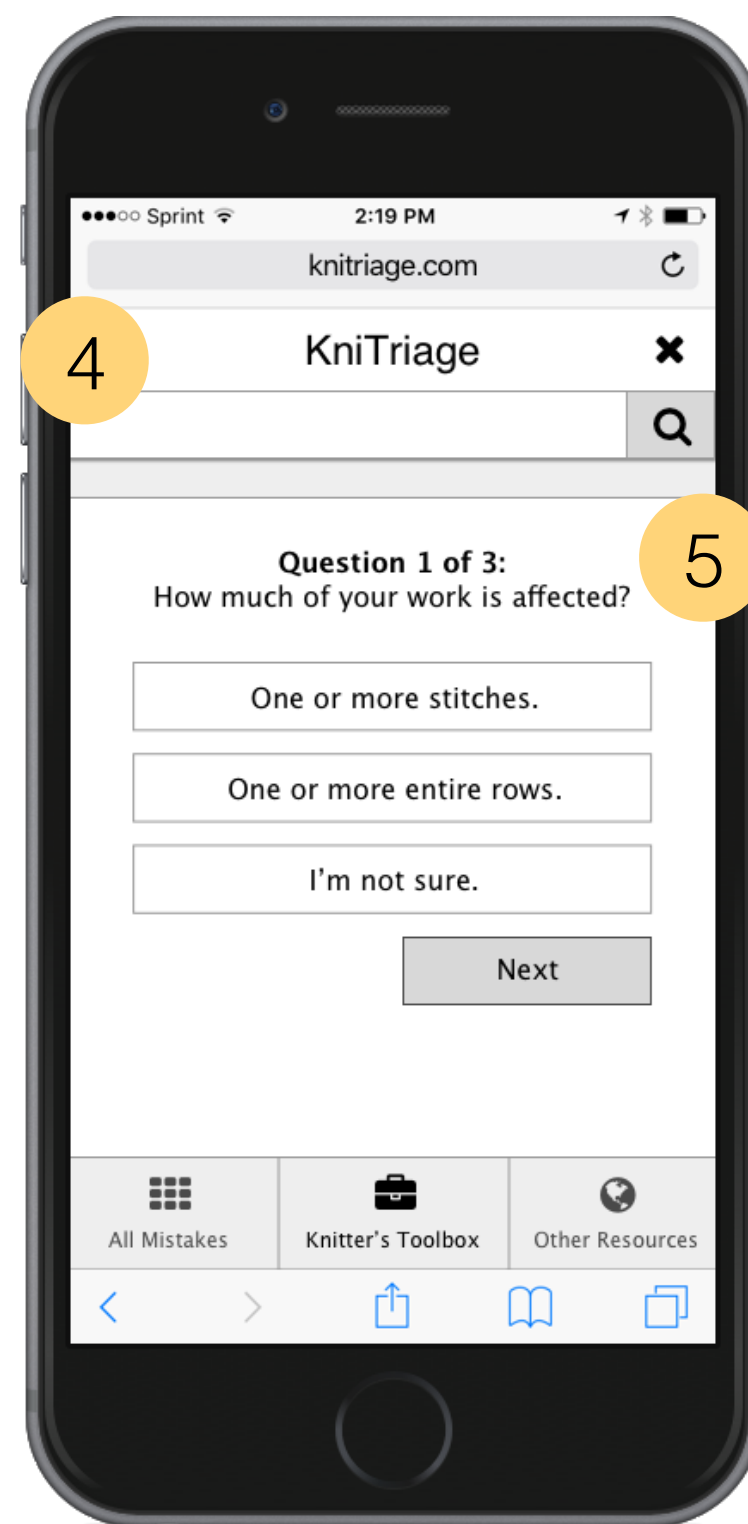


Wireframes: Changes After Testing



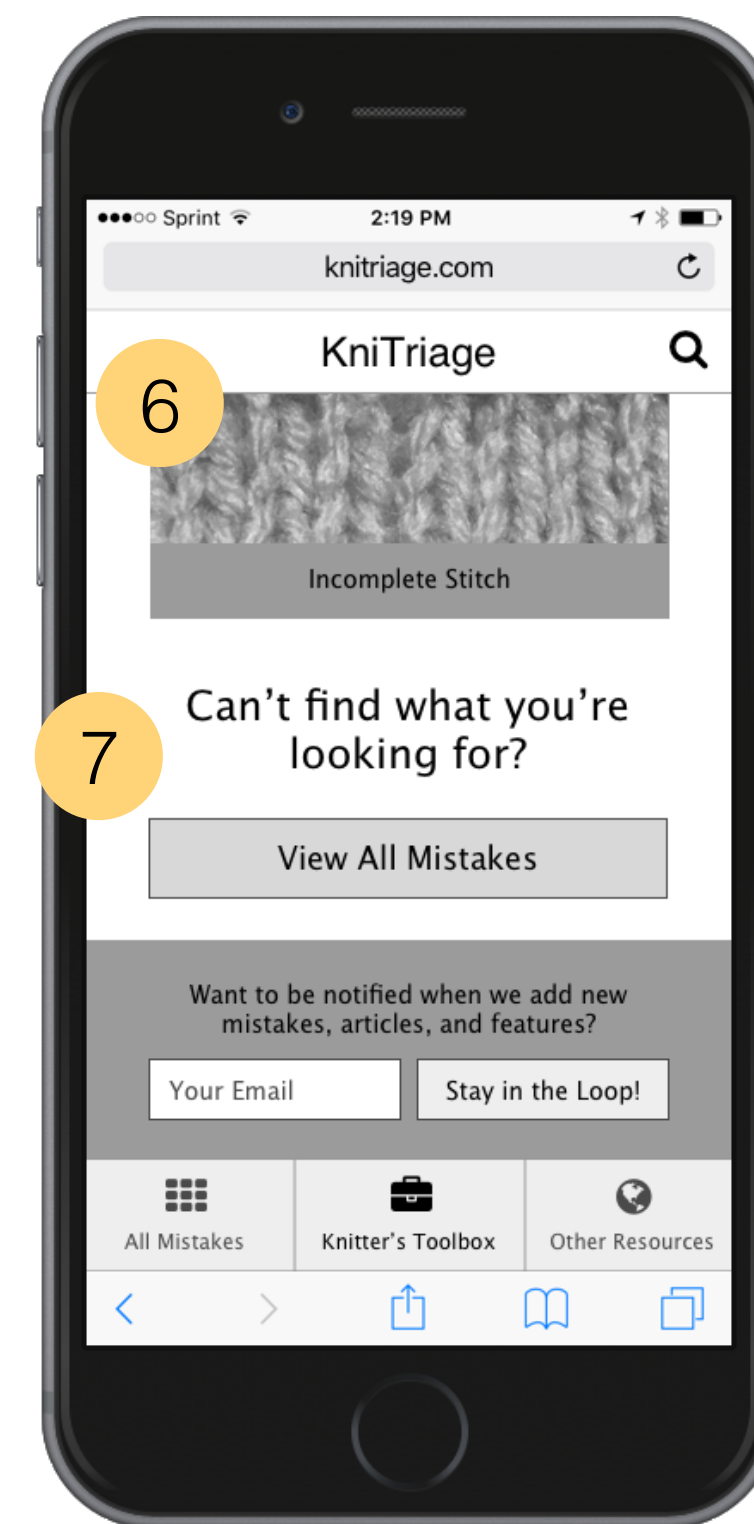
Home - Intro

1. Added an intro to explain the purpose of the website before going into the questions.
2. "Find Mistake" replaced with "All Mistakes," which goes to a page with all mistakes. Page title now used to return to home page.
3. Added search icon; see next screen.



