Project Report 2023

WOOLWICH MAKERS MARKET

Web Design and Content Planning

woolwichmakersmarket.org

By Nicola Simmonds

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Introduction

Context

The author of this report and creator of this project has personal experience of selling their own handmade products, both at "in person" markets and online on Etsy. Additionally they are a market operator, founding Woolwich Makers Market in Dec 2019. This organisation runs markets in Woolwich, which are exclusively for people who make and sell handmade products. The proposed website is to compliment the already existing business that holds "in person" markets in Woolwich. We call the creatives that sell with us "makers".

Concept

Twitter Description

A directory which gives local people the confidence to buy local and handmade products directly from local creatives.

118 Characters

Elevator Pitch: A Quick Overview

Makers who already sell with Woolwich Makers Market have been telling me that they find it difficult to get sales online. There are lots of factors to consider when creating an online presence, time and effort being one. The work involved in both learning how to create an online presence, and maintaining that presence could be considered to be a full time job itself. Makers selling with Woolwich Makers do not have money to hire outside help, and most have told us they resort to creating an online presence using Etsy, which is an online market place.

However over the last few years through my own use of Etsy as a customer I have been frustrated by an over-saturation of products and I find it hard to find the specific thing I am looking for. I have also read numerous anecdotes around how makers do not get views through the Etsy search functions, for example this post from the Facebook group called "Etsy Buyers and Sellers UK" (Facebook, 2023)

I think my time is done with Etsy! I just can't be seen! I created an Etsy as an experiment because my website e-commerce renewal was over £200 but at least that was one quick (albeit expensive) payment rather than paying monthly listing fees on Etsy eith zero sales!

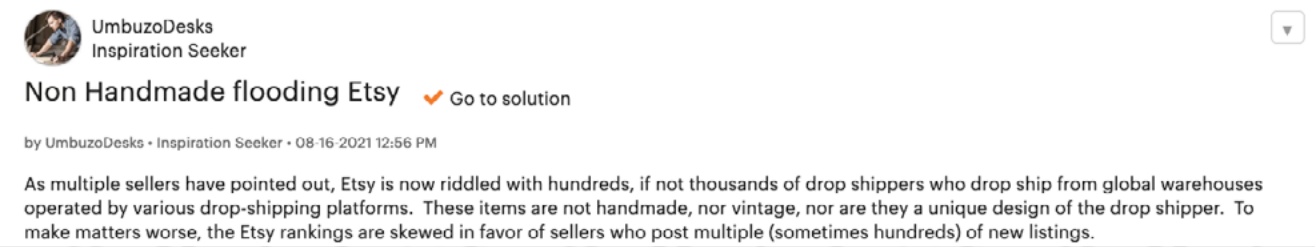
I've seen so many people complain that they can't be seen on Etsy and all the problems with reviews and refunds, I'm just wondering if it's worth the effort or if I should just find the £200 e-commerce upgrade on my website (additionally, I love my website and poured my heart into it so feel a bit irritated having to prioritise my Etsy links over my website links anyway!).

I'm not sure why I'm posting here! Just thinking "out-loud", just wondering what people's thoughts are! Is Etsy going through a tough time sales wise?

4 78 comments

It appears that the same barriers of not being seen when creating their own website is now the same problem they are experiencing when they have an Etsy shop on the Etsy marketplace.

As a customers on Etsy I have witnessed an increase in abuse on the website with individuals and companies selling drop shipped items that are not handmade. Etsy sellers have been discussing this issue for a while, for example this thread in the Etsy forum from 2021 which outlines the issue well (Umbuzo Desk, 2021).



UmbuzoDesks
Inspiration Seeker

Non Handmade flooding Etsy ✔ Go to solution

by UmbuzoDesks • Inspiration Seeker • 08-16-2021 12:56 PM

As multiple sellers have pointed out, Etsy is now riddled with hundreds, if not thousands of drop shippers who drop ship from global warehouses operated by various drop-shipping platforms. These items are not handmade, nor vintage, nor are they a unique design of the drop shipper. To make matters worse, the Etsy rankings are skewed in favor of sellers who post multiple (sometimes hundreds) of new listings.

There are still positives to Etsy, for example it is an easy way to create an online shop, however Etsy has high fees and so this is not an affordable long term solution if you are not getting the benefit of being part of an explorable marketplace.

The solution to this is to offer an online directory with a community first approach, making it free to all makers who live and/or work in the London Boroughs of Bexley, Greenwich, or Lewisham. Keeping it local to the areas of South East London surrounded by Woolwich means there will not be an overwhelming number of makers on the website, giving makers the opportunity to be visible as well as offering an appeal to potential customers to support local creatives. As the makers are not inputting the information themselves they will benefit from having assistance from someone who can focus on an improved online presence, using techniques such as SEO and how to present content. The website also further benefits from being connected to an existing organisation which has been holding in person events since 2019, and therefore there is the benefit of an existing customer base. It will give the opportunity of those people without an online presence to start an online presence, and improve the SEO of makers who have an online presence already by attaching their website links to a website that has related content. Making the other makers on the site a community rather than competition. There is also an opportunity to refine marketing strategies as the project will present a clearly defined target market, with a clearly defined USP.

The Problem: In Detail

Marketing

A problem makers face is learning the skill to market their own products online. This became an issue when in person market events were cancelled due to the COVID-19 pandemic. Makers with no or little online presence told me that they found themselves competing in an online market with makers who have already established an online presence.

Makers face the reality that the online market place is worldwide, therefore what could be a unique product they sold at a local market could suddenly no longer be unique online.

I witnessed makers spending a lot of time building social media presence on Instagram. Instagram has a lot of internal rules around SEO and visibility, which it could be argued is why a social media manager is its owned defined and complex discipline. I also had conversations with makers who started to compare their success based on their social media engagement.

It is also worth noting that selling online is a very different experience compared to selling at an in person market. For example on a day when you might not have had much engagement or sales, you would be surrounded by like minded people encouraging you to not focus on it with common catch phrases such as "I either do REALLY well, or I don't get a single sale".

Etsy

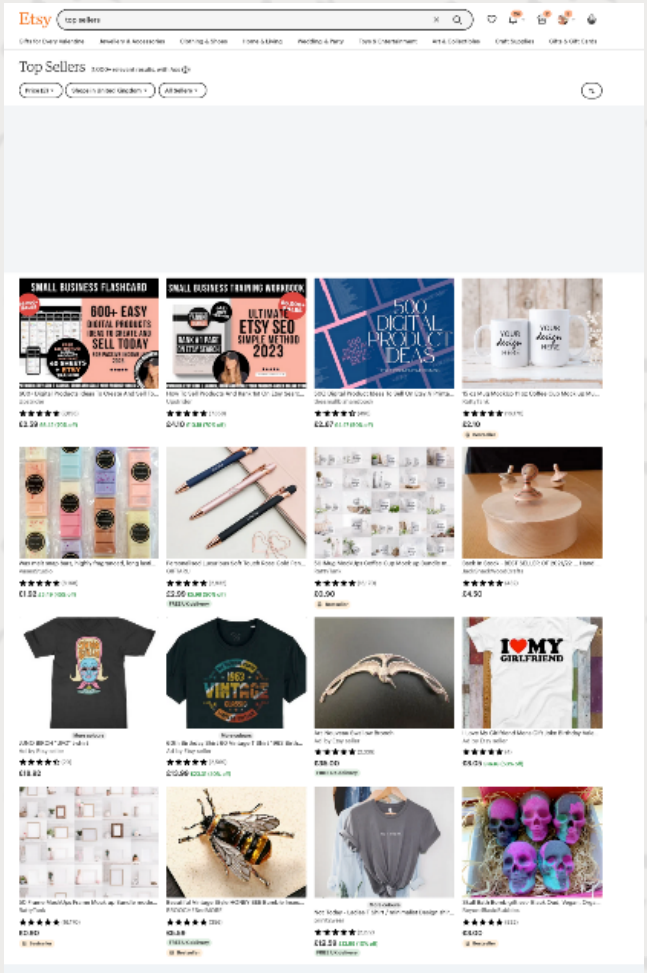
The largest online market place for makers is Etsy, which I have witnessed sellers become increasingly frustrated using as a platform. Founder of Etsy Chris Maguire tells CNBC that Etsy was originally created to provide a solution to help makers sell online:

> *"In 2005, Chris Maguire, Jared Tarbell, Rob Kalin and Haim Schoppik were sick of building websites for clients and wanted to build something of their own. Eventually they made a website for an online community called GetCrafty.com."*
> *(Alexis Gebhardt, 2022)*

However, like I summarised so far, this article from CNBC acknowledges that it is no longer offering that solution:

"But as Etsy has grown well beyond its original goal – to create a sustainable place for people to buy and sell the things they make – it has become more difficult to maintain its do–it-yourself ethos" (Alexis Gebhardt, 2022)

As Etsy is a world-wide market place it also presents significantly more competition, and makers could find they are competing against those that have their own skills and understanding of online marketing. For example an episode of "Etsy Conversations Podcast" called "Etsy Shop Success & More w/ Nancy Badillo" (Etsy Conversations Podcast, 2020). An Etsy seller talks about how they did a case study for their blog and sold motivational quotes in Word Processor documents and made $21,000, and how they did this using their marketing skills. This person in this episode is also promoting their own course "Helping Etsy Sellers Turn Their Passions Into Profits" (art-printable-course-teachable, 2023). This feeds into a culture which is commonly known as "passive income", and I think fits with an



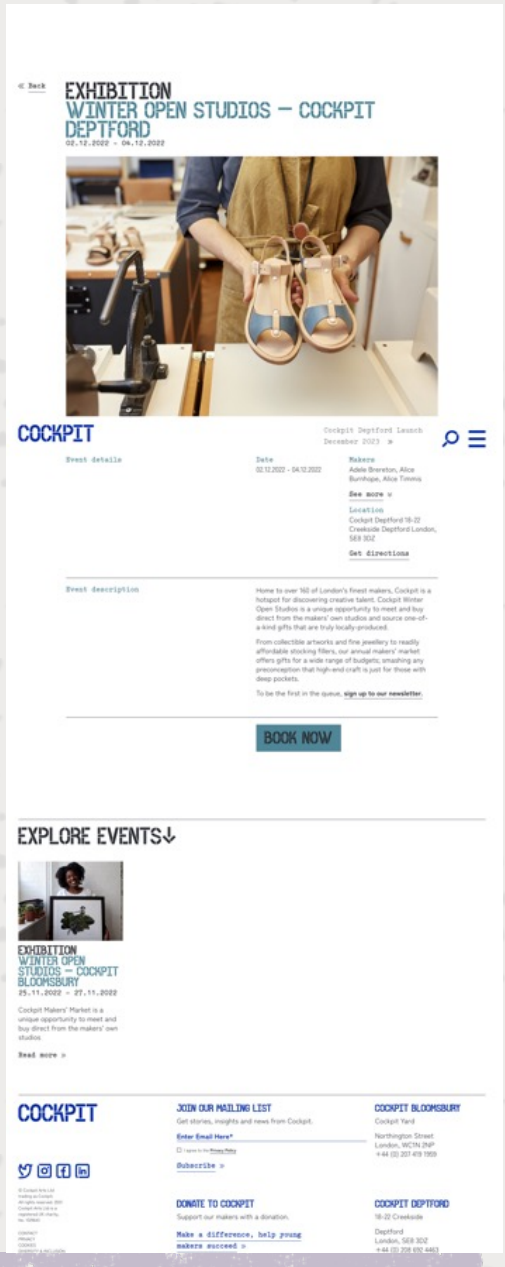
increase in "hustle culture", which has also seen a rise in people making more money from selling the concepts around the "hustle" rather than doing the "hustle" itself. The rise in this culture has also led to conversations about why people should not rush to monetise their hobbies. This culture I think is now reflected in the dominance of products that are not handmade, but customisable. For example the above is a screenshot (Appendix 1) from when I filtered Etsy to top sellers, the search results are dominated by customisable T-Shirts, mugs and stationary.

What is also interesting is that the first two listings are aimed at Etsy sellers, and how they can get more sales. If we move on from this "hustle" style culture, it is understandable that the difficulty in getting seen on the marketplace can lead to makers focusing on their "Etsy SEO" and whilst Etsy do provide assistance on how to improve sellers SEO we can also hypothesise that they likely have their own algorithm which they don't share. This has lead to a rise in companies such as Marmalead (Marmalead, 2023) and E-Rank (Erank, 2023) who use APIs to help people improve their "Etsy SEO". Suddenly this is starting to look like the same tools and skills used by website designers and developers.

Using Etsy to build a website still appeals to makers and this could be because there is a low barrier to entry as you only have to pay 20cents to list an item.

However, in my experience I think that most makers use Etsy as a way of creating an online shop. If we then take a further look into the costs when a sale is made, this can add up to 20%, which is a lot when compared to using a WordPress plugin such as WooCommerce which is between 1.4 and 6% (WooCommerce, 2023). So if a maker is not getting any benefit of the marketplace itself then they are paying a lot for a service that they are not using.

To summarise, Etsy was created as a solution to assist Makers to create an online presence, and Etsy has now grown into a marketplace for independent sellers to sell anything they think they can convince customers is handmade. And the result is now the website being a barrier for makers to overcome to try and get a presence on Etsy.



Independant Maker Websites

In South London there are other in person markets that have an online presence for makers. Some of these are comprised of only highly curated content for high end goods which are very expensive, and therefore only attainable to a very specific customer. Such as Market Events run by Cockpit Studios (Appendix 2)

Others examples are more direct competitors to Woolwich Makers Market but are much further west and south (Peckham, Croydon, Elephant and Castle) and therefore their in person markets are not easy to access this side of South East London.

https://www.solocraftfair.com/.

https://www.craftyfoxmarket.co.uk/

https://saladdaysmarket.co.uk/

However, these competitors no longer have the connections to the community, they host makers across the UK and their market events are now held in Central London locations. The result have been that they are now so popular that they are difficult to successfully apply to sell with them, especially as they are open to makers all over the country, and many will see the appeal to sell at a central London location.

Cognate businesses without websites

It is worth recognising there are other local markets in the boroughs of Lewisham, Bexley and Greenwich, however these examples do not have an online presence (see Appendix 3). There are only a couple of very small handmade markets in Greenwich, however, these are marketed as more old school craft or fair type markets and therefore do not fit into the description of a Makers Market. Other markets which are more established are primarily produce markets and the handmade stalls are often overlooked when it comes to advertising events.

The Proposed Solution

Woolwich Makers Market began hosting events in 2019 to solve the issue of markets locally only having handmade stalls as an after thought at the producer markets and offering similar events to these found further west in South London just closer to home. Woolwich itself is a transport hub with most public transport across Bexley, Greenwich and Lewisham boroughs crossing here. In addition to this In my opinion Woolwich is overlooked as a cultural hub. It has the largest artist studio in the country "Thames Side Studio", plus many others such as "Set Set Set", and recently the council have made efforts to boost the music and performance arts with the new "Woolwich Works" which also hosts the international known theatre company "Punch Drunk", plus the community theatre "Tramshed" (appendix 4). There is also the potential for the proposed project to use this information as part of is content strategy, building up the local connections of the creative community.

There is an online presence with markets that begun as South London exclusive but are now more national with central London connections, however we are offering to fill that gap where makers are unable to get spaces at these events. The website directory will be free for anyone who either lives or works in the three boroughs and the only barrier to participation will be to fill out a form to collect the copy and images for the listing.

Creating the directory will both be improved by the in person events we have, as well as benefiting from having the foundation of an already established organisation. If customers are overwhelmed by the Etsy marketplace then we can offer them an alternative, and they can also find local makers that they might have seen at one of our events, or another market.

It will help makers who might not have time to create an online presence with the confidence to start building one, and it will assist with makers who have an online presence as new customers could discover them when browsing the site. Makers who are not very good at selling themselves will benefit from us writing the content that is listed on the website, potentially using a form as part of the application process to draw out the relevant information from them. This information can be constantly improved as I analyse the site and make improvements using SEO techniques and keyword research.

Solving the Problem - USP

The online local marketplaces that exist are either too curated, hard to access as a maker or not connected to a local community. Or too small, not providing enough diversity and lacking an online presence.

The community already has a large creative presence and we are creating a directory which has a lower barrier to entry, being that you either live or work in Bexley, Greenwich or Lewisham. Simplifying the message of the website to be a directory of only handmade, and only local.

Target Audience

We have two types of target audiences, the Makers themselves and also customers who want to buy handmade. The makers either live or work in the London Boroughs of Bexley, Lewisham or Greenwich. The customers are people that have an interest in support local, independent business, have an interest in art and design and like buying handmade. Customers living in South East London, mostly Lewisham, Greenwich and Bexley Boroughs that support local and or small business and/or have an interest in art or craft type things.

Business and Cultural Context

Identifying Competitors

I have created a list of competitors (see appendix 3) which I have broken down into the following sections:

- Local Makers Markets with websites
- Local Makers Markets with no website
- London Maker Makers with websites
- London Makers Markets with no website
- Local directory websites
- National websites

The list includes businesses that do not have websites because it shows that there is a lack of online presence for Makers Markets locally, which is part of the projects proposed USP.

The overview of online competitors can be seen below in three tables (see Appendix 5). The fields across the top of the table have been created based on researching the strengths from each businesses which I have defined using SWOT analyses, (see appendix 5). The fields that are highlighted green represent the USP that I have proposed in the context section.

Local and London Markets

	Website	On Social Media	Handmade Only	Directory	Online Shop	Area	South East London	South London	London	National	In Person Markets	Market Locations	Mentions Locality	Free to List
Made in Greenwich	x	x	x			Greenwich Only			x				x	
Deptford does art	x	x	x					x			x	Deptford		
SOLO craft fair	x	x	x						x	x	x	Central London		
Crafty Fox Market	x	x	x	x					x	x	x	Central London		
London Makers Market	x	x	x			All over London	x	x	x	x	x	Various Locations, sometimes greenwich		
Local Makers Market	x	x	x			London and Norwich			x	x	x	North London and Norwich		
Salad Days	x	x	x			london		x	x		x	Central London and Croydon		

Local Directories

	Website	On Social Media	Handmade Only	Directory	Online Shop	Area	South East London	South London	London	National	In person markets	Market Locations	Mentions Locality	free to list	High End
Shapes Lewisham	x	x	x	x	(same as ours)	Lewisham only	x						x	x	
Cockpit Studios	x	x	x	x	x	Deptford and Bloomsbury	x		x	x					x
South London Club	x	x		x		South London		x					x	x	
South London Art Map	x	x		x		South London		x						x	
Thames Side Studio	x	x	x	x		UK	x	x	x	x					

National Websites

	Website	On Social Media	Handmade Only	Directory	Online Shop	Area	South East London	South London	London	National/ International	In person markets	Market Locations	Mentions Locality	free to list	High End
Etsy	x	x	x		x	Online				x					
Crafters Market	x	x	x		x	UK Online				x					
Folksy	x	x	x		x	UK Online				x					
NuMonday	x	x	x		x	UK Online				x					
Pedddle	x	x	x	x		UK Online				x			x*		
Indie Retail	x	x		x		UK Online				x				x	
UK Craft Fairs	x	x	x	x	like ours	UK Online				x			x		
Handmade in Britain	x	x	x		x	Chelsea and Oxford			x	x	x	Chelsea and Oxford			x
Crafts Council	x	x	x	x		UK				x	x	Somerset house			x

- the pedddle website lists the location of individual makers, however when using the search function to show makers in the area it refines results but not specifically to only makers. For example if I filter to London, the search results show other areas mixed in with London. (see appendix)

In each section there are no websites which offer all of the following:

- Locality being a focus point
- Sole focus on handmade
- Free and easy for Makers to use
- Focus on the makers as a community asset
- Affordable and not from an Artisanal space

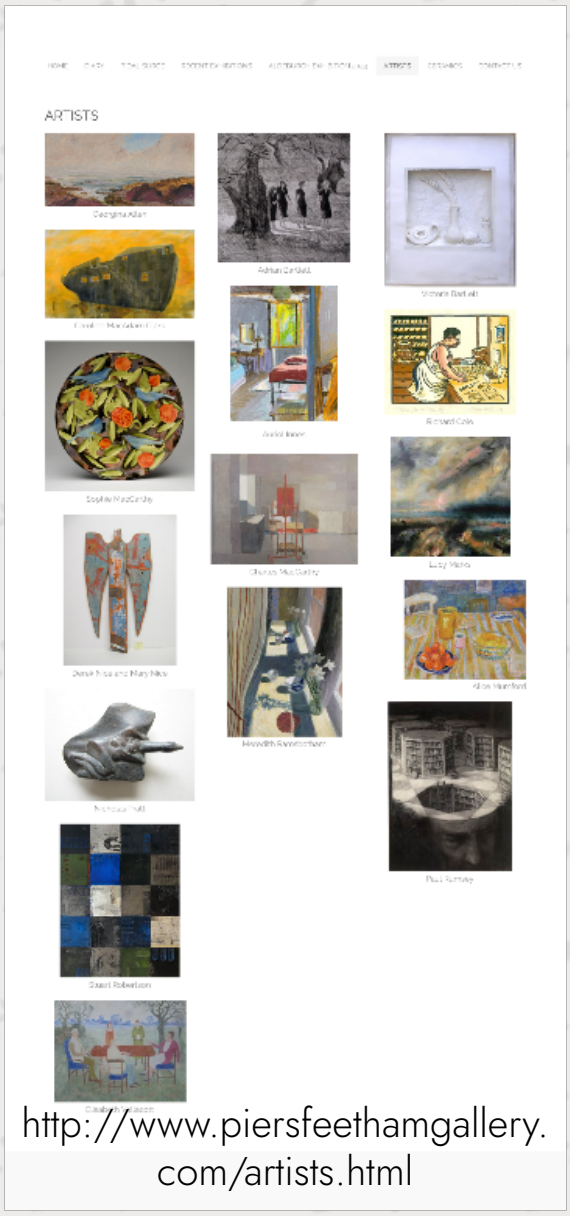
Cultural Context

In the concept section I reference the international online marketplace Etsy. I often consider the rise of Etsy to be a defining moment in the historical context of the rise of the Maker, the Maker movement and the modern in person Maker Markets. This is because prior to the development of the handmade online marketplace Etsy in 2005, I remember there were only two places that I would buy something handmade.

The first space were independent art galleries and shops. Where I grew up in Suffolk these places would often be in picturesque villages and were places I would visit only to browse as I would not have been able to afford to buy anything. For example, the small Suffolk seaside town Aldeburgh.

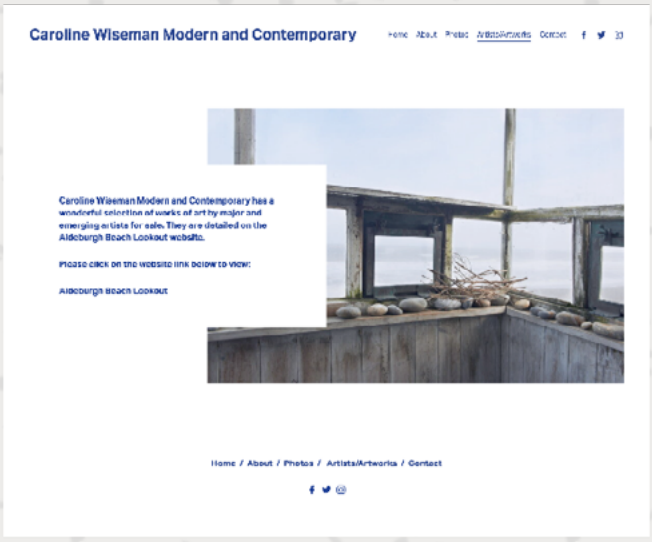
Screenshot from Google Maps

I had a look at these shops and galleries (see below) and all these places now have an online presence and in some instances there is a way products on their website. These spaces are often found in neighbourhoods that are affluent, and therefore the customers themselves are also affluent, and the work is rooted in an different cultural understanding of craft being a formal discipline that you learn in a higher educational setting. This is something that organisations like Craft Central (https://www.craftscouncil.org.uk/about) are trying to preserve.

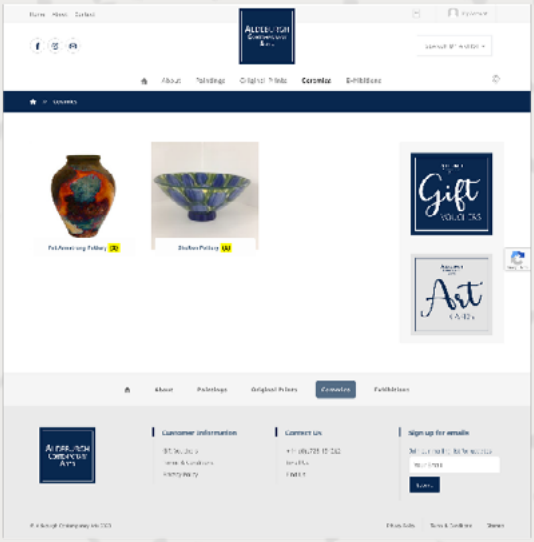


http://www.piersfeethamgallery.com/artists.html

https://ballroomarts.org/?p=4560



https://www.carolinewiseman.com/artists/artworks



https://www.aldeburghcontemporaryarts.co.uk/

The second place I would go to buy handmade was a community run Craft Fair, which I remember being linked to what was happening in the cultural space. For example at Christmas a school or a church would hold a Christmas Craft fair. The craft itself would be anything and everything and connected to the community, and it often felt like it would be predominantly older people and therefore the things being sold would often appeal to that older generation. These are tangible experiences and therefore there were no online presence to these, unless the organisation itself had a website. I still see these today, for example this community market local to Woolwich (see below) where it has a nice mixture of craft market stalls but it opens its space to everyone so you end up with a lovely mixture of the artists, produce makers, makers and crafters.

Plumstead Community Market

The Community Market, organised by Art Plumstead since 2016, is held both inside and outside of **St. Marks Hall, Old Mill Road, Plumstead, London SE18 1QG.** The Market is open from 11am until 3pm and entry is free.

AUTUMN DATES 2023

http://www.plumstravaganza.co.uk/plumstead-community-market/

Etsy started as Get Crafty, and in an interview with one of the founders they explained how the website was created because they were building websites for women who made things and shared how they made things online. The founders often heard from makers that they wished they could have a marketplace that was like E-Bay but for handmade (Alexis Gebhardt, 2022). This would have filled the gap between unaffordable products made a creative with years of formal education to hone their craft and hobbyists who were selling what they make to help support a local community event. In the middle of these two were younger people who grew up online and had therefore taken time to learn a skill from more informal education, through online tutorials and blogs.

The launch of Etsy also coincided with the boom of online selling (Lufkin, 2020), and Get Crafty was transformed into Etsy in 2005 the same year that Amazon started Prime membership service (Ang, 2021).

Etsy could be considered to be synonymous with handmade. For example, when I looked at the keyword research for the website almost every search term uses Etsy as a synonym for the word handmade (Appendix #)

In the years following the increase in popularity of Etsy I have noticed a different type of market appear, and this is the rise of the Maker Market. These markets seem to be an in person market version of the Etsy marketplace and they match the very definition of handmade that Etsy created. The branding is similar, the customer base is the same, and it is now difficult to find a maker without their own Etsy shop. For example, when I was selling at these markets people would ask me if I had an Etsy shop before they asked if I had my own website.

During COVID-19 the maker markets listed in the cognate sites started to improve their online presence and also their makers. With most using either their website or social media presence to advertise their makers.

For example SOLO Craft had a browse makers section of their website, and Made in Greenwich had an online shop. A maker with the Instagram handle @unruly_prints became a national name when they initiated the Instagram account Makers Market from Home.

https://www.instagram.com/makersmarketfromhome/

This therefore can be viewed as a cultural turning point for people understanding the importance of an online presence. Makers without their own websites told me that they struggled to be found in the enormous Etsy Marketplace, and in person markets were unable to make money when they had no events to operate. It did also create an increase in a sense of community, with makers such as @unruly_ prints using their spare time to do online markets for free.

Revenue

Most of the online spaces in my list of cognate websites require the maker to pay in some way to have their information listed on their website. They either:

- Pay an upfront fee
- Pay a commission when they make a sale
- Pay a monthly membership alongside an upfront one off fee
- Pay for advertising boosts. (Showing listings in higher spots if they pay a one off fee for a higher commission on sales or clicks)

There are a few websites that do not require financial contribution and so their revenue is slightly different. These are:

Shapes Lewisham – Funded by the Mayor of London's Creative Enterprise Zone Project

South London Club – Funded by customers paying a one off fee to get a discount card.

Indie Retails – Sponsors from local businesses who pay to get recognition on the website.

Lastly I was unable to find an explanation of revenue from South London Art. However on the "about" page it suggests that their value is in supporting and promoting local art galleries, and therefore we could theorise that the value is what it provides for the art community.

Etsy has a complex system for making money from sales. Makers pay a fee to list each item, and this item is listed for four months. When a sale is made you pay commission and processing fees, which can vary from country to country, and if that item is still in stock it will charge you another listing fee. In the UK this can calculate to 20% of the sale.

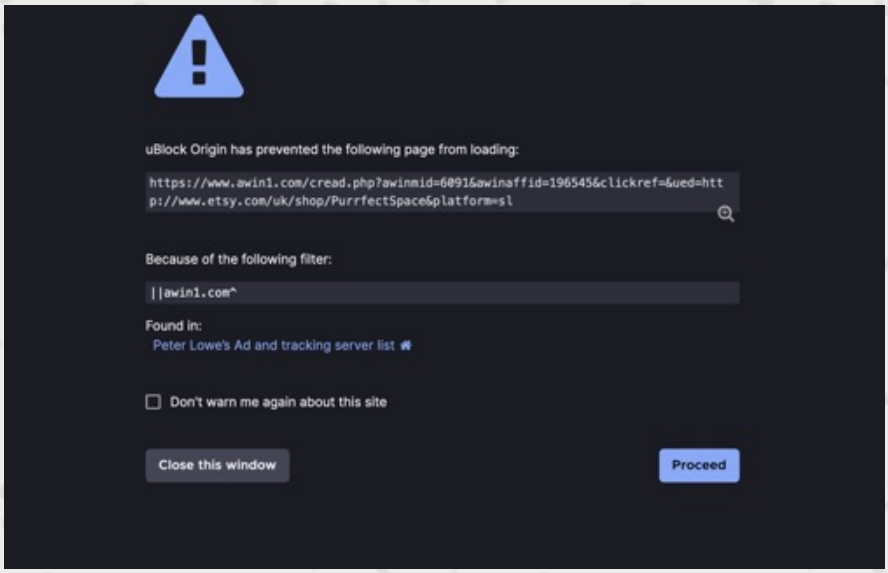
They offer monthly memberships with benefits and for you to opt into offsite and onsite advertising. If a person clicks the advert, or makes a sale in a certain period of time after seeing the advert then there is a 10% fee. For makers who make over $10,000 in sales a year they are automatically opted into the offsite ads and cannot opt out.

We can learn from the low barrier to participation from this model. Only having to pay a small fee to list means you are not investing much upfront.
Another part of the model that is interesting is charging for onsite ads, a boost feature is something that could be explored should we need to have an income to support the site service.

Foxy Craft Market requires makers to join as a member, there is an upfront fee and a monthly fee. This membership does come with perks such as workshops and a community which is described as helping each other.

The founder also has industry connections, and provides consultation services for companies such as Etsy and Folksy.

There is also tracking connected to the links listed on the makers pages, this could be for research but this likely means there is an affiliate scheme with companies such as Etsy.



https://www.craftyfoxmarket.co.uk/

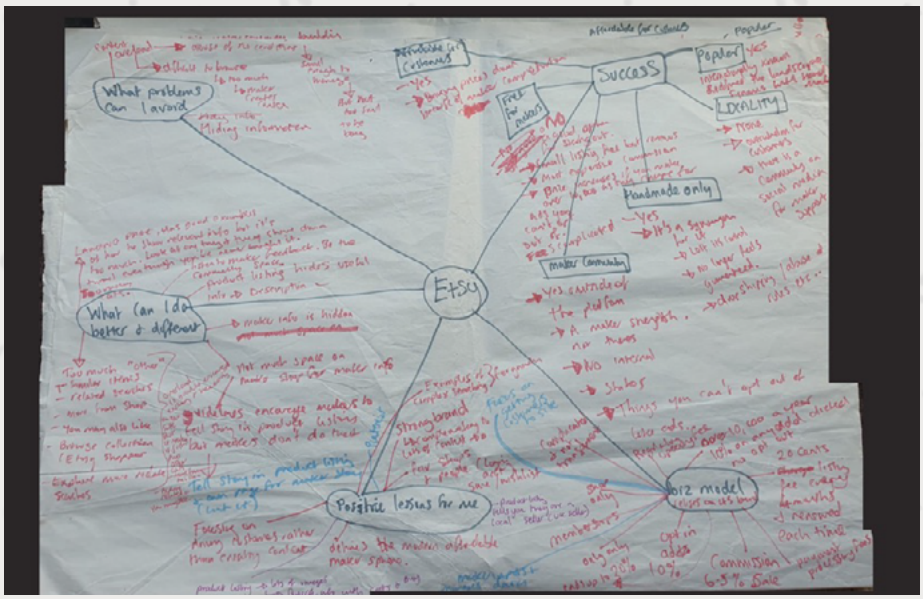
The website has potential to follow some of the methods of revenue that these cognate websites have, however the USP of the website being used to build a community were as if we introduce barriers such as one off payments this could alienate makers who are starting out on their journey.

With one of the USP elements being locality, we could take advantage of this in the way that Shapes Lewisham and Indie retail do. Applying for grants from local Councils and also asking local businesses to sponsor the page and offer advertisements. This would feed into the USP of locality, strengthen our ties to the community, as well as create partnerships with businesses who potentially can connect us with potential customers.

Analysing Cognate Websites

I will use website Similarweb (https://www.similarweb.com/) to identify how many visits a website receives, and I will also compare these websites to the project USPs: Locality, Handmade Only, Makers as a community (not competition), free and accessible to makers, affordable for customers (not high end and artisanal). I have chosen three cognate websites to analyse in more detail: Etsy because of the cultural significance and the current issues the marketplace creates; Crafty fox market, because this is the closest example of what we are trying to achieve; and ShapesLewisham because this project has a strong connection to locality. To do this task I created a MindMap with these sections (appendix 5).

Etsy



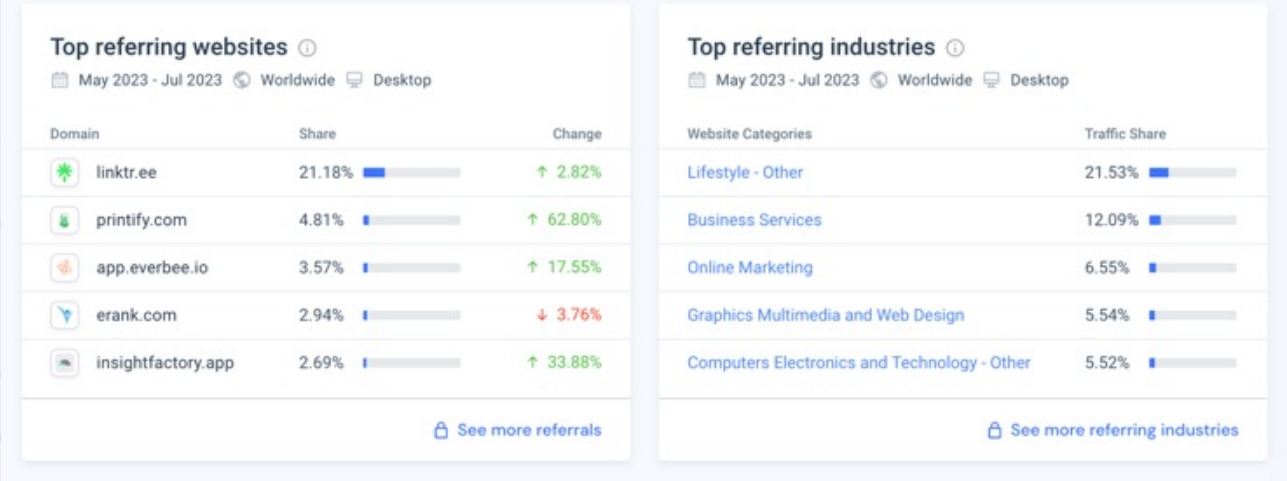
Average Monthly Views	Bounce Rate	Viewed on Mobile	Industry
1.389B	45.76%	58.34%	Marketplace

Country	Traffic Share	Change
United States	55.38%	↑ 1.98%
United Kingdom	9.43%	↑ 3.52%
Germany	5.57%	↑ 8.58%
Canada	5.47%	↑ 6.20%
France	2.98%	↑ 13.46%

May-July 2023 Similar web key stats and screenshots from https://www.

Etsy has exceptional worldwide views, however over 55% of the traffic share is the USA (North America), the second share is the UK (West Europe), but this is only 9%, the other top traffic users are from West European countries and Canada (North America).

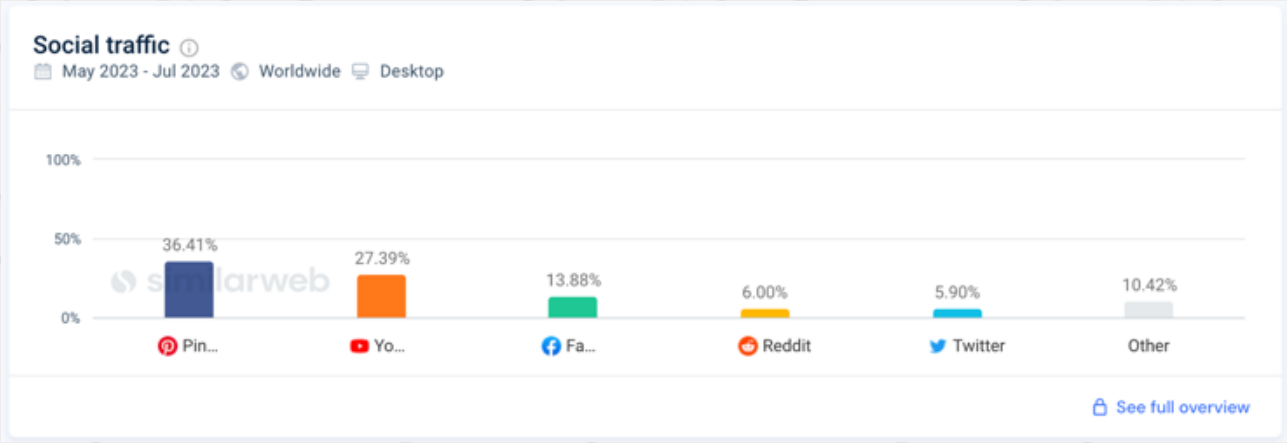
Similarweb categorises Etsy in the 'marketplace' industry, and therefore comparing itself to other marketplaces such as Amazon. In this context of being ranked number 7 in the world some of the issues we have mentioned about people drop shipping mass produced items and passing them off as handmade starts to make a bit more sense. I think it has lots its connection to being a place for makers to sell and is now more of a place for anyone to sell.



Screenshots from https://www.similarweb.com/

The top referring industries and websites also fit the theory about pointing customers to their Etsy shop to buy, rather than people finding makers on the Etsy marketplace. For example the top referring website is Linktree, which is a web app for listing websites and content on one page, something makers often have in their social media bio's. Everbee, Erank and Insight Factory are tools that makers use to help them improve their Etsy "SEO" and sales.

Printify is a drop shipping and printing service, which supports our assumptions about dropshipping being popular on Etsy. When looking at Etsy's keywords I have also discovered that a lot of the phrases refer to these type of products (appendix 19) such as custom t-shirts or cups, which we could argue is a service rather than a handmade product.

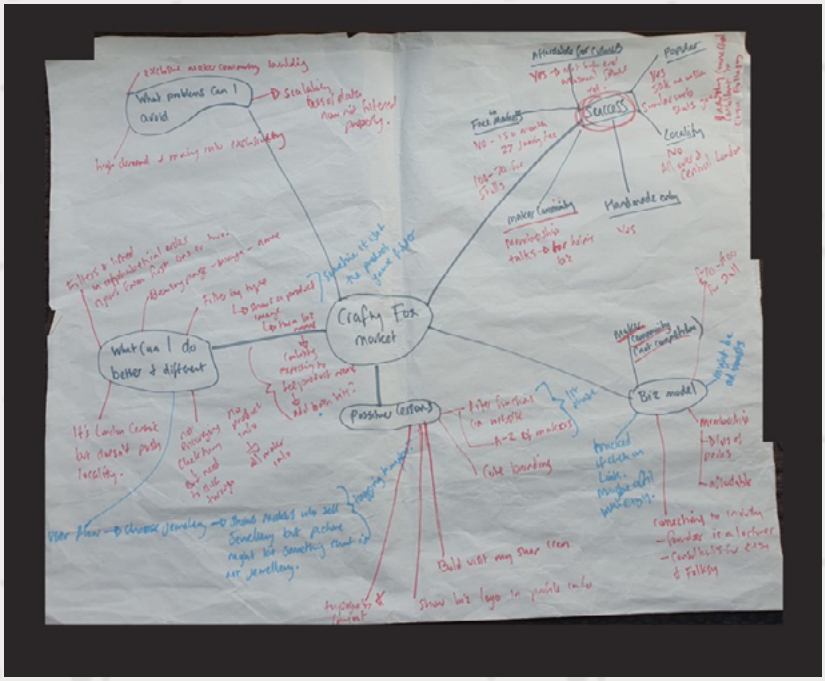


Something that is interesting to learn from Etsy is the social media referrals, if I look at the application data we have for our markets if a maker has an online presence they will always have at the least an Instagram account. However this data shows us that Pinterest is the most referred link to Etsy, and Instagram is under an "other" category. This can also show some insight into why Similarweb

defines the second biggest industry referral to Etsy being "lifestyle". However we must remember that this is worldwide data, and so this could be due to cultural habits and trends of the USA. Nevertheless this is something I can look into more when it comes to advertising and promoting.

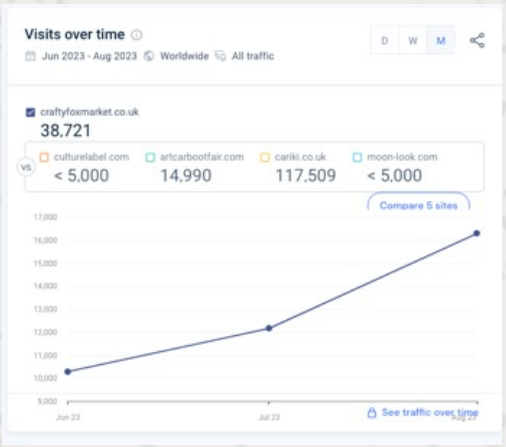
In our research we have found that there are other clusters of maker communities, these are mostly through external forums such as Facebook. However these communities tend to be helping each other to navigate using Etsy, and Etsy itself in this way is the barrier, and the communities are trying to help each other overcome it rather than use it to help find and build a community. We can also see this in the recent formation of a union for Etsy sellers, and their strike action taken (Alexis Gebhardt, 2022).

Crafty Fox



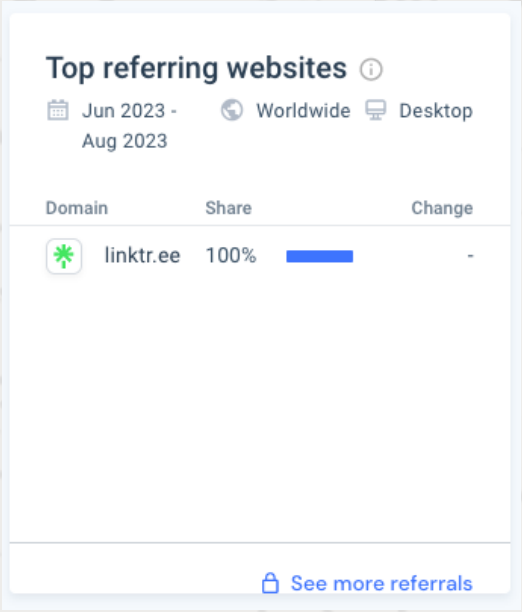
The website with the most engagement, that is most closely linked to the functionality we have proposed for the project is Crafty Fox.