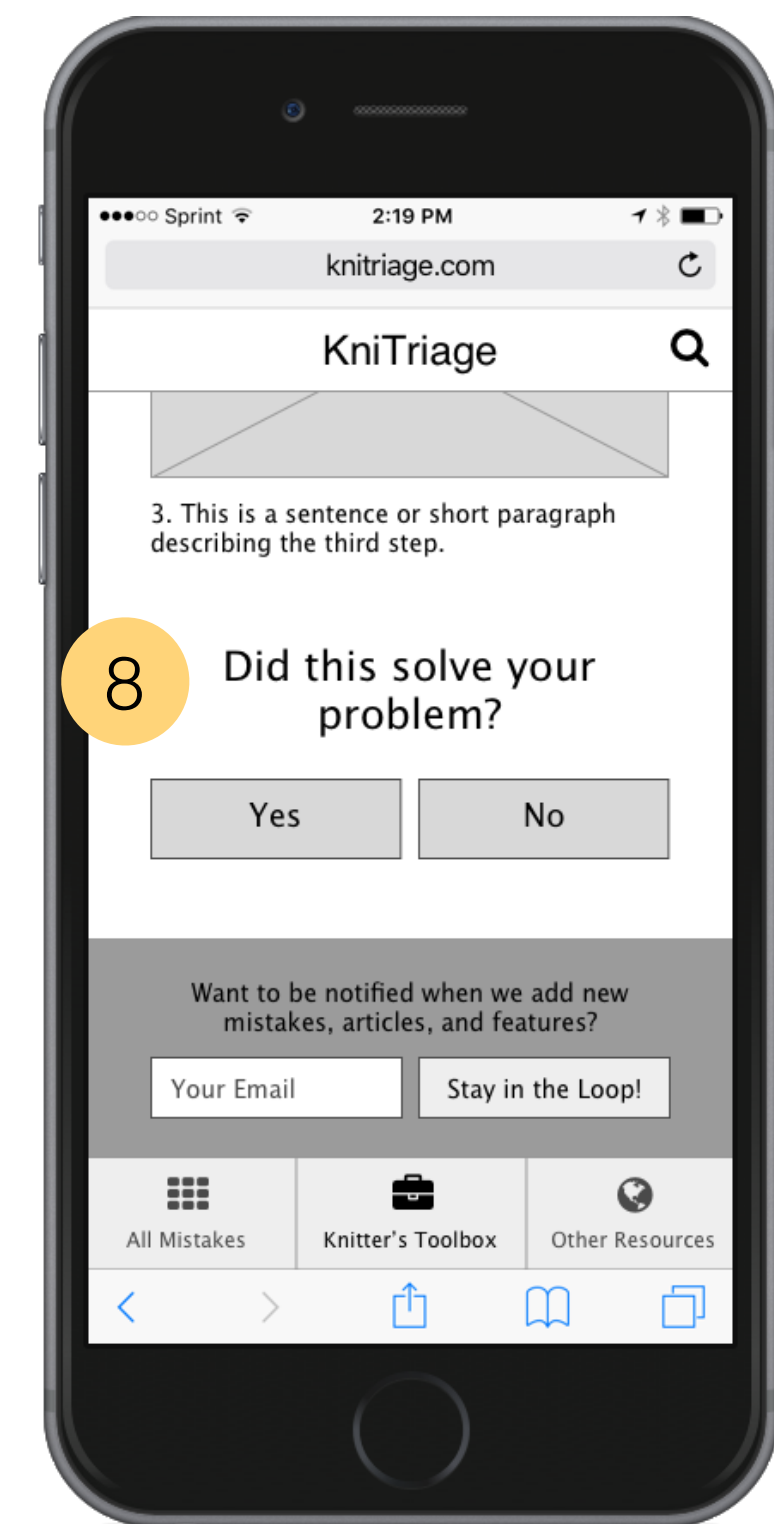
Home - Questions

4. Clicking on the search icon (see previous screen) opens a dropdown search bar. The search icon is replaced with an X to close the search bar.
5. Rephrased questions and answer choices for clarity.



Search Results

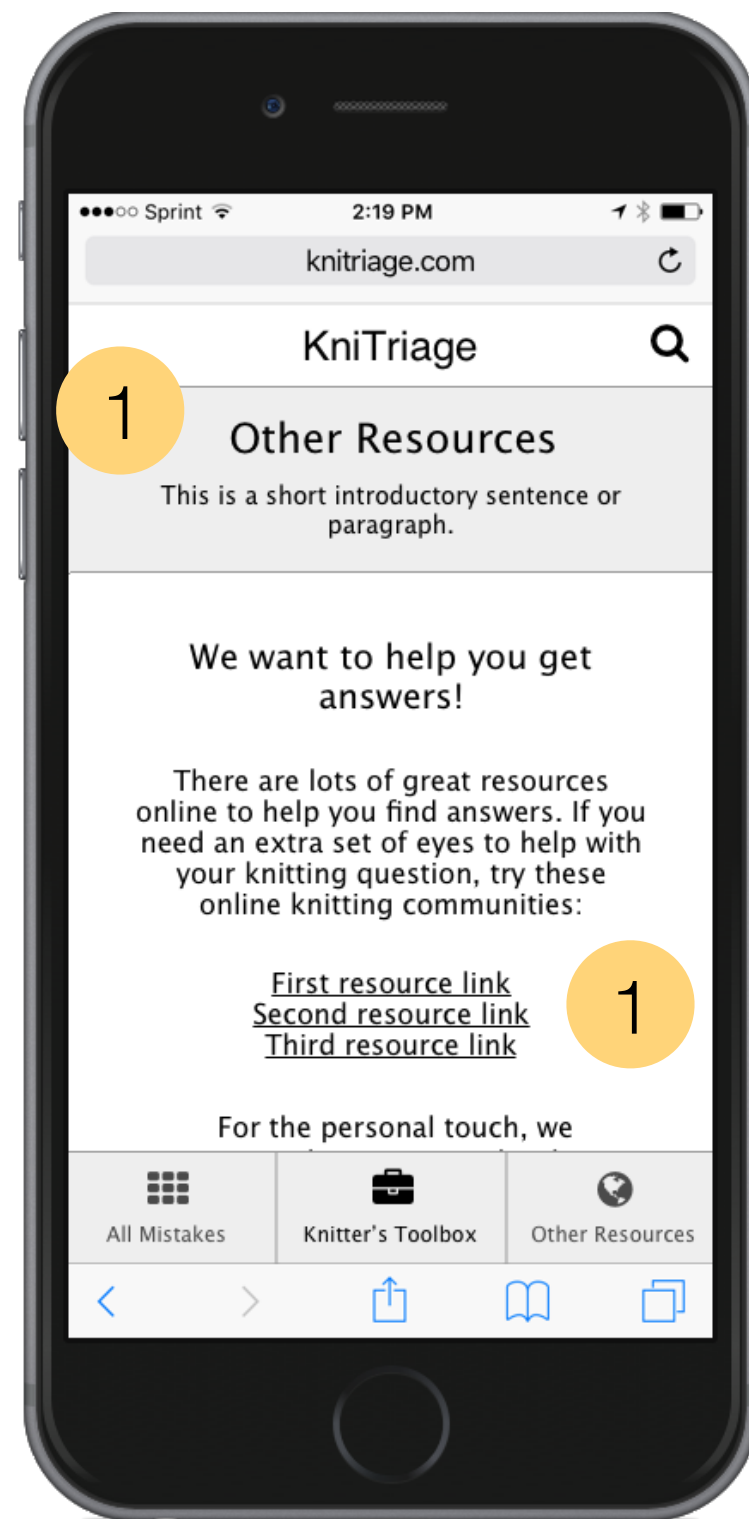
6. Filter icon removed from top of page (not shown).
7. Added link to view all mistakes.