Average Monthly Views	Bounce Rate	Viewed on Mobile	Industry
26,194	40.65%	71.09%	Lifestyle



May-July 2023 Similar web key stats from https://www.similarweb.com/

People visit the website from websites of similar industries, although interestingly these are sites with brands that fall into the definition of "high end" and highly curated lifestyle brands.

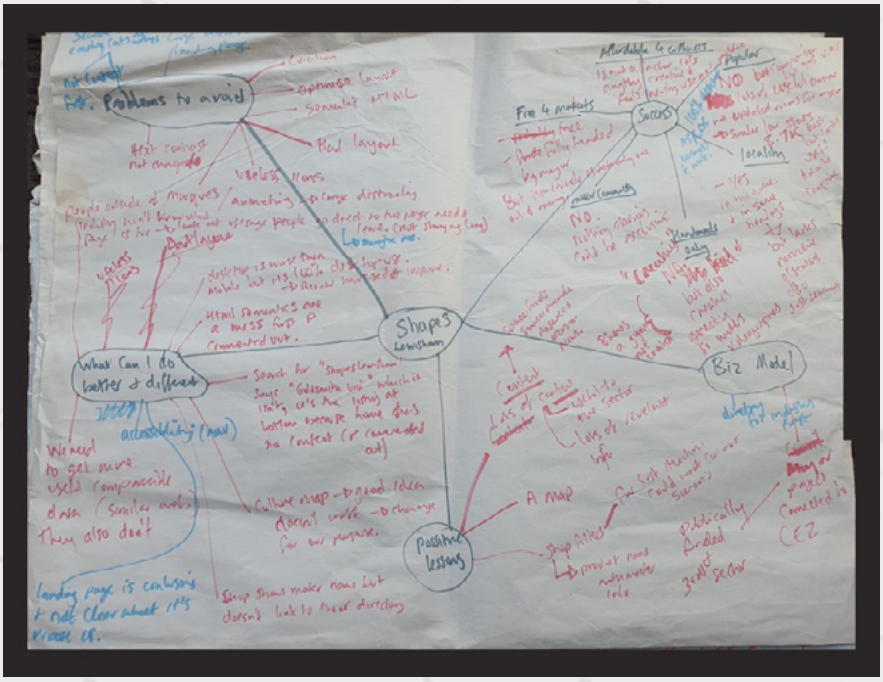


Crafty Fox is for handmade only, and it has both a search by maker and search by product feature which goes hand in hand with their in person markets.

The website is clearly curated for handmade only, and the messaging as well as the affordable membership fees also give it the feeling that is for the maker community. The website and messaging does not suggest any attachment to locality and they have recently started to appear in high end spaces in central London location. This suggests that it is starting to move into the high end sphere gaining further evidence by over 5,000 visits coming from a high end art gallery culture label. The success of the business also means that it is becoming more competitive to become part of the community, and so it can considered to be losing its accessibility to all makers from all backgrounds.

In the mind map of the website (appendix 6) I explore a lot of the functionality of the website, and the positives and negatives. I suspect the negatives could possibly be due to how the business has expanded so I want to explore this functionality more in the commodity section.

Shapes Lewisham



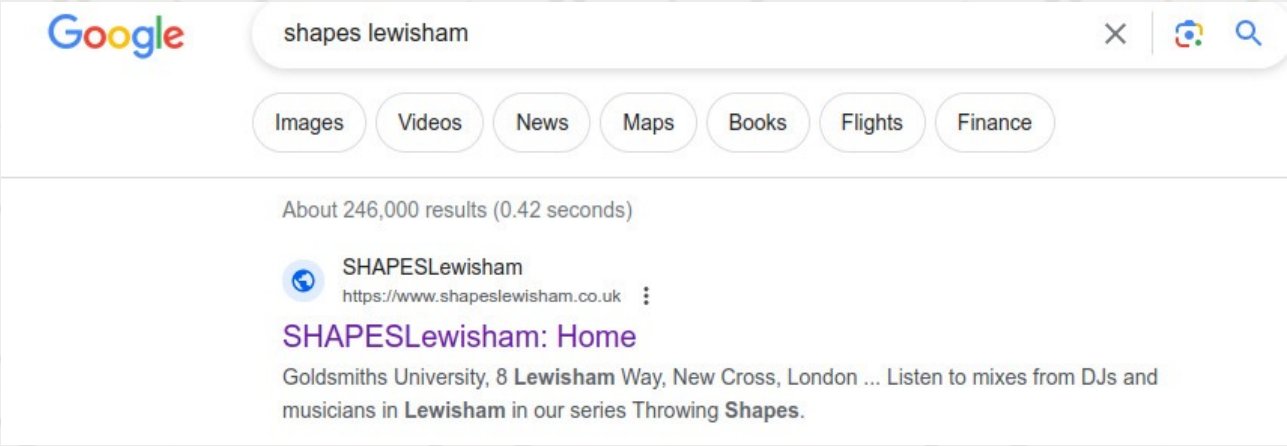
Average Monthly Views	Bounce Rate	Viewed on Mobile	Industry
<5000	79.96%	0%	Lifestyle

May-July 2023 Similar web key stats from https://www.similarweb.com/

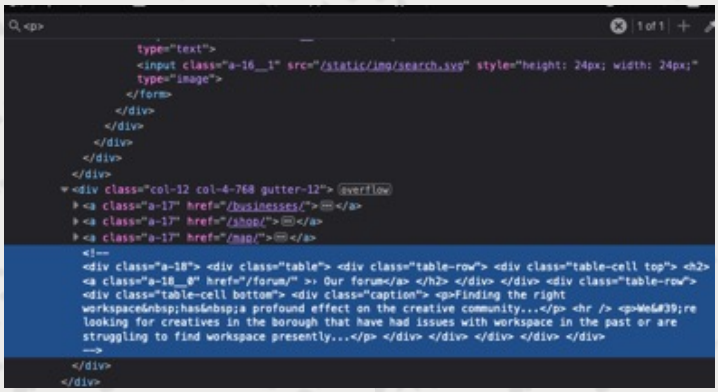
I think this website is the example most closely linked to the project USP because is is a directory for creatives generally, not just handmade . but despite this the directory is filled with independent and small businesses. The website is only for creatives connected to the London Borough of Lewisham, and so it is naturally pushing the locality messaging.

The Similarweb stats suggest that the website is really used much. There is a high bounce rate and I think many would consider a 0% mobile use as unheard of. If we delve into the few stats available 100% of the traffic comes from organic search terms, and if we look at the top search terms it looks like it is people searching for businesses by name. This along with the mobile stats could suggest that it is people in the industry looking up information at work.

Having such good statistics around the organic search data, I wanted to look into this more because people searching for something specific and finding it online is a behaviour the project would like to emulate.



However, when Googling the website, the first search results shows a business listed in their directory rather than information about the site. This then led me to look at why, and it revealed a lot of issues with the way that the website is built. There are no paragraphs on the landing page (they have been commented out of the HTML) and this is why the results are showing a directory listing.



Screenshot of Shapes Lewisham Using the broswer inspect tool

This seems to conflict with the traffic to the website being 100% organic search terms, however it could be possible be suggested combined with the mobile usage being 0% to theorise that these site visits are from people who are part of the project or listed on the site and so they are looking to find their own listing on the website.

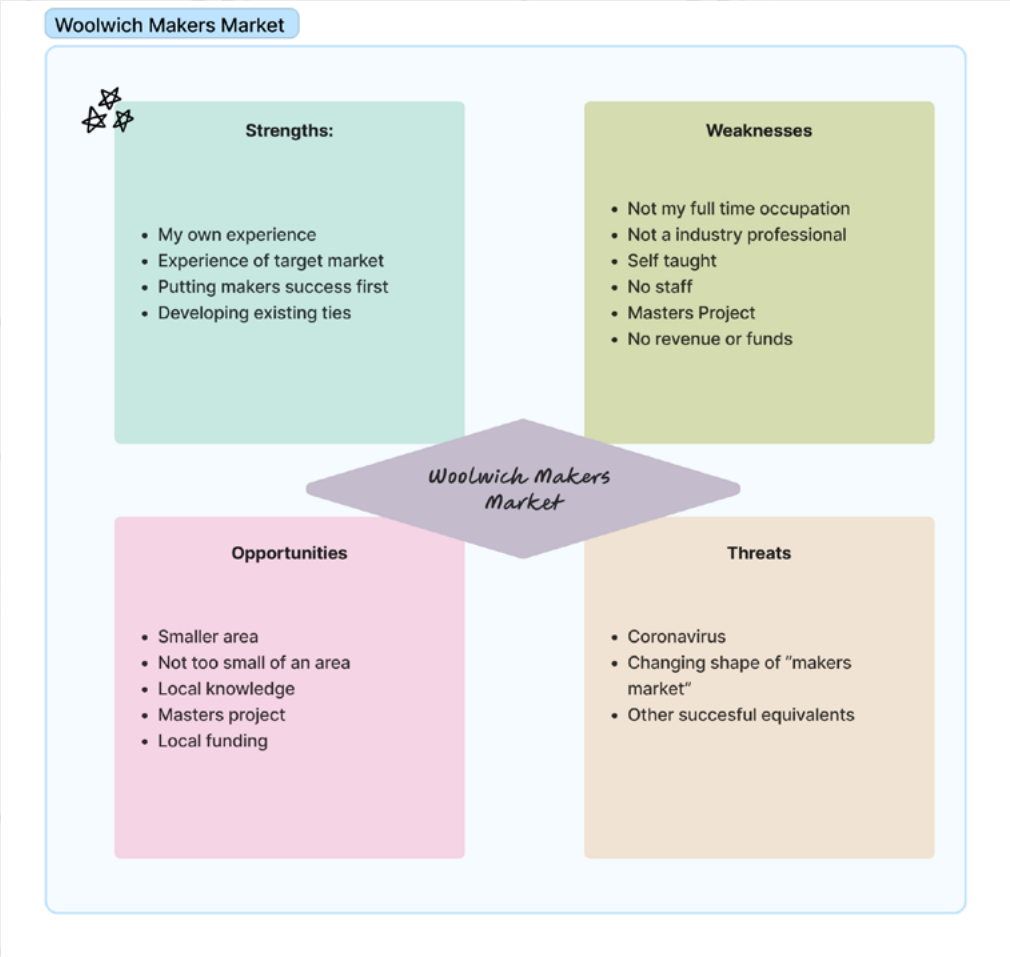
The website is also very busy, with lots of moving text. It is also strange that the mobile version of the website easier to use. This disconnect between the development of a mobile view website and the user base being 100% desktop is something I want to make note to learn from.

One function of the website is the Culture Map, considering the website purpose is show casing creatives in the Lewisham Borough I think this is a nice added feature. The map offers different filtering suggestions as well as a search function. This is something I think that could work in some way for our website, it could list peoples studios, brick and mortar shops or where market locations are.

Unfortunately this map feature does not work, if I click on a filter suggestion it zooms out to show Europe because there is a listing in France. If I then zoom into London there are still results outside of the borough, if I continue to zoom into the Lewisham borough I only see mostly "see cluster" black hexagons. It looks like this is because people sharing the same location have listed their information separately, meaning there is too much location data to actual use the map for its intended purpose.

SWOT

Following what we have learnt from business and cultural, it is now a useful exercise to look at our own Strengths Weaknesses, Opportunities and Threats. We can see how our USP lines up with out Strengths and Opportunities.



Commodity

User Research

As part of this websites USP and success point is both "customers finding affordable handmade goods" and "building a community of makers to support each other" for this project I am going to consider both makers and customers as different type of users.

During the User Research Module we learnt that using a research canvas such as this one provided by Steph Troeth (appendix 7) helps us to think about our project through the mind of the user. If I look at the top two sections "Research Context" and "Research Objectives" I have already explored these during the Business, Culture and Research Section:

Research Context Why are we doing this?	**Research Objectives** What do we want to learn?
We want to make a website that is useful for customers and makers to use.	Find out who the potential customers for the makers content on our site.
We want to help makers to boost their profile locally.	Why potential customers buy handmade.
We want to provide potential customers with reassurance that what they are buying is actually handmade.	Where potential customers shop now (online and in person).
We want to help makers sell more of their work.	What gives customers the confidence that what they are buying is handmade.
We want to help makers become more profitable and therefore more resilient.	What the customer wants from handmade goods.
We want to help improve makers online sales.	What are customers looking for specifically (to buy).
We want to help improve makers online skills; - with minimum effort - so they can spend more time creating.	How customers use the web now (for example, is it to buy, or to find something or find a high street shop).
We want to encourage and support/ grow creative industries in SE London.	What things customers and makers dislike about how they use the web for this purpose.

Therefore I need to recontextualise what I have learnt about why I am doing this and what I hope to achieve as from the specific angle of the two user groups.

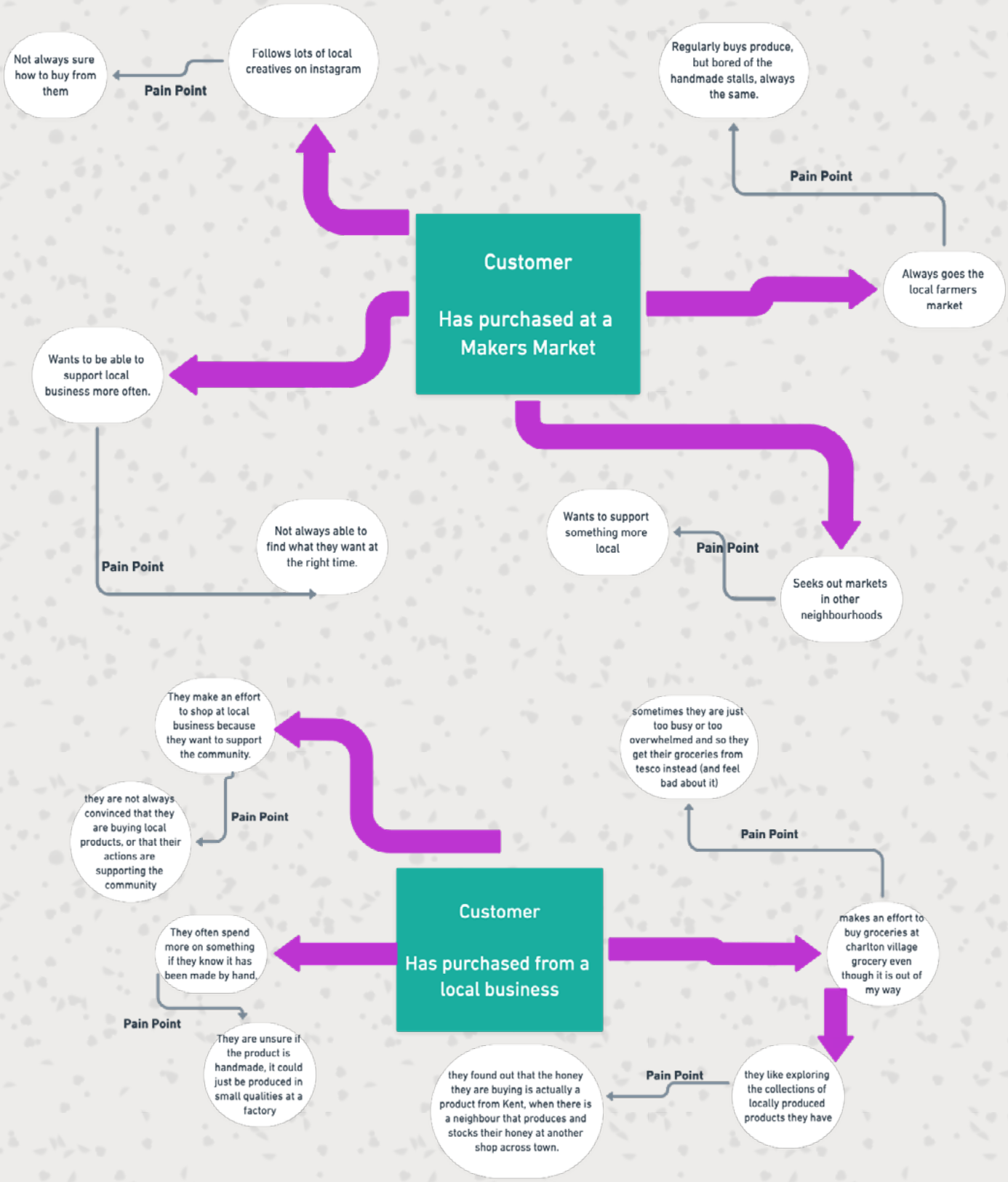
To do this I refer to the row of the research canvas, "Assumptions" (appendix 25). I have taken what I have researched so far and turned these into assumptions we are making about the users.

From this I can then explore the next section on the second row, the "Hypotheses" (appendix 25) which helps me to understand how I measure if that assumption is true and then consider how that assumption might be proven. This starts to give insights into how the website might indicate how it can offer a solution to the problem.

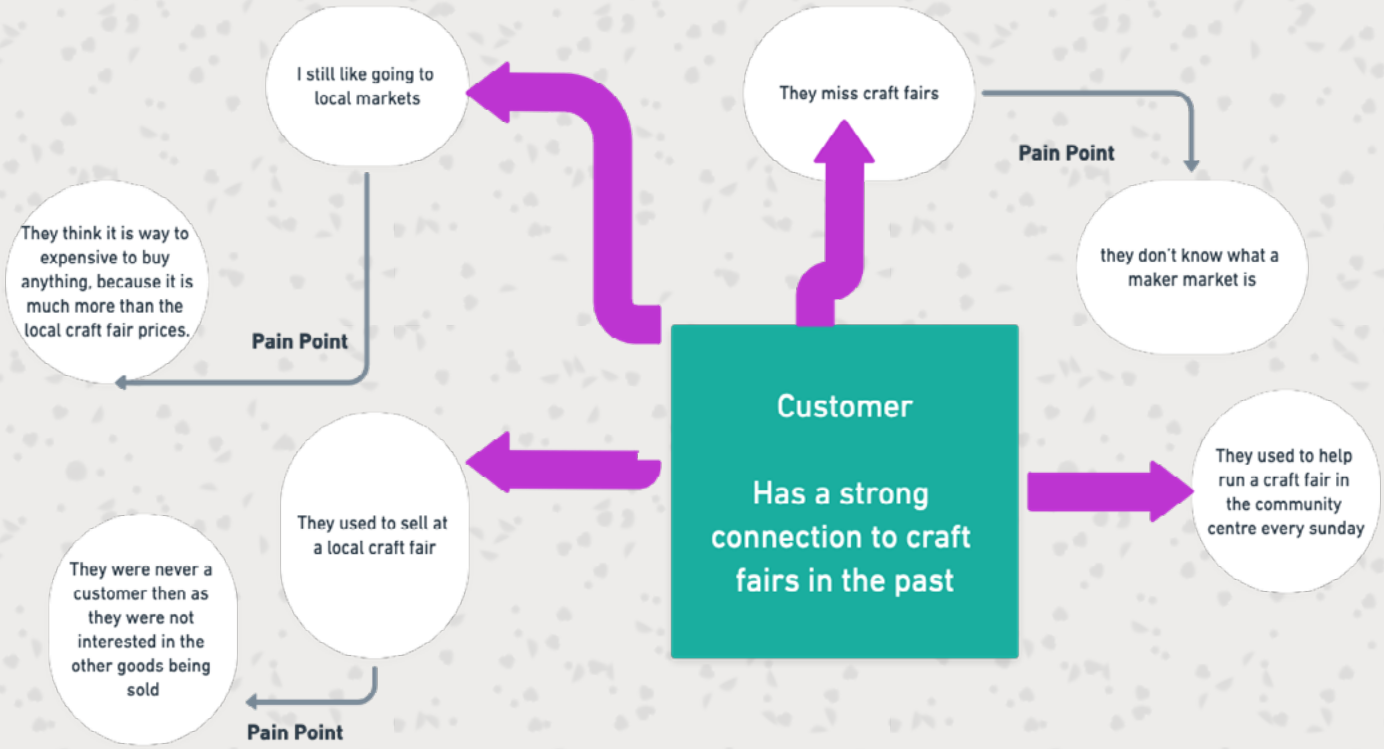
User - Maker/Contributor

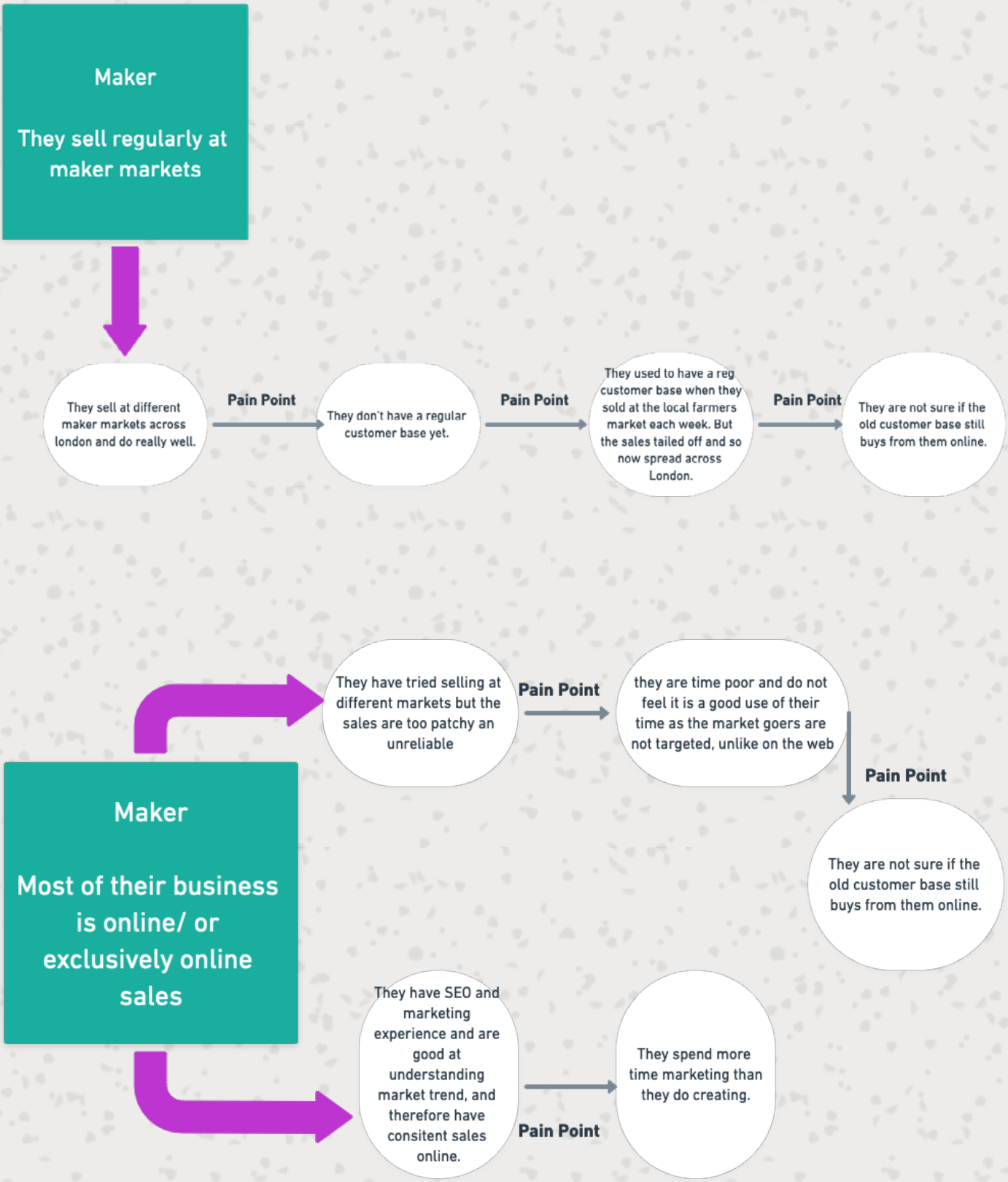
Assumptions	Hypotheses	
	What do we think will happen?	How do we know when the assumption is proven?
Makers do not have enough time to successfully sell their makes online.	Makers give up on selling online, or spend too much time trying to sell online which affects other aspects of their business.	Makers will inform us of reasons they have problems selling online.
The sites that exist already are either too wide e.g. Etsy large market place, good customer reach, but too much competition.	Makers will use our site instead of or in addition to.	More Makers contribute to the site content by adding to the directory.
Smaller sites are becoming so popular they are becoming more and more competitive to get on them.	Makers will use our site instead of or in addition to.	More Makers contribute to the site content by adding to the directory.
More established existing sites are too upmarket and artisan based.	Makers will use our site instead of or in addition to.	More Makers contribute to the site content by adding to the directory.
Makers used to be able to get the best sales from in person markets, but the trend for produce and street food means less and less appropriate places to sell locally (and anything that was once local is now to competitive – and selling in central London such as Selfridges.	Makers will use our site instead of or in addition to. Makers will join our site after selling with us at our events (existing business).	More Makers contribute to the site content by adding to the directory. More makers sign up to our events (current business).
Makers don't have enough time to really research and therefore do not understand who their customers areThe website helps customers find makers they want to buy from.	The website helps customers find makers they want to buy from.	CTR to makers own sites increases. Makers feedback tells us if the process of using our site is low effort/easy.
Makers find it difficult to find their customers	The website helps customers find makers they want to buy from.	Creatives sales and clicks on site increase/ social follows/ tangible from CTR
Makers are only selling at events were they are add on at the end (like produce markets,	Makers can have an online presence on their site which will be less hassle than selling	More Makers contribute to the site content by adding to the directory.

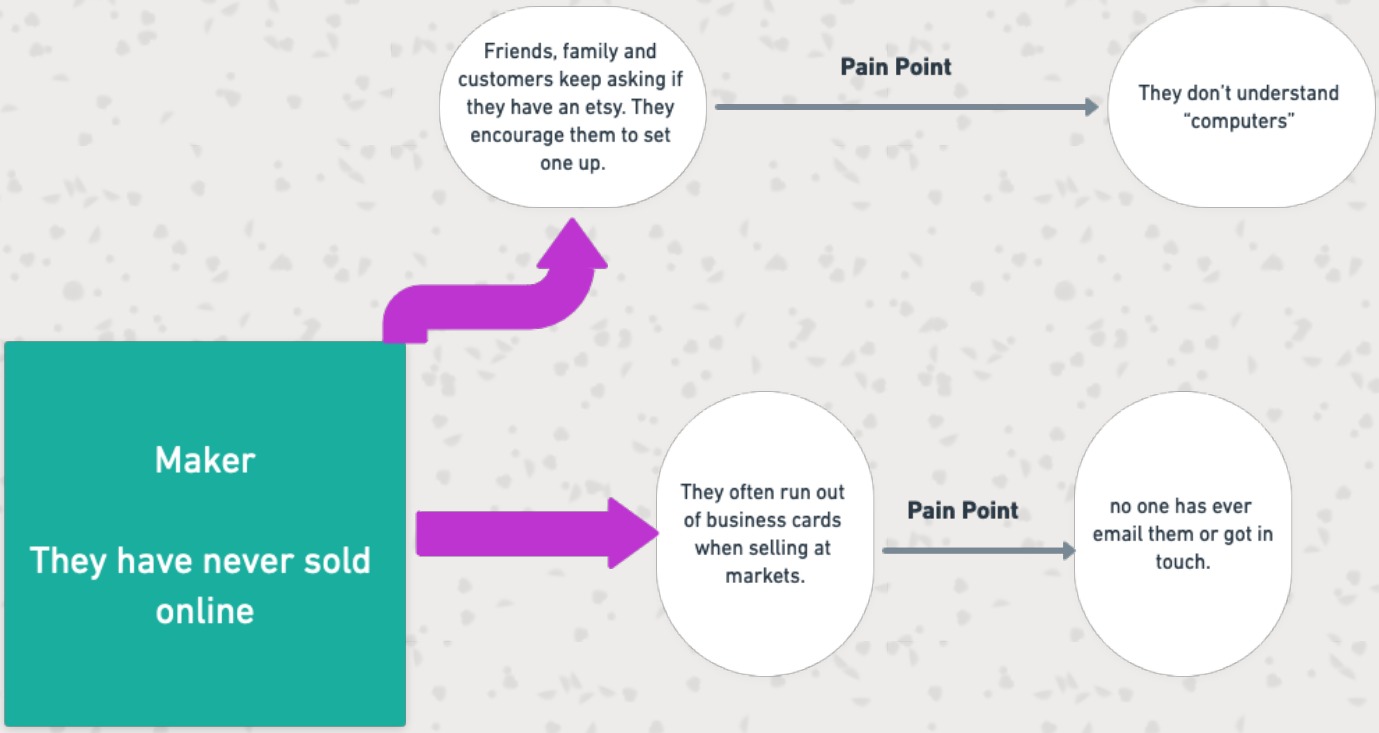
Now that I have recontextualised my research from a user perspective I want to start exploring those user needs. To do this I used flow charts to map out the different pain points of potential users. We have a few examples of these for our makers and our customer.



They sometimes treat themselves to a pastry from Greenwich Market at lunch time.
money is tight for them, they find it difficult to buy something expensive.
They feel guilty for spending £3 when they could buy the same treat for 50p in tesco express
Pain Point
Pain Point
Customer
Has never purchased something handmade but always browsers on the web and at markets
They are not sure how to share this information with their partner, or to keep a note of it. apart from taking a photo and making note of the name.
they saw something they liked at a market last week. It would make a great present but their birthday and christmas is 11 months away
they don't have the money to buy handmade but they love going to markets and following creatives on instagram
Pain Point


I still like going to local markets
They miss craft fairs
Pain Point
They think it is way to expensive to buy anything, because it is much more than the local craft fair prices.
Pain Point
they don't know what a maker market is
Customer
Has a strong connection to craft fairs in the past
They used to help run a craft fair in the community centre every sunday
They used to sell at a local craft fair
They were never a customer then as they were not interested in the other goods being sold
Pain Point


Maker
They sell regularly at maker markets
They sell at different maker markets across london and do really well.
Pain Point
They don't have a regular customer base yet.
Pain Point
They used to have a reg customer base when they sold at the local farmers market each week. But the sales tailed off and so now spread across London.
Pain Point
They are not sure if the old customer base still buys from them online.
Maker
Most of their business is online/ or exclusively online sales
They have tried selling at different markets but the sales are too patchy an unreliable
Pain Point
they are time poor and do not feel it is a good use of their time as the market goers are not targeted, unlike on the web
Pain Point
They are not sure if the old customer base still buys from them online.
They have SEO and marketing experience and are good at understanding market trend, and therefore have consitent sales online.
Pain Point
They spend more time marketing than they do creating.



During this process to consider each scenario I was creating a type of target audience, therefore we have the following target audiences:

Customer:
1. They have and/or regularly buy from maker markets.
2. They regularly buy from local businesses (not exclusive to handmade).
3. They like going to markets and looking at handmade things on social media but have never bought anything.

Maker:
1. They currently sell regularly at markets (maker markets or other types of markets).
2. Most of the business they get is from online sales (or exclusively online).
3. They don't sell anything online.

And the needs we have discovered from these scenarios are:

Customer:
- To easily find/search a range of locally handmade products.
- For it to be clear about the origins of the products, and for them to be able to purchase quickly.
- To be able to find and share makers details with others.

Maker:
- Site receives visits from customers buying locally
- Site visits are measurable and proven to be from local buyers
- A way to publicise themselves without having an online presence

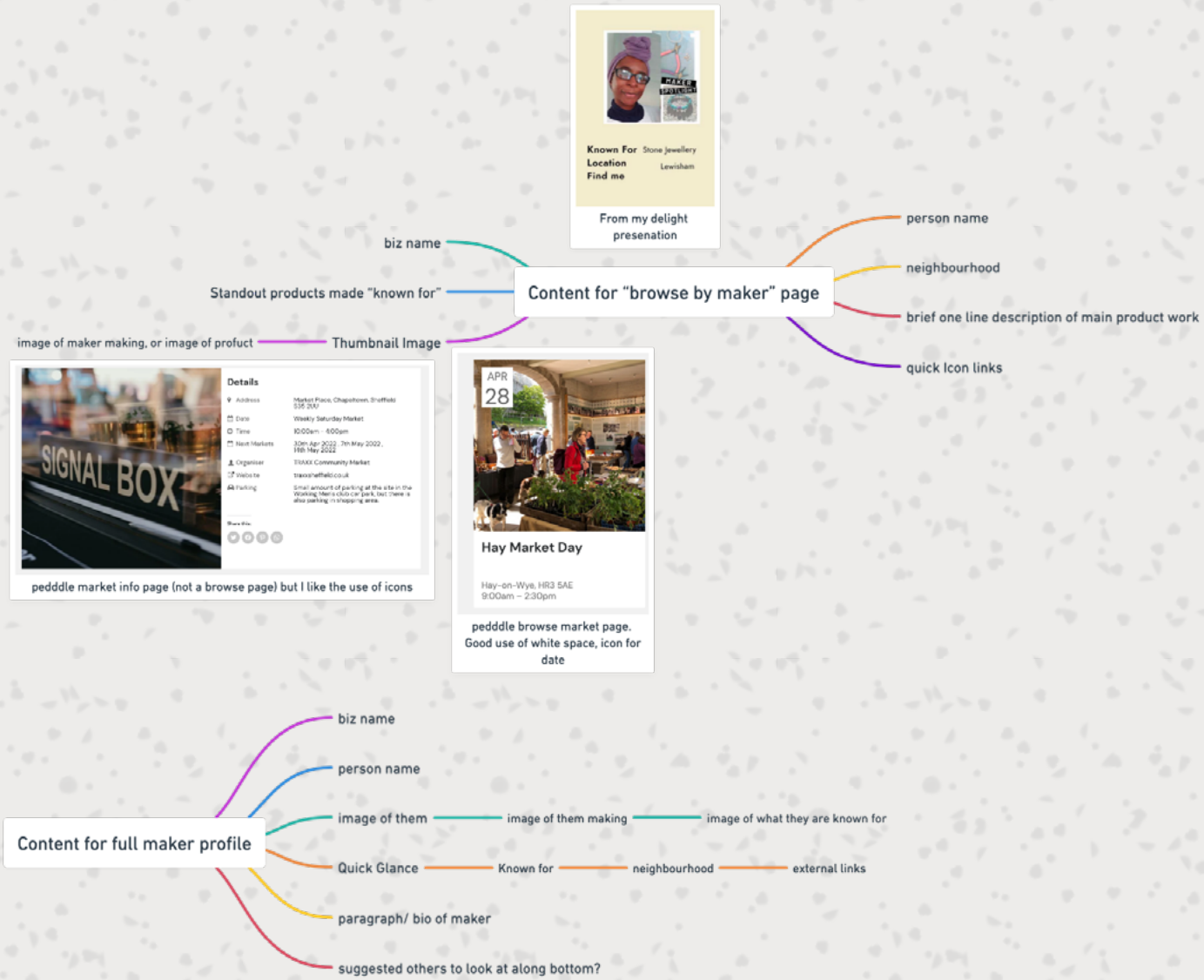
To meet the user requirements I need to have this information on the front end and considering how we work with our makers, this is how we will process the curation and maintain it on the back end.

Going forward, I need to re-visit the user research to better understand their browsing habits (at the launch phase of the project).

Maker Content

The first pages I explored and prototyped were the profile information about the makers. I started with a contingent of 10 makers that were regular sellers at our market, this was so I could hope for a feedback on both content, design and layout of the website.

Using the cognate sites I have consider aspects that I wanted to include:

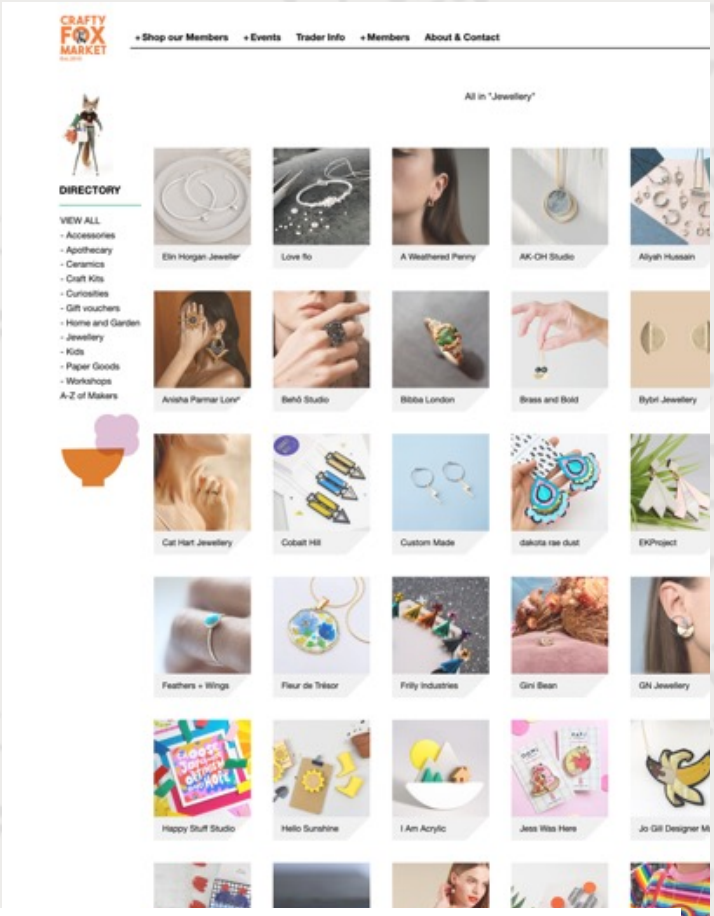


Following on from this I had to think about how best create a questionnaire to ensure that I could get enough relevant information from the makers. I already had experiences in the past when requesting makers to fill out applications for the market and found, most people do not provide a lot of information, however for those that already have a good online presence I can scrape this to process their application. I do not want to overlook those who do not have a very good online presence, so I want to formulate questions so I can create a profile page that sells them well.

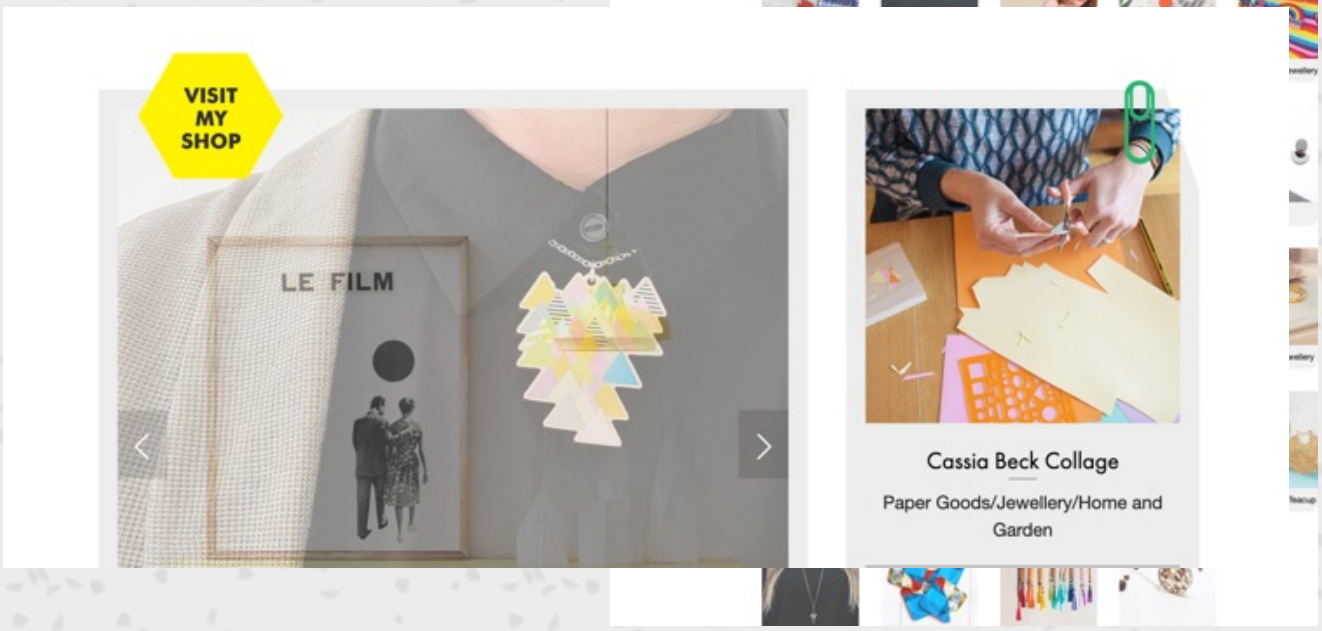
Therefore to create the questionnaire I thought about the areas of information we needed to cover to meet the USP and then thought of the most exhaustive way to ask questions so that information was not missed, as well as requesting images that matched these areas of the content.

One problem identified with Crafty Fox Market is that in their browsing category "shop our members" they offer a filter based on types of products.

If you click on these you will be shown a filtered list of makers, the content shown is an image which might not match that filter and a business name.



On first glance you might think that the filter is wrong, however if you explore the maker information, whether this is on the maker post itself or on their external links I discovered that they do also make that product.



This is creating the pain points described in the user flows, you expect to find out about jewellery but find a page talking about the maker generally instead. To address this I am planning on separating the maker profile information and the product listings, it is important that the two bits of information are linked in some way, so if looking at a maker profile there will be links to their product listings.

Now that I had a basic overview of the content I considered how to semantically mark up this content. I want to use at least 10 sample sets of data from the makers, add this information into a prototype with HTML mark up and using CSS to replicate the wireframe layout. I wanted to use several examples of data to ensure that the CSS layout would show different types of images and copy. I then planned to use the prototypes to request feedback from the makers and use the lessons from this to then create a questionnaire I could then share with my mailing list of 150 makers, the idea would be at this point in the build I would have a WordPress dashboard to input this information.

Event Content

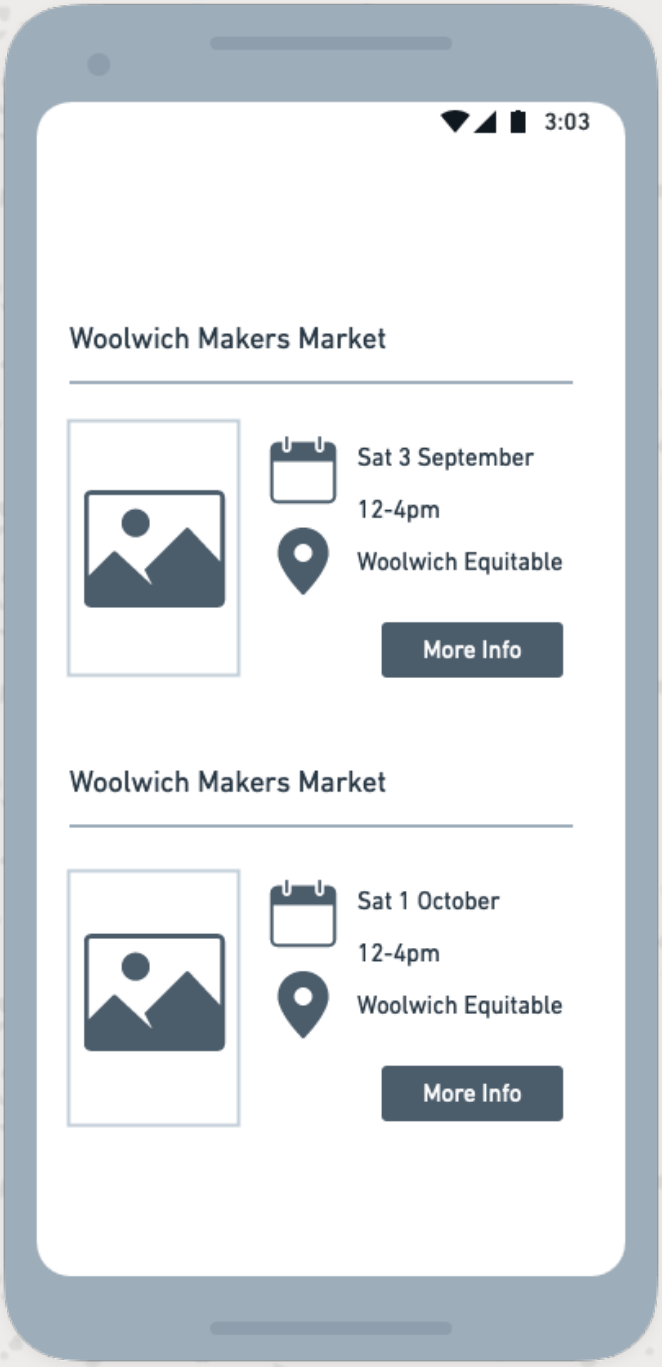
The event information on this website has not been considered from a user's perspective so far. As some of our users are makers that sell at our markets and others are customers that attend our markets it is still content that is relevant and so I need to create a strategy for it.