Mistake Info

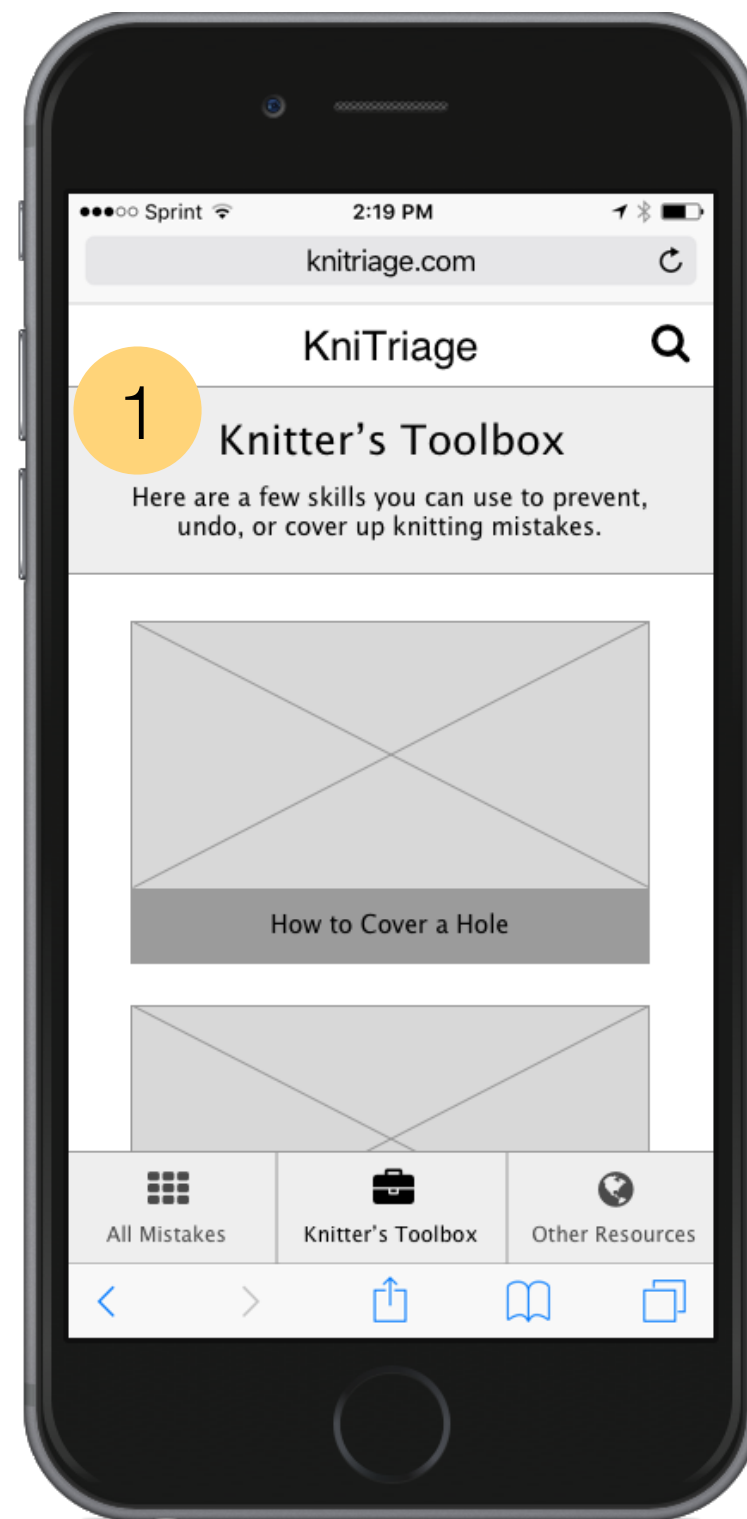
8. Added "Did this solve your problem?" section. "Yes" brings up option to share answer on social media. "No" brings up suggestions, including links to Knitter's Toolbox and Other Resources.