I explored other cognate sites that are specifically about events (appendix 29) and I began to focus on firstly how the relevant information is displayed, and also the way that Icons were used to help display that information.

This reminded me of a visit to the Barbican Centre where I discovered the work of Ken Briggs and the collection of pictograms that he designed for the Barbican Estate (appendix 30). I found it difficult to find more information about Ken and his work however I understand that he is most known for his work as a typographer and the theatre programs he produced for the National theatre (Design Reviewed, no date) I purchased this poster of his pictograms that he created to be used as a way to sign post important information at the barbican. What I liked about these pictograms is that even outside of the context of being in the venue you can probably guess what they are for. I think it is the combination of the icons and the colour which helps with this and this is something he himself reports in his overview of the project (Barbican Centre, 2023).

From this I started to think about information I wanted to ensure that users could see easily, one of these being the business name of the maker. Here is a moodboard where I also look at the work of Gerd Antz, who I came across whilst trying to find more information about Ken Briggs.

From this research I discovered that when lots of information is shown that is repetitive it is easy for the important information to get lost. The websites with lots of white space and not much information I found easiest to explore. There is an argument for not enough information not being appealing for encouraging potential customers to attend the market, and there could also be a lost opportunity for our SEO considerations. However this information could be conveyed using images of past markets, through the site as a whole as well on individual post pages.

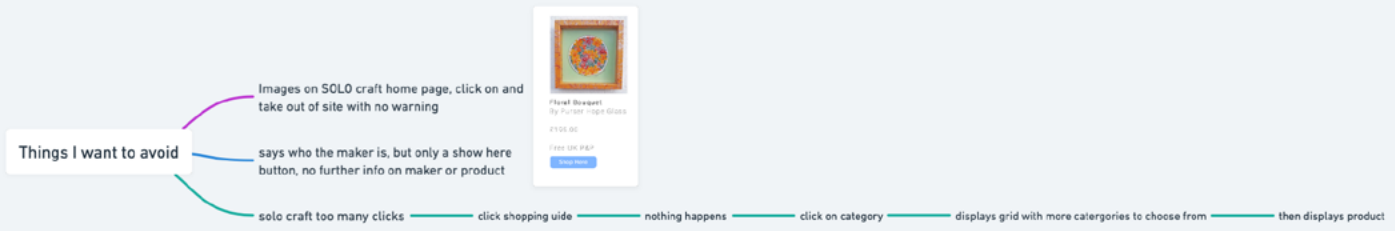

3:03
Woolwich Makers Market
Sat 3 September
12-4pm
Woolwich Equitable
More Info
Woolwich Makers Market
Sat 1 October
12-4pm
Woolwich Equitable
More Info

Product Content

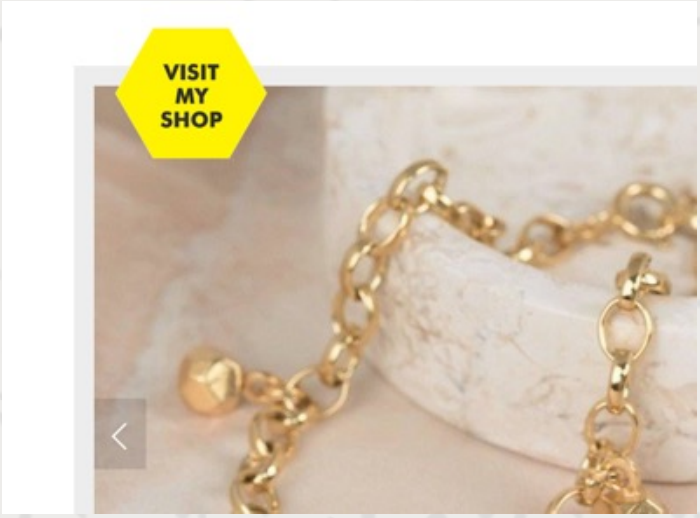
The product pages need to fill the following user needs

- To easily find or search a range of locally handmade products.
- For it to be clear about the origins of the products, and for them to be able to purchase quickly.

One pain point that I found during my research was when SOLO craft had a directory on their website.



I found that Crafy Fox offered improvements to this, however it is still not clear that it takes you to a fully external website when you click on "visit my shop".



Therefore each link should accurately describe the function. Therefore instead of "visit my shop" it could say "visit personal website".

Product Content

When exploring what information to display I am referring back to Etsy and I review what aspects might fit my users needs and what might not:

(appendix 8 For a clearer file go to: https://whimsical.com/etsy-mobile-first-GYEuoDpFHjodEwERWcaX9D)

After looking at a few listings I created a list of the information displayed on a product listing and crossed out things that were not relevant, considered some elements that could be explored at a later date and added some notes on what I need to think about. I also explored a product page which was not related to handmade products, to consider if there was any additional information that might help customers understand the product listing.

Info listed on etsy

Price

~~VAT info~~

Whether postage is included or not

Short Description (part of search page)

~~Seller rating with~~ link to seller page and an icon if seller is local

~~arrives soon with~~ estimate of arrival

~~quantity drop down~~

any other variations ~~drop down~~ (like colour - size etc)

Buy it now

~~add to basket~~

~~add to "collection"~~

Details - handmade with icon - dispatches from ~~UK~~ with Icon - materials with icon

Description (longer description which depends on seller input) - ~~doesnt display it all - have to click "learn more"~~

~~Delivery and return policies (arrow for moving info away) and then list:~~

estimated arrival time ~~with estimate recieved time~~

~~an icon for explaining the process of dispatch and delivery~~

cost to deliver

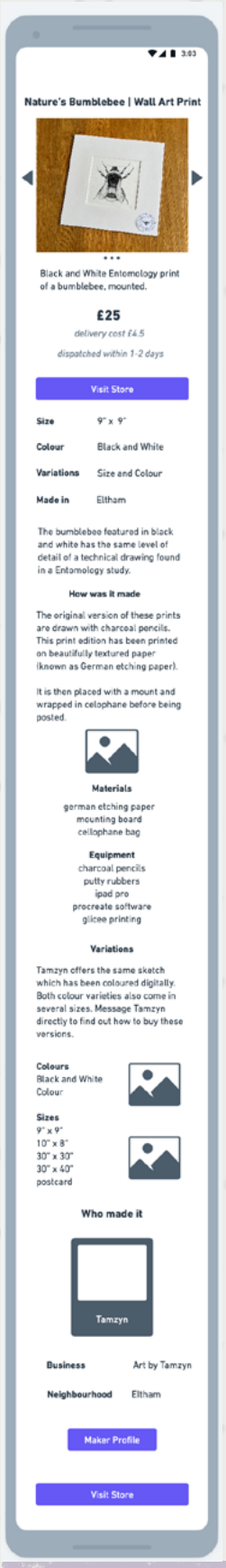
~~an icon description of offsetting carbon~~

~~returns and exchanges - accepted~~

~~return and exchange window - 30 days~~

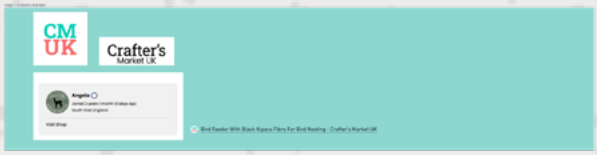
~~**Etsy Purchase Protection:** Shop confidently on Etsy knowing if something goes wrong with an order, we've got your back for all eligible purchases — see programme terms~~

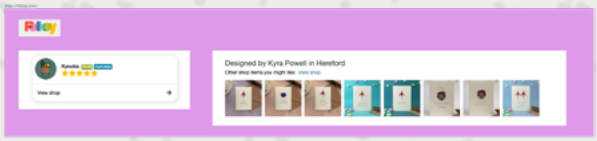
From this I created a questionnaire for makers to collect the relevant information. I then sent this questionnaire to the 10 makers I used for the maker profile. Once I received the first response I used this to create a wireframe.

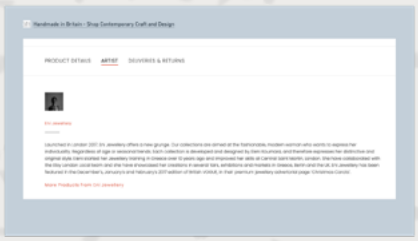


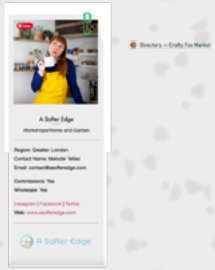
(appendix 9 For a clearer file go to: https://whimsical.com/product-page-AXEk1P17fDEx7ntjbQvCj5

I also wanted to consider how I would link the makers bio post, and so I had a look at these:









(appendix 10 For a clearer file go to: https://whimsical.com/showing-bio-link-Puwoha5Z1SYn2J2udgT2Zd

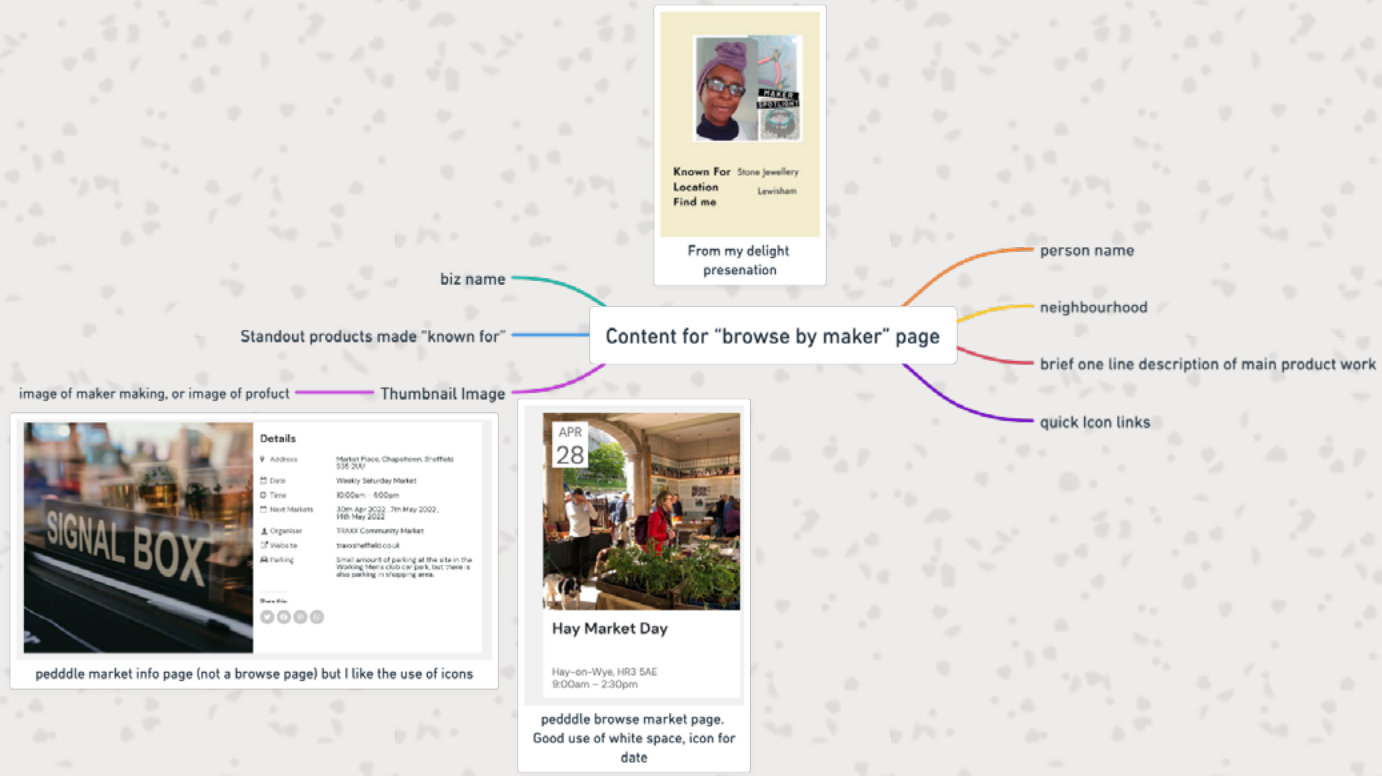
I next intend to use all 10 responses to create 10 prototype versions, using the same method as before to get feedback and test the layout. The result being something I can then use to create a Wordpress dashboard to input data easily.

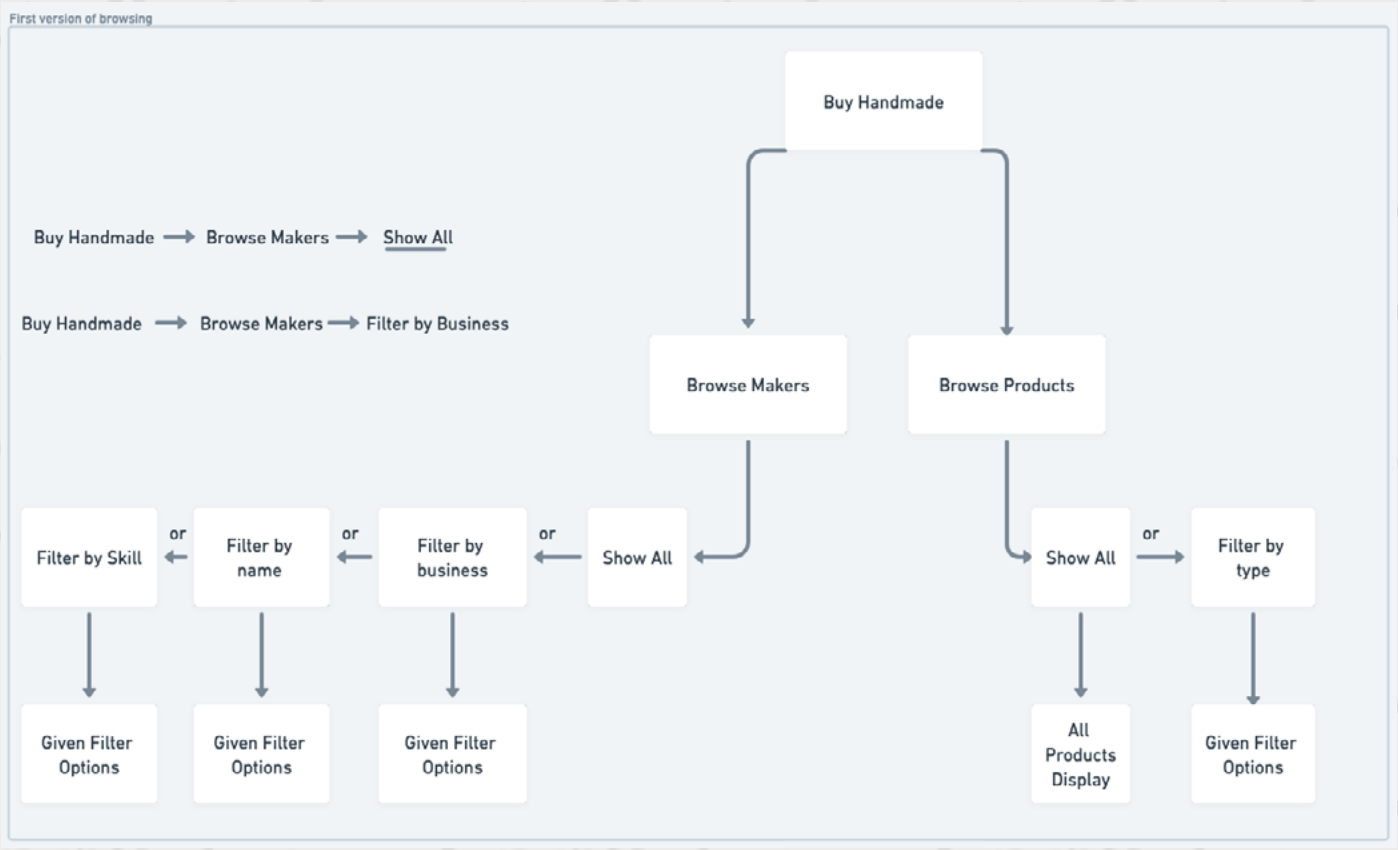
Browsing

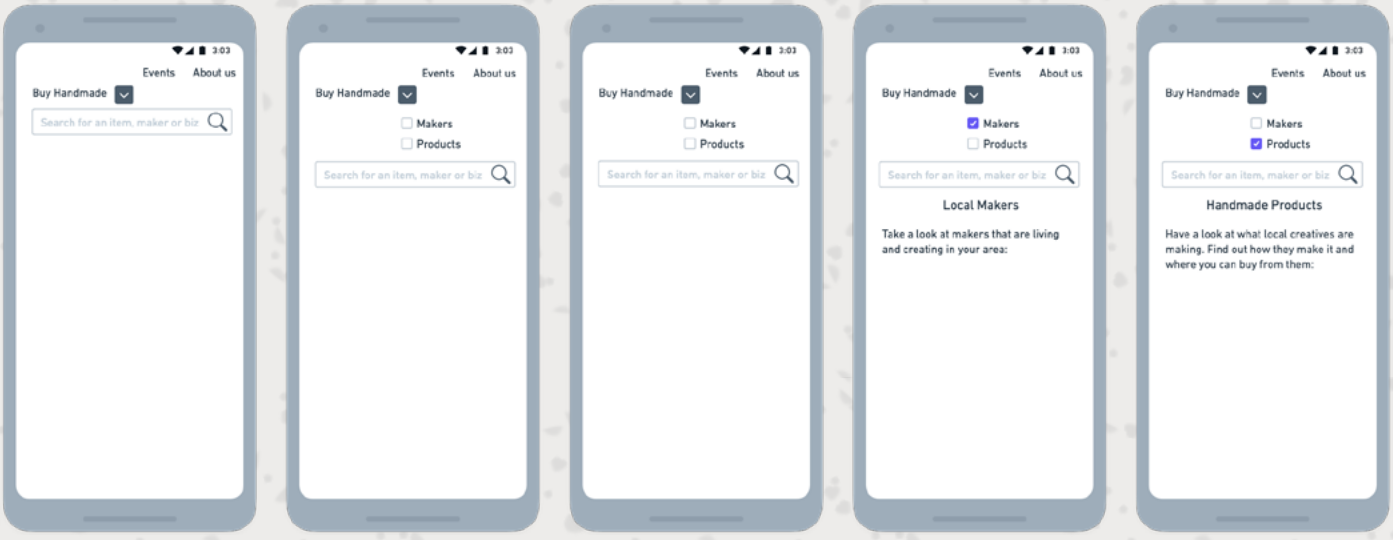
On issue outlined in the research is how other sites use filters and searches and this is something that will be useful for our site to meet the user needs:

- To easily find/search a range of locally handmade products.
- For it to be clear about the origins of the products, and for them to be able to purchase quickly.

I started with exploring the cognate sites:







However during this phase I found that without having much data to consider the filter options, or without knowing how users will want to filter the options on the site it was not possible to create a proper wireframe in the absence of that data. I plan to be explore this during the implementation phase, once the website has data and is live.

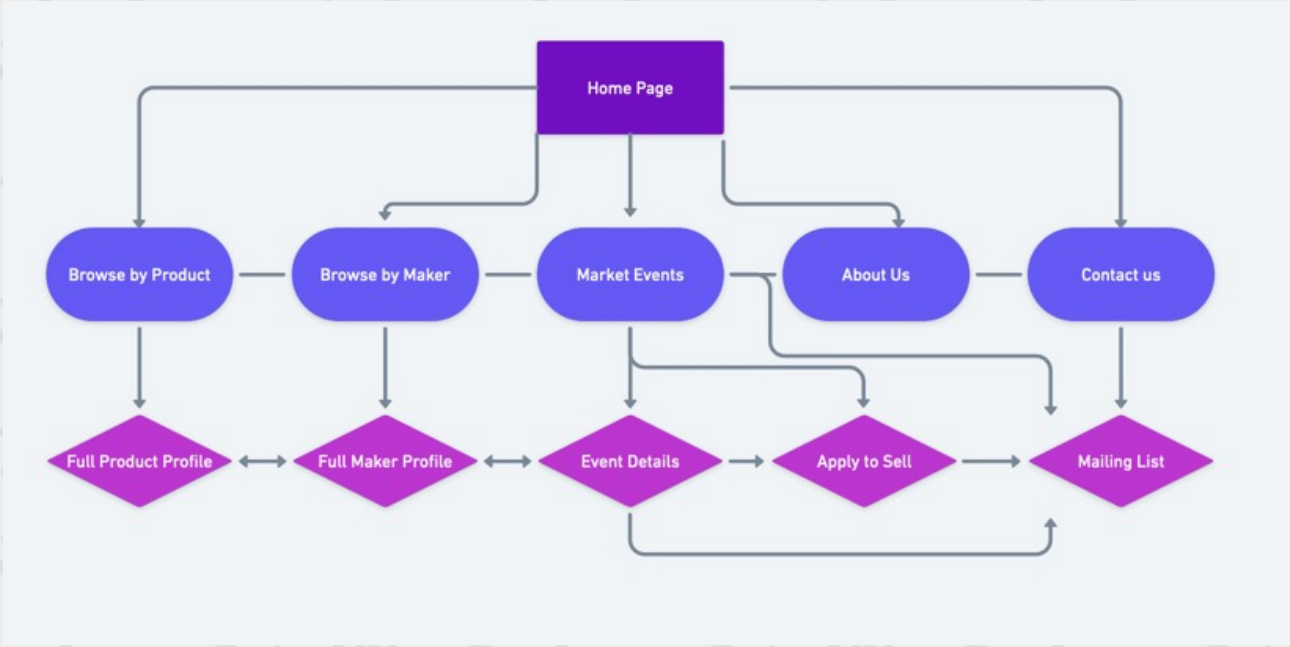
Information Architecture

Now that I have considered the content for the websites, I can start deciding what that content will look like:

- Maker profile (copy and images)
- Product listing (copy and images)
- Event information (copy and images)
- Searching for Events (copy and images)
- Browsing Makers and Products

I also need to consider that there is a history to the organisation, and there is a process to getting listed on the website and apply to the markets so I think I should also feature this information:

- About/History (Copy and Images)
- How to contact (Copy, Links and Contact Form)
- How to get listed on the website (A form)
- How to apply to sell at a market (A form)
- A mailing list (a link or form)



Delight

Overview

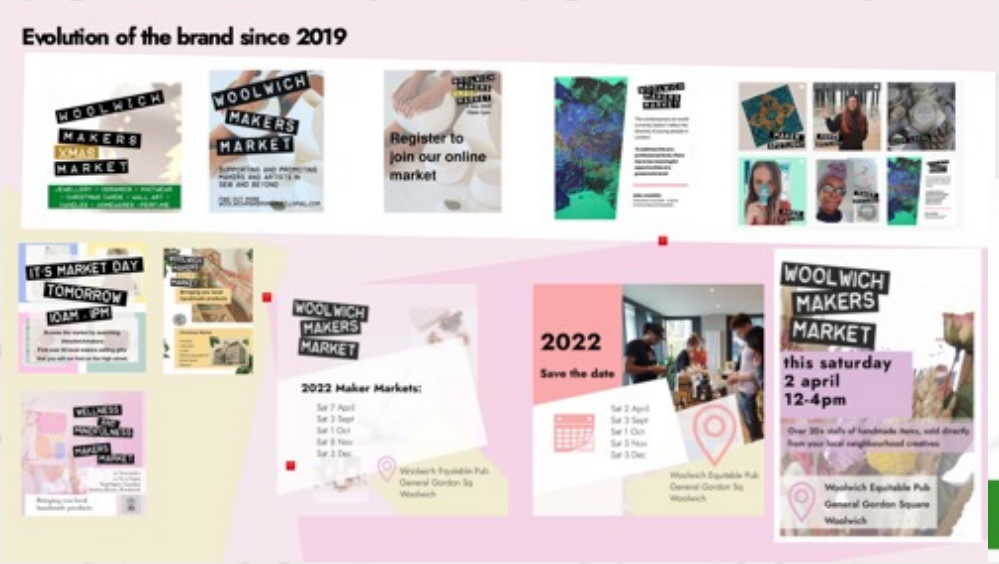
Now that I have considered the content for the websites, I can start deciding what that content will look like:

- Maker profile (copy and images)
- Product listing (copy and images)
- Event information (copy and images)
- Searching for Events (copy and images)
- Browsing Makers and Products

The above is a technique I used to help think about what decisions I have made about the website so far.

So far in this report I have established that we want to separate ourselves from the high end and artisanal space. I want customers to know that the products on the website are handmade, and that they are local.

History

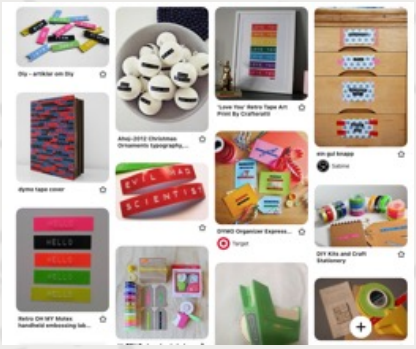


Graphics used online and in print over the years

First Instagram post

This is an image of our first social media post, a version of this graphic was used for our leaflets and posters. The background image was a free licensed image I found on the internet. I wanted to make sure that we were presenting something that was more than just the traditional Christmas craft market. On its own the image wouldn't be out of place with the high end artisanal market, however juxtaposed with the font used for the headings and subheadings I think the overall outcome encapsulates the gap between "high end" and "community craft" that makers markets try to fill.

Logo



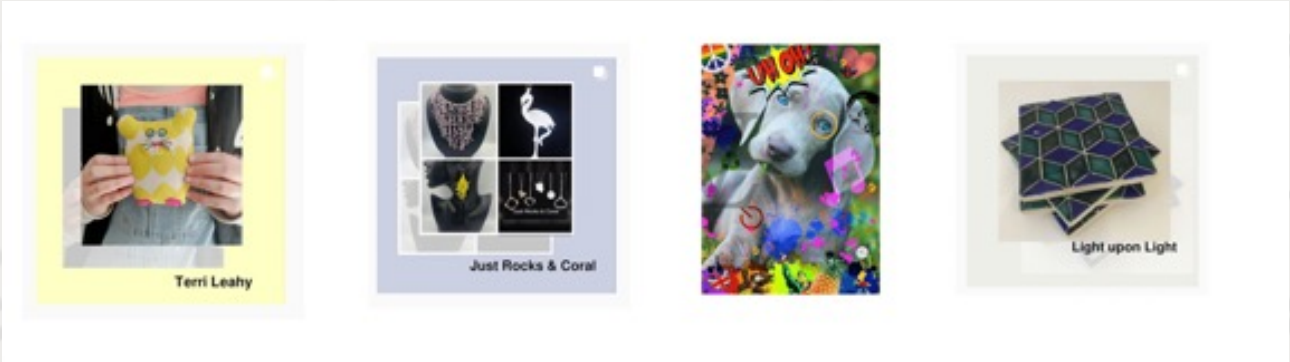
The font used on the first image eventually became our logo. The font is supposed to look like the font used in Dymo label makers. I used the font for the market because it was something I was using in my own work at the time. Pictured is an example of a lino print Christmas card I was selling where I have used the font in my market display, and also Dymo tape to price the items. Pictured is also my Pinterest board showing lots of different uses of Dymo tape.

Colour Palette

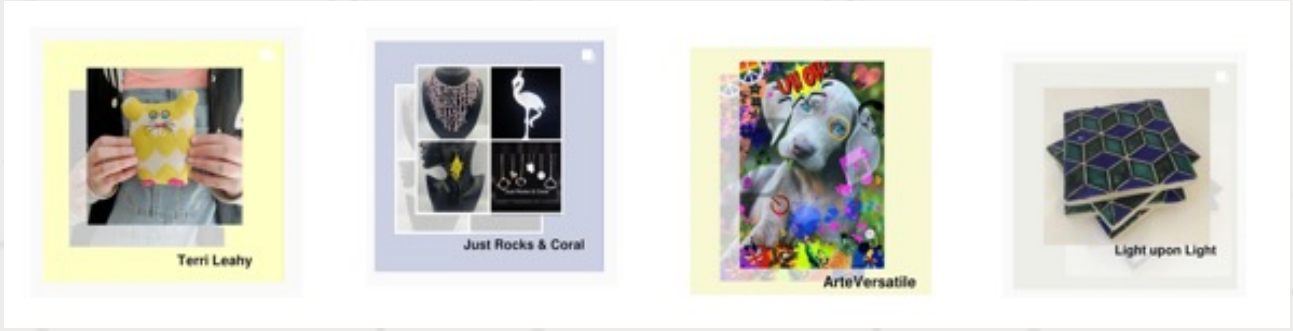
Advert for online market

The brand currently uses a soft pastel pallet of pinks and yellows. This colour evolved naturally over time. The use of pastels came out of holding an online market on our social media platform. For this market we were posting in tandom with other makers at a fixed time, and were therefore sharing images provided to us by the makers.
The images shared with us had different challenges: firstly Instagram at that time was mostly square images, what was provided by the makers would clash with each other and I had some images that were not great quality.

I did not have time to request different images or edit all of those provided, so I experimented with using colour and background to create some form of cohesion.



Above is an example of why, the image of the yellow toy is high quality, framed well and would look great on its own, the second image has lots of smaller images, whereas realistically we only wanted one of those images however, the third image is the only portrait image and the style clashes with the rest.



Above you can see how adding the portrait image onto a background with a pastel colour creates a bit more cohesion across the four posts.

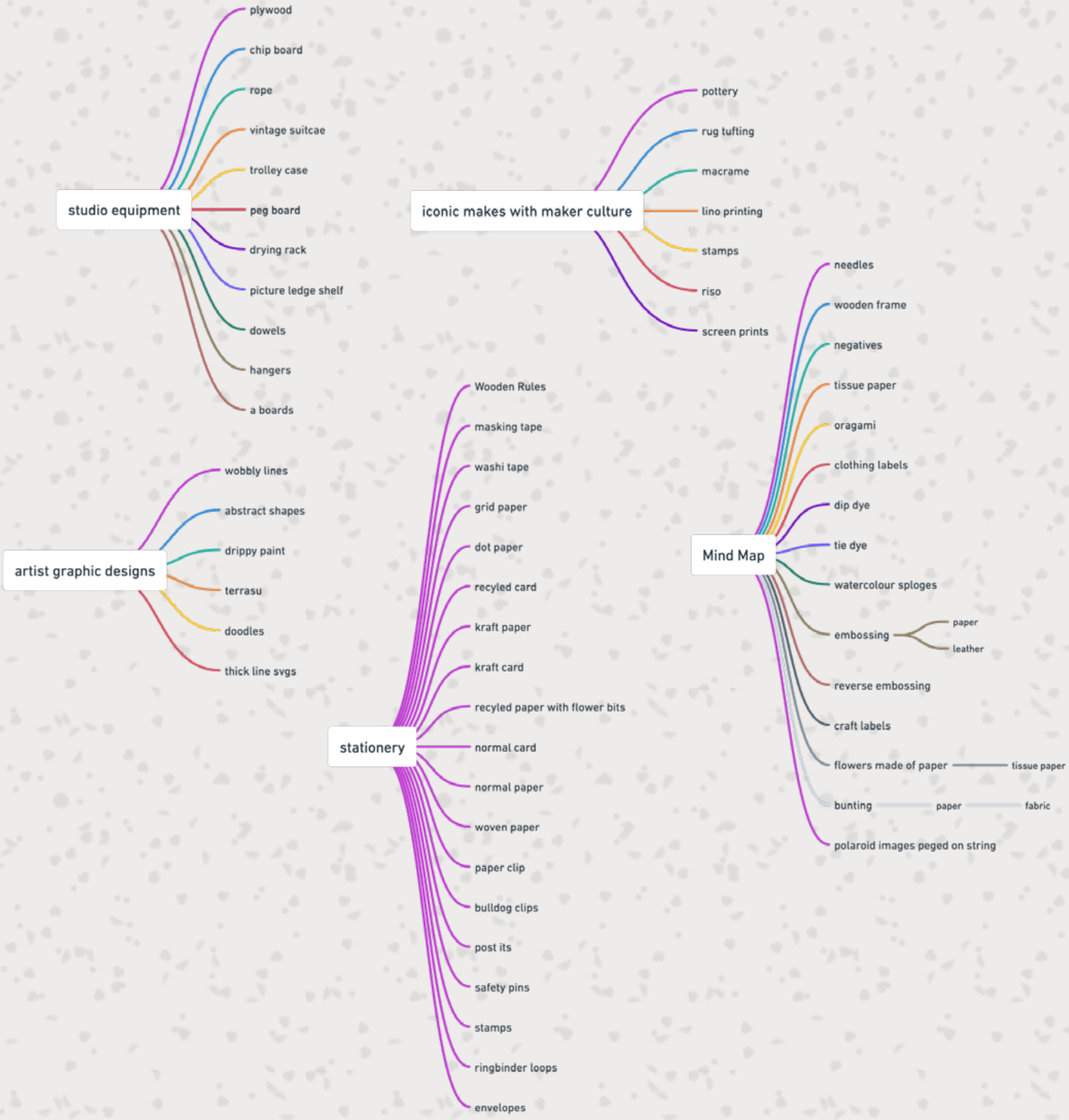
Critical Feedback

During the presentation of this section of the report I was encouraged to keep the logo, and the brand presented was described as "hodgepodge". This was said as a positive and as its intentional then it could look affective. Therefore I plan to use the logo I currently have, but I want to optimise it by creating and SVG version, as well as tidying up the rasterised version.

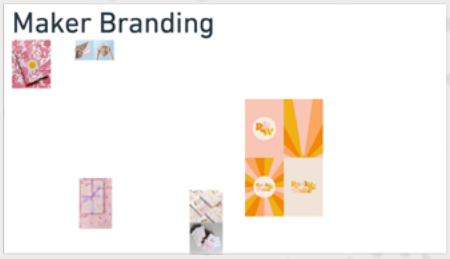
Another critique was the overuse of the colour pink, it was giving the message of girly and feminine when these are not particular useful messages in this instance, whilst looking at Similarweb we can see a trend of handmade being predominantly bought and made by women, I do not want to indulge in overused cultural gender normatives, and I don't want to present women's interest as "girly". I want to therefore avoid the overuse of pink.

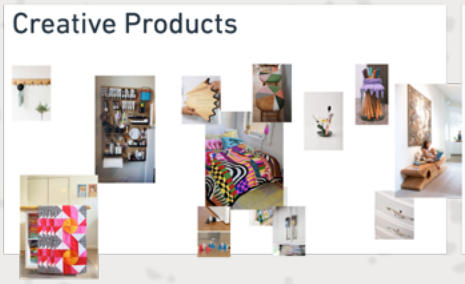
Moodboards

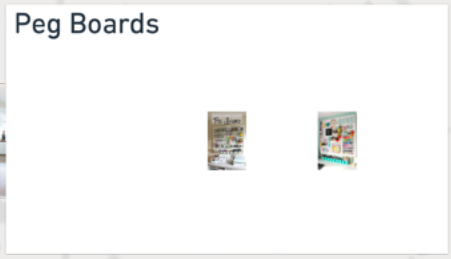
Following the feedback of "hodge podge" and with positive reviews of the logo I created a Mind Map to start exploring other things I might want to use to develop the brand. This map considered this feedback, as well as more generally what makes someone think of "handmade".

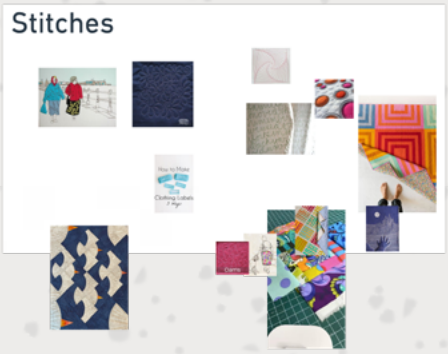


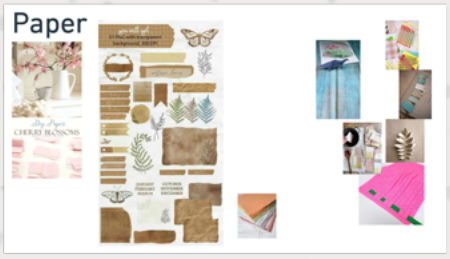
Following this mindmap, I started pining things to a Pinterest board. The pinterest boards can be found at: https://www.pinterest.co.uk/nikkiadele/final-project/ (appendix 11)











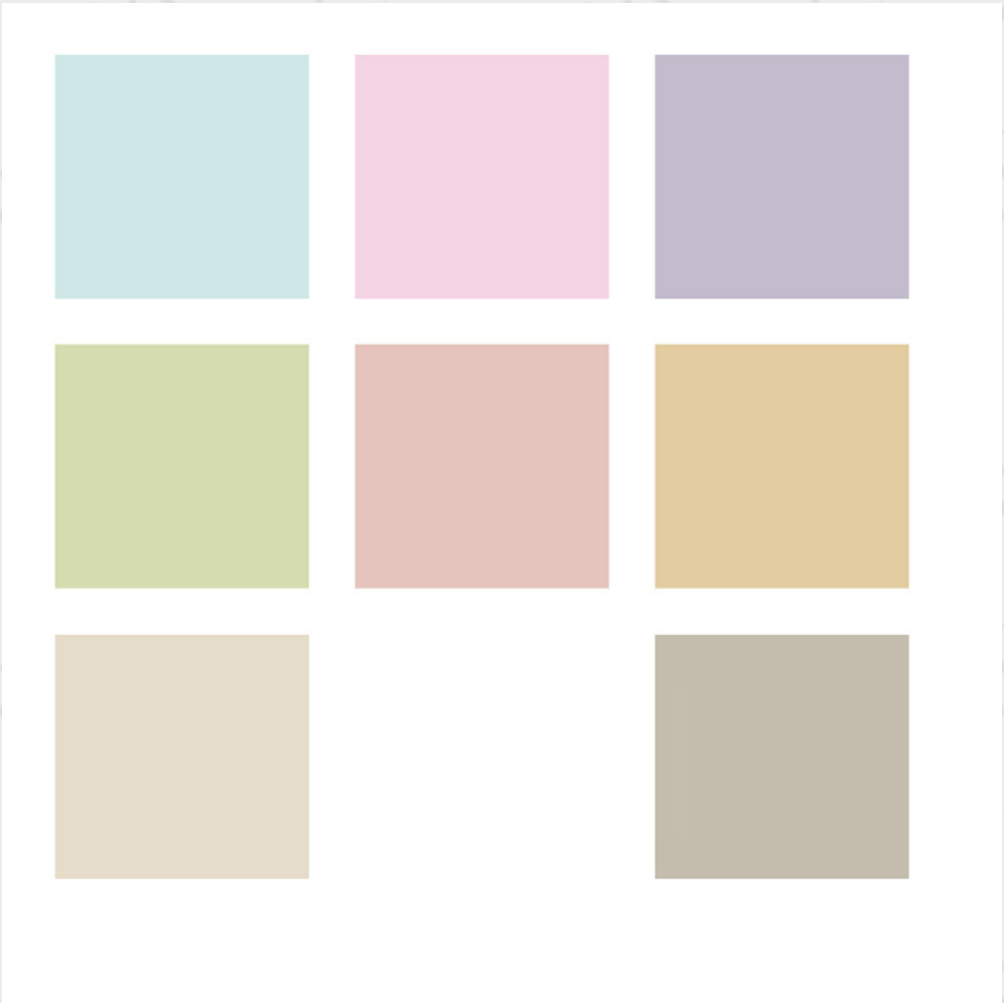
The board got a bit out of hand so I started organising these into sections. The board has the following sections

- Paper
- Maker products
- Graphic design for creatives
- Creative workspaces
- Market stalls

Colour Palette

Following the critique of the pink colour palette, I wanted to develop something different. I noticed that I was pinning a lot of stationery on the Pinterest board, and when I was in the student supplies shop next to the Stockwell building there was a display of pastel coloured washi tapes. This picture is from searching for the product on the internet.

I used the internet images and an eyedropper tool to get a more accurate colour lift. I ended up with this colour palette:



However I wanted to have some darker colours in the palette too. So in Illustrator I played around with some stronger colours until I have a darker version of 5 pastel colours.

I also wanted to think about how these colours would go a long with a natural background and with text colours, the result is this palette.

The intent is to use the pastel colours in a similar way that I have used background colours to frame content provided from makers in the past. For my background and for my copy I want to keep things more clean, however if I was to keep with black and white I risk looking a lot like the artisanal high end branding I want to distance myself from.

Typography

The first consideration in finding a typeface was that it had to work with the font in the logo. The logo font could also possibly work well for headings, like I have used in some of the assets already.

If I was to use more fonts that had this "hodgepodge" feel across the site, then things could start to look too disjointed, confusing and distracted. Therefore I was looking for a font that would compliment the logo.

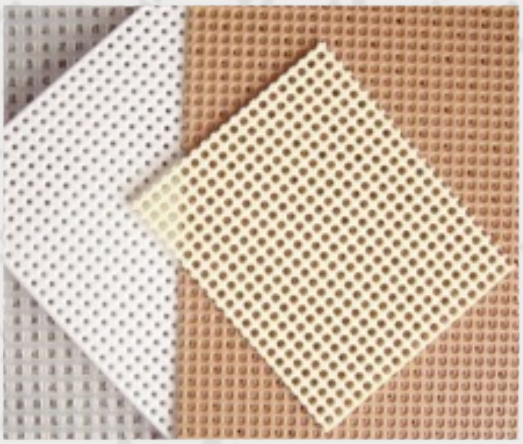
I used Google Fonts to search for font options, I filtered this to sans serif as I knew I wanted something streamline, I also filtered to show only fonts with lots of different font weights. This was because I wanting to keep to one font for the copy content, and this would give me options to show a lot of distinction in content hierarchy, rather than using a different font for something like top headings.

Jumping ahead in the projects process, when building the prototype process I realise that I needed a different font for the images captions as I wanted them to stand out against the copy more. I settled on a display font which looks like it is created with a stamping kit, this compliments the logo well. Also as the content of the captions is no longer than a few words it is still legible.

Assets

Hamburger Icon

Most of the cognate sites have a hamburger menu when in mobile view. When traveling to New York I was staying near a textile center which wasnt open at the time, so I looked at their website and I enjoyed the font used in their logo which looked like stitches, as well as their hamburger menu.