Wireframes: Changes After Testing



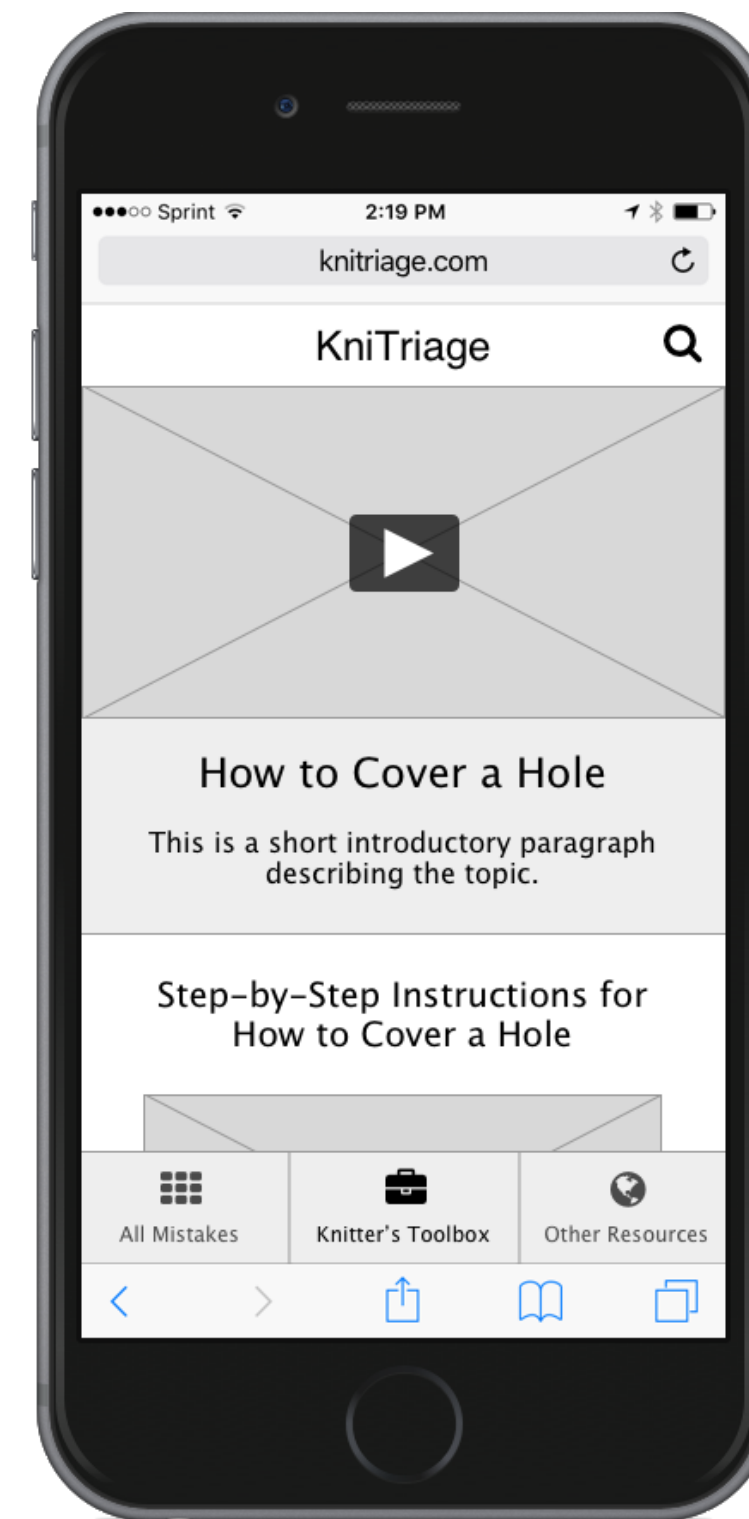
Other Resources

- 9. Renamed from "Get Help" to "Other Resources."
- 10. Moved digital resources above information on how to find local yarn stores (not shown).



Knitter's Toolbox


- 11. Renamed from "How To" to "Knitter's Toolbox."



Knitter's Toolbox - Article

No changes.

View the prototype:
<https://invis.io/4U6Y659ZX#/>

The background of the image is a teal-colored woven pattern, resembling a basketweave or herringbone texture. In the center, there is a white rectangular box with a thin orange border. Inside this box, the words "The Future" are written in a large, black, sans-serif font.

The Future

Coming soon to KniTriage.com!

KniTriage will launch as a responsive website summer of 2016, with plans for an iOS app in 2017.

Future Changes

- Testing the search process in context (real mistakes, real users, full functionality)
- Finalizing the menu labels
- Change the mobile menu layout to allow for the addition of new pages.