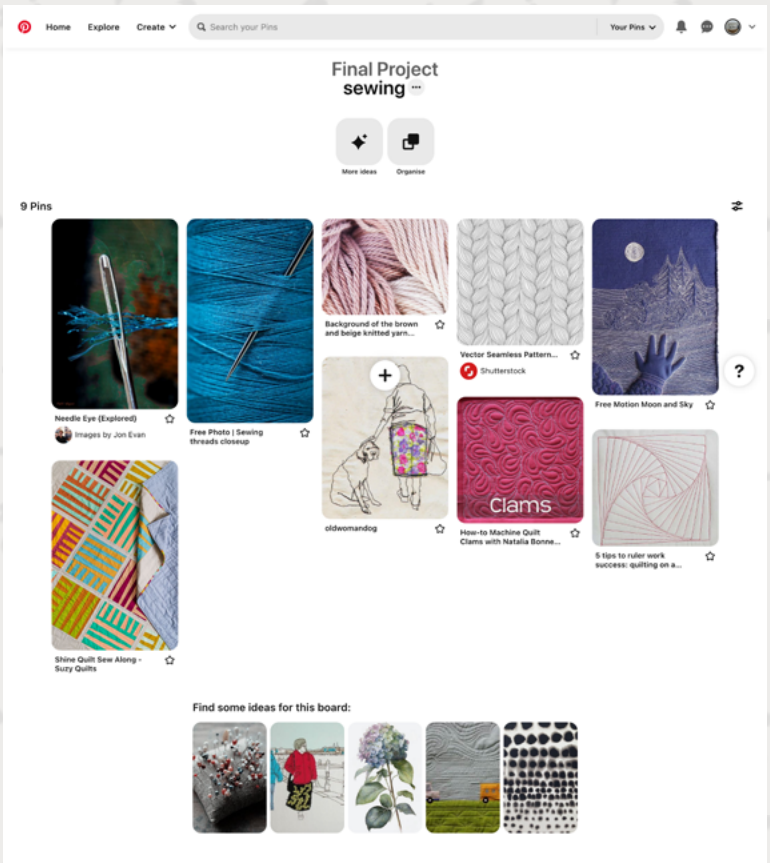


https://textileartscenter.com/

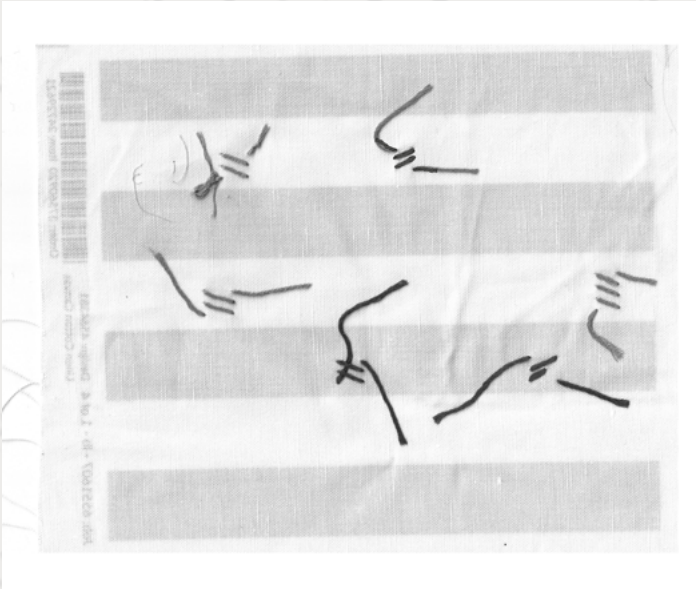
The hamburger menu on first glance reminded me of cross stitch canvases, however it is more likely that this supposed to depict the weave of fabric. Either way the effect of the menu and the text immediately made me think of textiles and so I thought about how I could use this in my hamburger menu display.

Fabric and yarn are something which is very commonly associated with handmade, so I created sewing as a separate moodboard.

From this I visualised creating three lines of stitches to create the three lines which are most commonly associated with hamburger menus.



Here is the development of this:



stitches I made and then scanned in so I could traced over them.

Not enough detail, looks more like squiggles

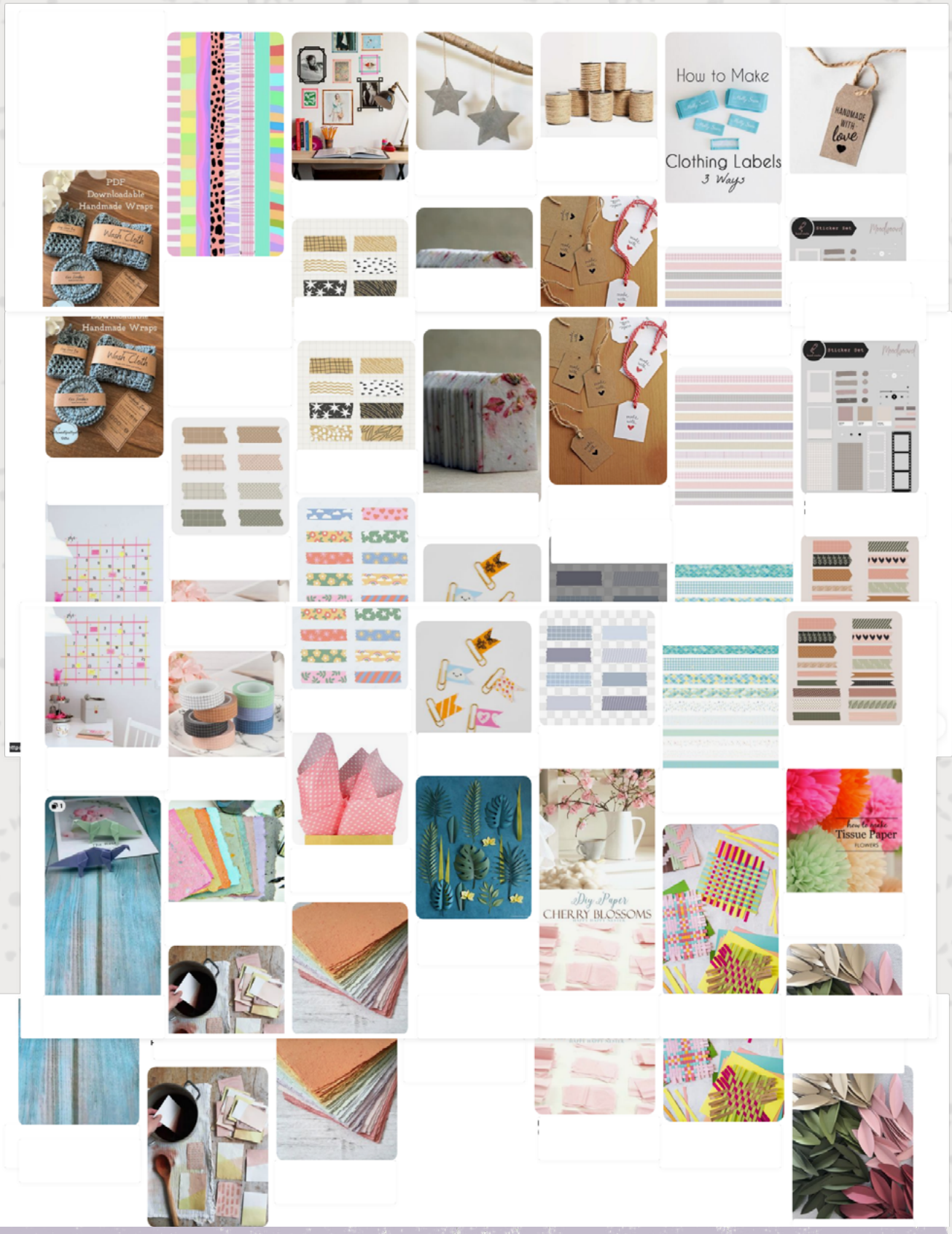
Detail doesn't have enough contrast when this small

Detail given more contrast so that it can be seen when small.

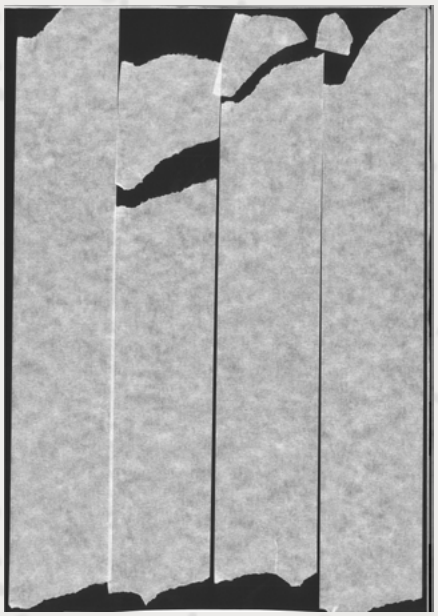
Most of the hamburger menus in the cognate sites also indicate when the menu is open, going from three lines to a cross. So I though about how stitching on the underside of something looks different.
With this in mind, I designed this open menu icon.

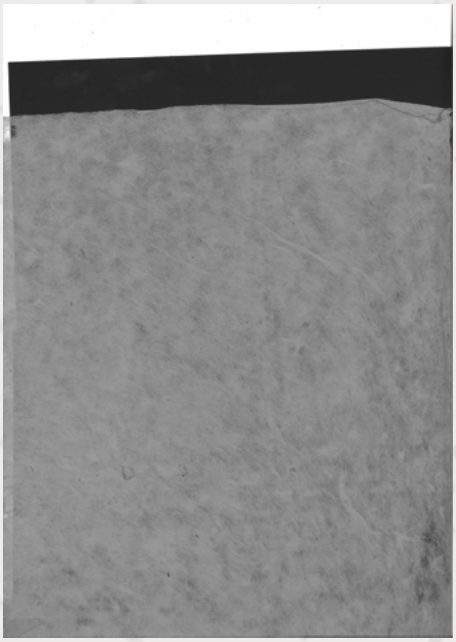
Paper Textures

To further explore the "hodgepodge" aspect of my branding I created a moodboard of papers and stationery.



From this I scanned in all of the different papers and similar textures to use as background elements on the site.

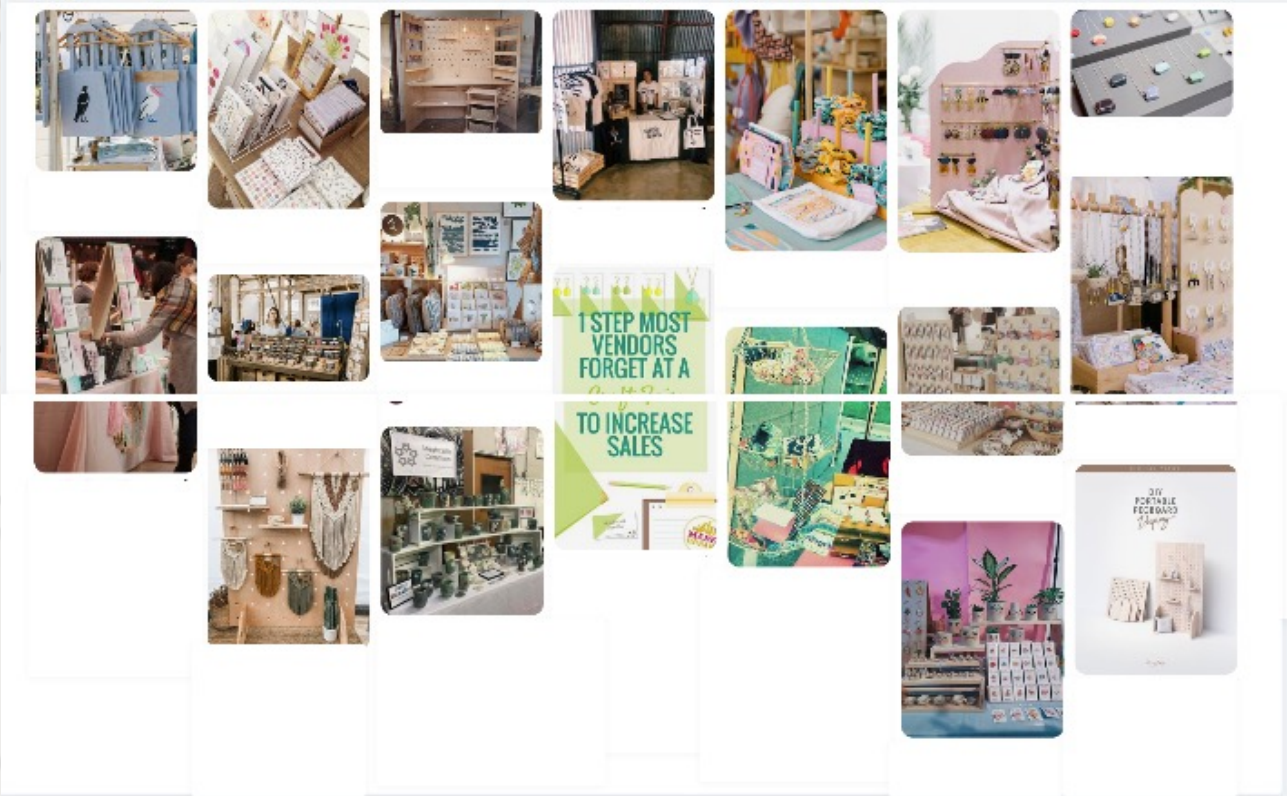


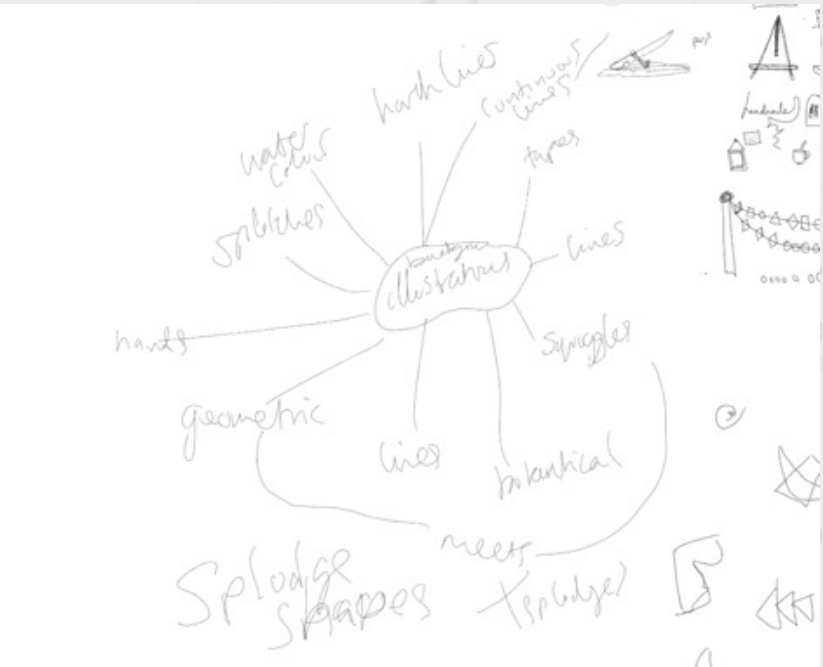


I then combined these with the colour palette and created some tapes and some background textures. The two images on the left are repeatable.

Illustrations

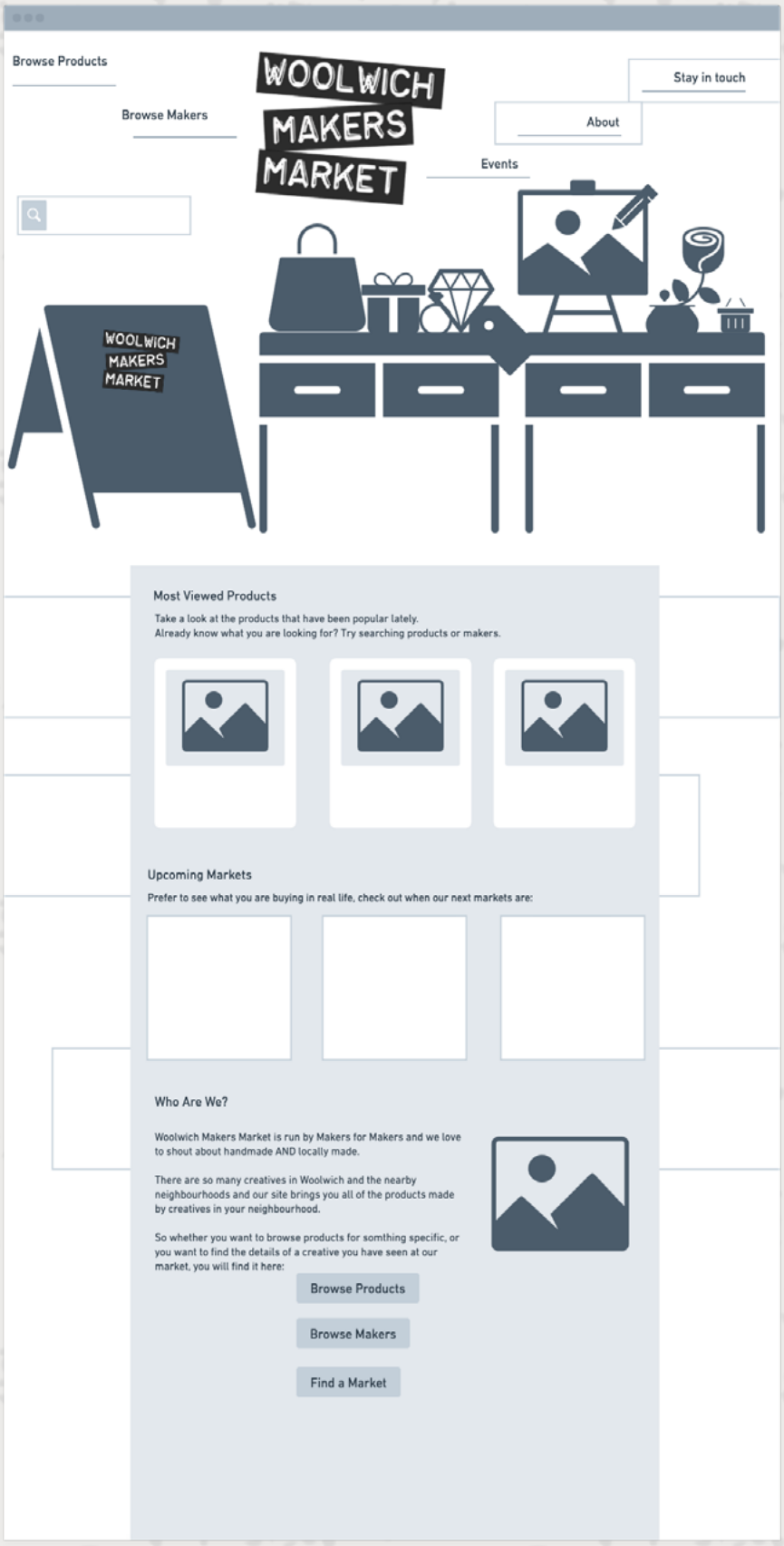
From the moodboard I started to think about something I could have on the home page which would depict the handmade products, makers and markets. So I explored the ways makers merchandise and display their products at markets.



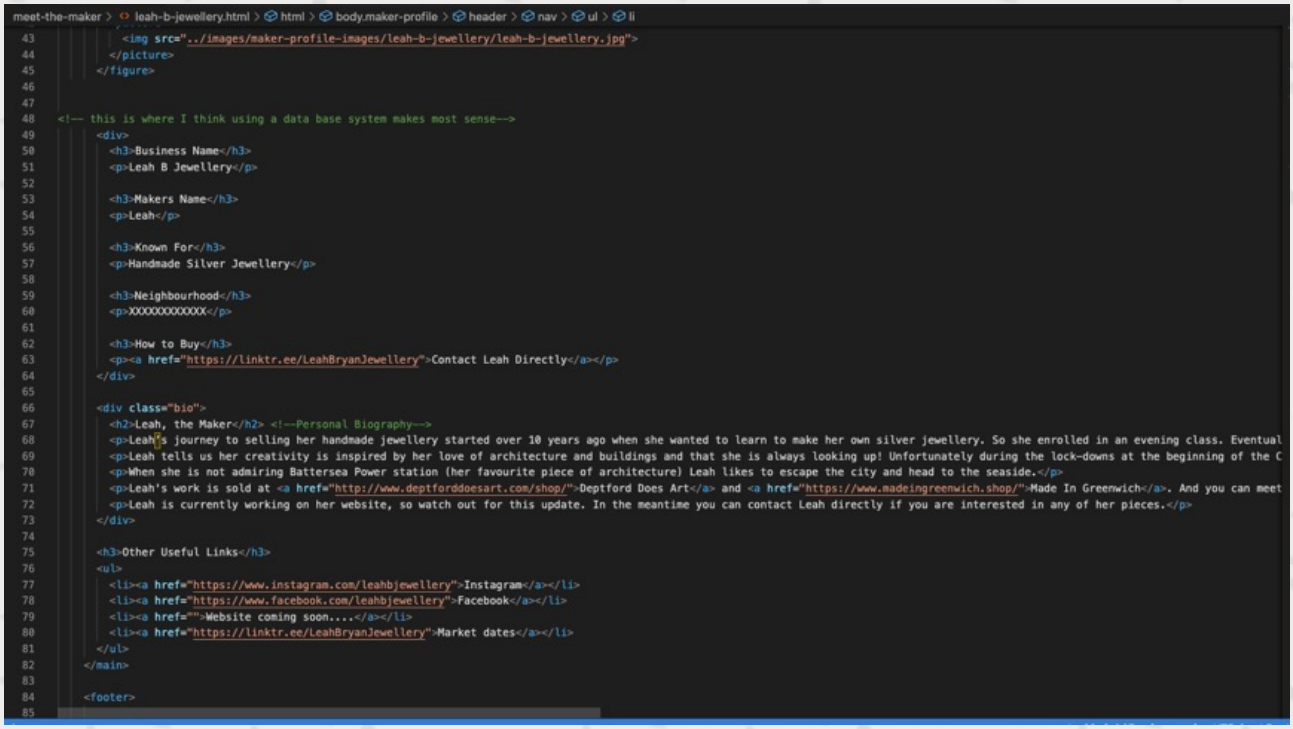


And sketched some ideas:

I then thought about how these might be used by creating some wireframes:



Firmness



Front End

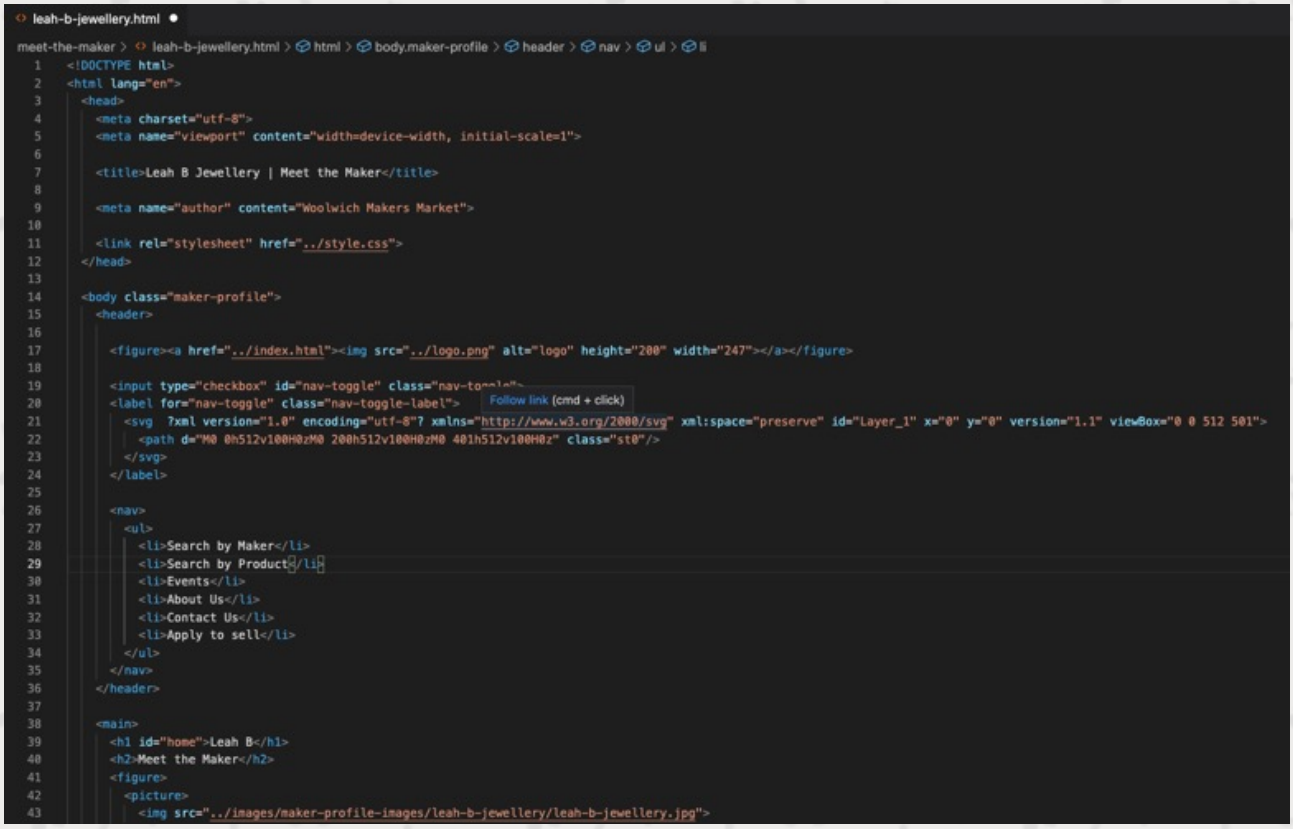
My commodity research led me to focus on how I was going to collect and then input the data, getting this aspect of content correct, and letting visuals change and adapt over time. It also led me to think about the concept of A Dao of Web Design, and how this fits the principles (Allsopp 2000). I want to ensure that I am putting content first, and then I want to make sure that I am displaying this data in the most accurate way possible.

HTML

To ensure that I am marking up my HTML semantically I will check the proper usage using "Learning Web Design" (Robbins, 2018) and the w3 schools website (https://www.w3schools.com/).

Nav Toggle

One thing I had to research in more detail was the correct mark up to use in the navigation in the header. For example I used <input> <label> and <svg> tags.



Screenshot of the HTML

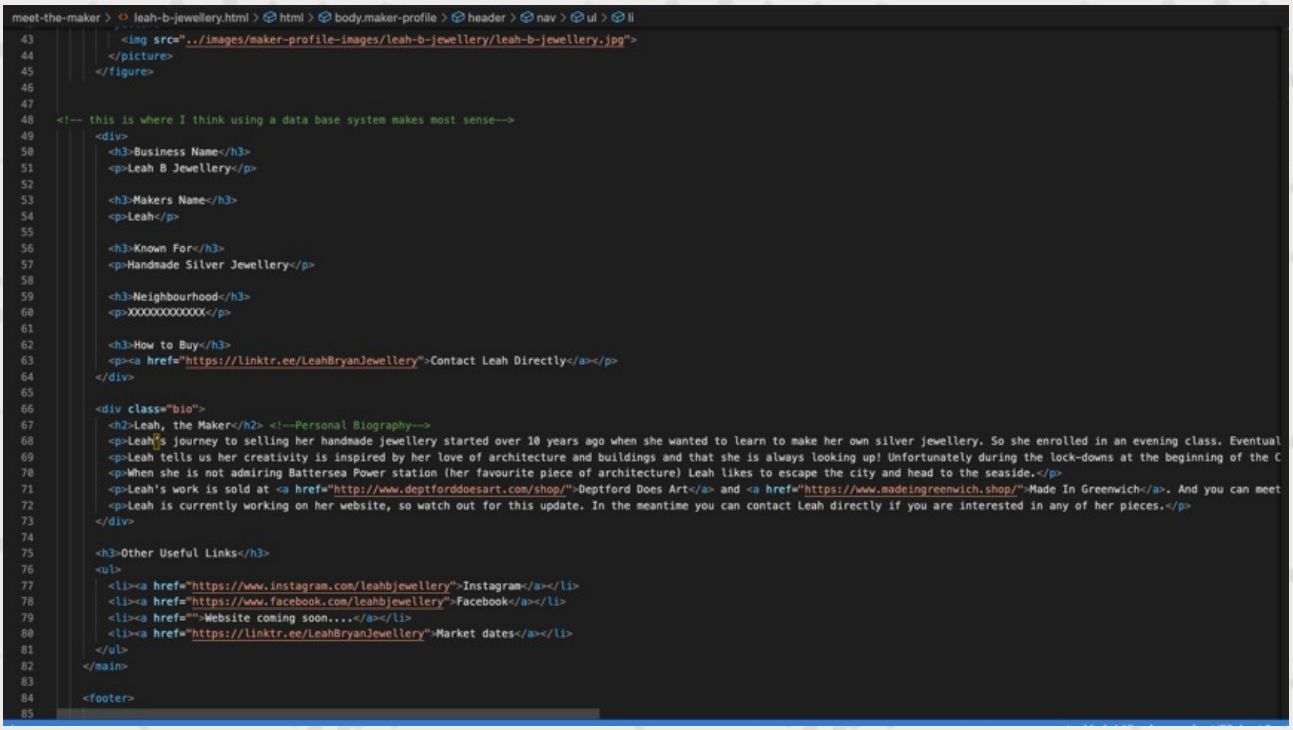
Input in w3 on first glance to be not something that fits in this structure:

> *"The <input> tag specifies an input field where the user can enter data." (W3)*

However in this instance I have defined the label as a checkbox, which works by the user clicking the checkbox to reveal a full navigation list and when the user unchecks the input the navigation is then hidden.

This method also means that we can avoid using JavaScript to create a hamburger style menu, and use CSS to show or hide the navigation list instead. I have seen people discussing on Twitter why they think that CSS only menus are not accessible, however there is also helpful reference on the Ally Matters website which weighs up all of the various options (Shadeed, 2016). I will therefore need to review this code, as the toggle is not in my nav tag, but as it is a nav feature it should be.

Figure and Picture



Screenshot of the HTML

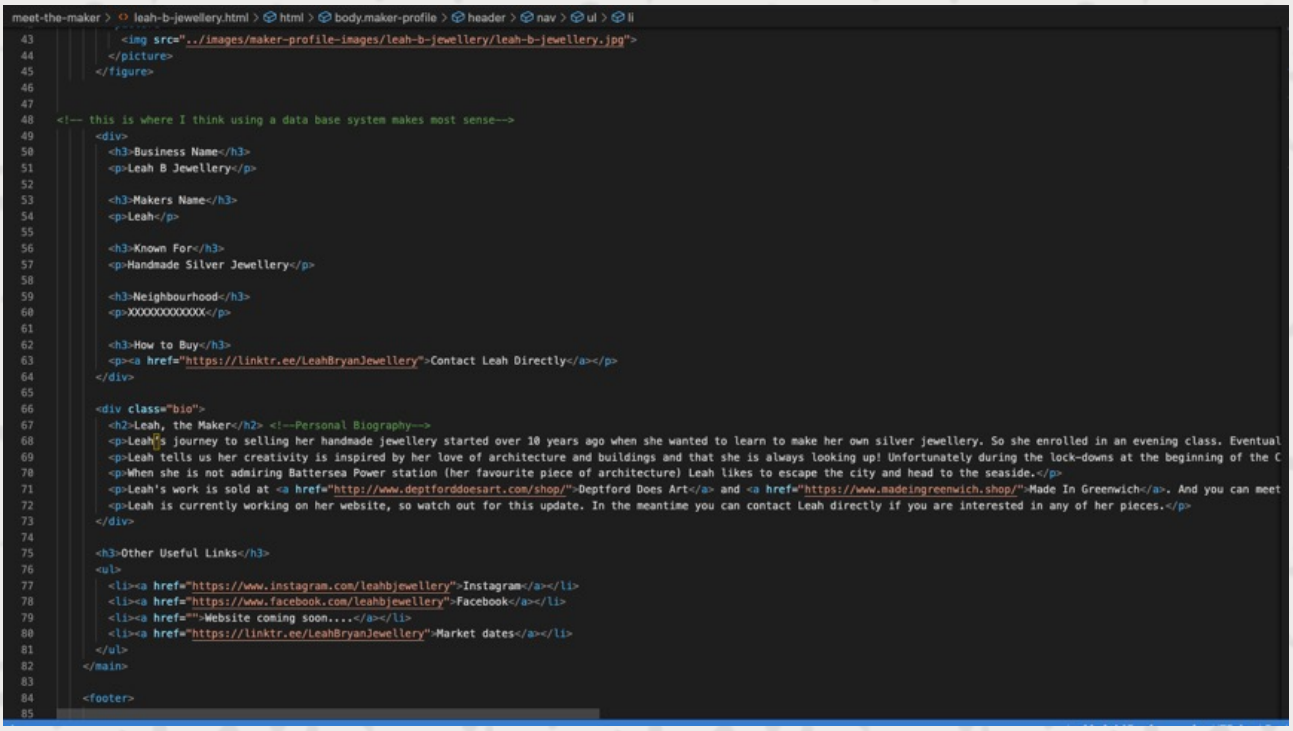
"The <figure> tag specifies self-contained content, like illustrations, diagrams, photos, code listings, etc.

Tip: The <figcaption> element is used to add a caption for the <figure> element. The <picture> tag gives web developers more flexibility in specifying image resources." (W3)

Figure will be used because all the images convey meaning and will also have a caption which connects the image to the content. Picture will be used where there is an artist element.

H3 - Paragraph

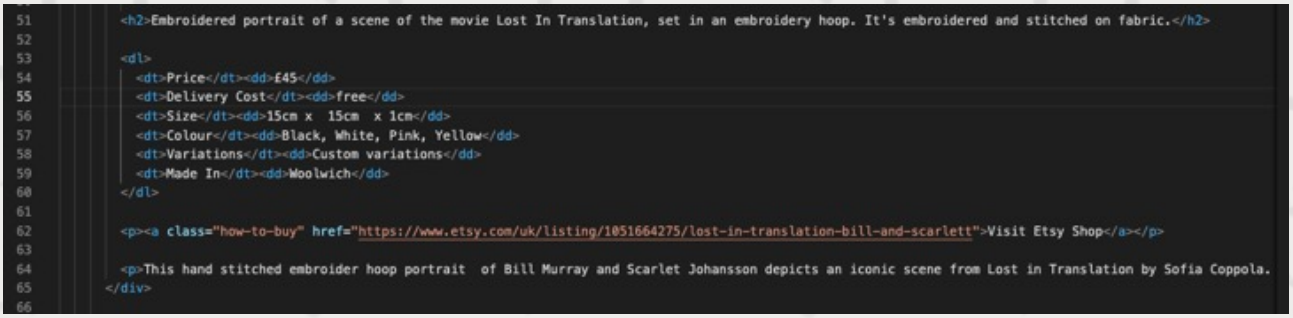
I considered using a DL for this content but I ended up using h3 – p pairings:



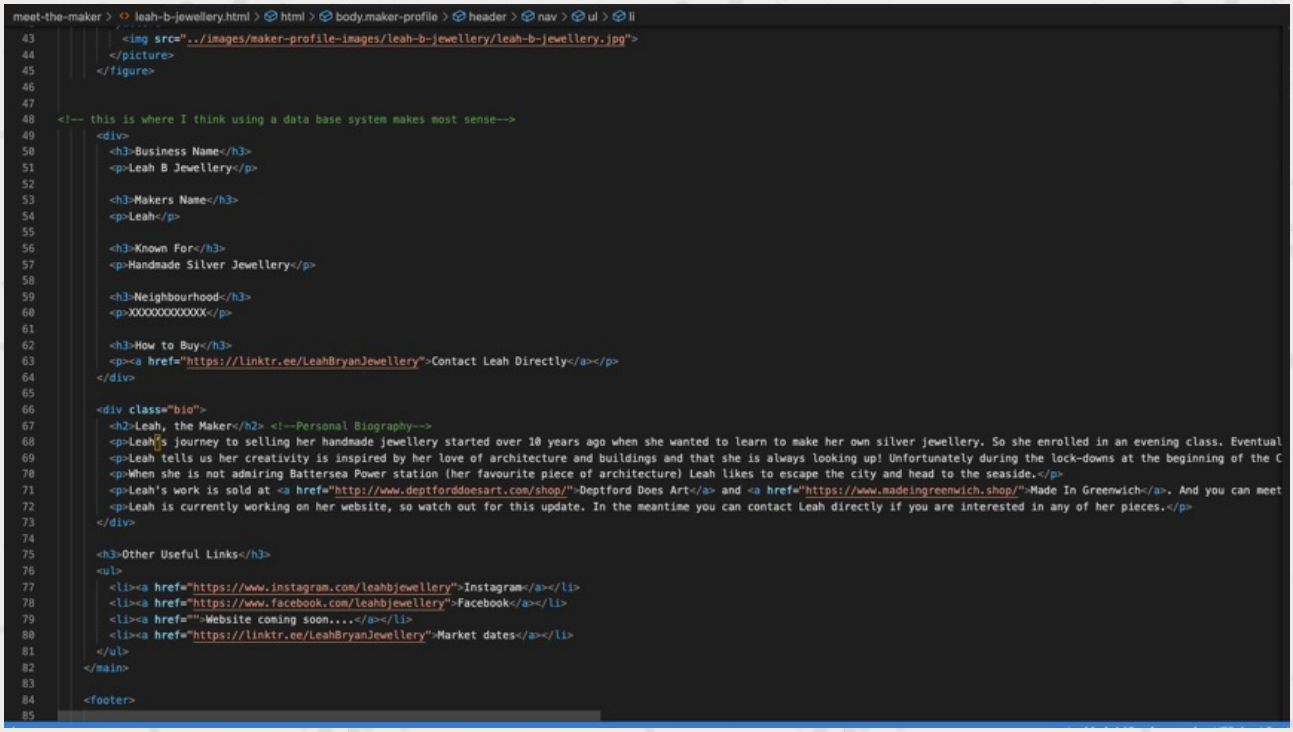
Screenshot of the HTML

"The <dl> tag defines a description list.
The <dl> tag is used in conjunction with <dt> (defines terms/names) and <dd> (describes each term/name)."(W3)

There is an argument that the DL in this instant could fit this definition, however each DD content might not fit the definition of describing the term. For example one thing in the list is how to buy, which then offers an action on how to do that. So I have instead used headings followed by paragraphs. I have decided to use the DL for the product listing, as each term is then described by the DD.



Divs



Screenshot of the HTML

"The tag defines a division or a section in an HTML document.
The tag is used as a container for HTML elements - which is then styled with CSS or manipulated with JavaScript.
The tag is easily styled by using the class or id attribute."(w3)

I have used two Divs here, one for the top part of the content, this content area represents a quick view of the relevant details of the content. It could be argued that I could use a section tag.

"The <section> tag defines a section in a document."(W3)

As it could be considered to be a "section" of the website, however when I look at the explanation from Jennifer Robbins (Robbins, 2018 pg.85) she describes the use will typically include a heading and are more to explain breaks in content much like a chapter in a book. In this instance this area of content is to offer some relevant information to a user that might be looking to move on from the page, rather than it being a precursor or part of the content below. This leads me to think about why I am using the second div instead of an article tag.

*"The <article> tag specifies independent, self-contained content.
An article should make sense on its own and it should be possible to distribute it independently from the rest of the site.
Potential sources for the <article> element" (W3)*

This definition explains that the entire page could be marked in an article. However just this section on its own does not have the information on how to buy, or the other useful content on how to get in touch with the maker such as the useful links.

Links

*"The aria-label attribute defines a string value that labels an interactive element.
Sometimes the default accessible name of an element is missing, or does not accurately describe its contents, and there is no content visible in the DOM that can be associated with the object to give it meaning." (MDN Docs, No Date)*

There could be an argument for labelling the "how to buy" links with an aria label. However in this context, the heading, the link tags and the content describes the action of the link. So in this instance we are accurately describing the content and the action is semantically tagged.

"The <a> tag defines a hyperlink, which is used to link from one page to another."(W3)

CSS

This site is going to be maintained by me, so use of a CSS pre-processor seems unnecessary.

To help with managing the CSS I will use CSS custom properties so that I can easily apply any changes during the prototype stage and WordPress build stages

Using Grid

As explained by Andy Clarke (Clarke, 2019) grid Layout used to be seen as limiting and a bad hangover of graphic designers trying to replicate their design work from print media, however it has now developed into a way to create fluid and responsive layouts.

The idea of content being something fluid fits with the long term needs of the website. I want to be able to input the data easily and maintain that aspect, and the styling can be secondary and something that can evolve over time.
I have also mentioned about creating CSS custom properties, which I wrote about for our course in this blog (adelei, no date). In that post I explain how custom properties works well with grid layout, and making lots of changes easily.

Classes

The use of classes will be minimal, and during the prototype stage I need to consider how these work with WordPress because WordPress adds a lot of its own classes.

JavaScript

One possible need I might have for JavaScript is showing upcoming events versus past events, if this is done automatically we do not risk content looking not up to date, human error with inputting and updating this data etc.

I also want to explore this with PHP or WordPress plugins. However I plan to avoid plugins as much as possible as I want to keep the website light.

Server Side

The majority of the website data is coming from three dynamic data sources that might all speak to each other:

- Event information
- Maker profile
- Product information

The above is dynamic post data, and will be regularly added to, and therefore using PHP and MYSQL would seem to be a good idea.

I like the idea of building my own database because so much of the website is dynamic data, especially as maker and product info could be combined into one data set.

However, considering that a lot of the build of the website is around collecting and inputting data then it would be more time efficient to use a CMS.

CMS

What I need from a CMS

- affordable/ free
- well supported
- lots of documentation
- tutorials
- online community
- manage post/dynamic data
- secure
- flexible

Using a CMS and developing a CMS is something I have not done before, and so I have been naturally drawn to choose WordPress. This is because we have covered WordPress and vanilla theme building during our course so I have resources that I know I can rely on whilst I learn the fundamentals. I also know that WordPress will be able to provide the server side technologies that I have outlined. WordPress is the most used CMS, it is opensource and it has lots of community forums as well as lots of documentations I can refer to.

Version Control

Because I am going to create my own WordPress theme I will need to have a local sever so that I can test the PHP. Used MAMP simply because I had a Macbook so it was the first one I looked into the set up was simple and easy to manage and was fit for the purpose of creating a WordPress (had instructions on how to do this).

I plan to use git for a version control. I want automation of it so I can worry less. I want to use it also because it is often used in the industry and I had not worked with it before. It is worth noting that I am new to it and so would be an additional thing to learn.

Hosting

For the project a limiting factor is that I have no immediate plans to make money from the website. Therefore I need to keep costs as low as possible. I hope that the site will continue to grow, with more and more makers being added, this could potentially be a lot of images, but these images should not be too large as they should be optimised before uploading.

I am planning to build my own vanilla WordPress theme, and so this will also mean my needs for storage are not that high. I plan to keep the plugin use to a minimum, however as I am not familiar with WordPress there is the possibility that I might have to use some plugins to help deliver the project.

Another factor is skill level, I am a beginner to web design and development and so I don't want to be held up by things going wrong on the server and not being able to fix them, so I want the hosting services to have good support and ready to use applications.

As mentioned I plan to use WordPress as a CMS, and so therefore I will also explore if there are services which help support using WordPress (things like back-ups, loading WordPress onto the server and maintaining the theme on the server)

	Cost	Cost as website scales	WordPress	Support and Documentation
Clooknet	Monthly 2.99 (500mb) data transfer 5GB Yearly £29.99 1 website	No extra cost for below package as already using 5.99 (10gb) unlimited transfer yearly £59.99	Has lots of ways to manage including its own backend app	cPanel is user friendly Lots of free support Lots of documentation on site From personal experience really quick to respond to tickets, solve problems for you if you don't understand Already on the more expensive plan which I can add 4 more too
Go Daddy	£170.87 a year (after promotion of 35.88 for a year) 1 website	Wouldn't need to scale as first package is enough. 1 website	Does, but the website also has a separate "Wordpress managed"	The website is confusing just with all the different plans and an overload of info Have used service in past and the documentation wasn't great
				didn't find asking for help easy either
Bluehost	£8.74 a month, after 36 months at £2.35 1 website	Might not need to scale, but it's not clear about all the limits	Offers custom WordPress themes. Suggested by wordpress.org	Pushes 24/7 support
Oracle Cloud	Free	Free	It is just a server, would have to manage everything myself. Too big of a learning curve	Nothing

The most cost effective hosting is Clook because I already have space with my portfolio website. The other paid for options would increase to more than I am paying, so if I did not already have the space then eventually I would end up paying more, whether in one year or in 3 years.

There are reasons to consider the website having its own separate server rather than sharing with the portfolio website. However seeing as the projects are complimentary and managing them together works well, I see no reason to change this.

Cloud options are not an option for my level of understanding or experience at this time.

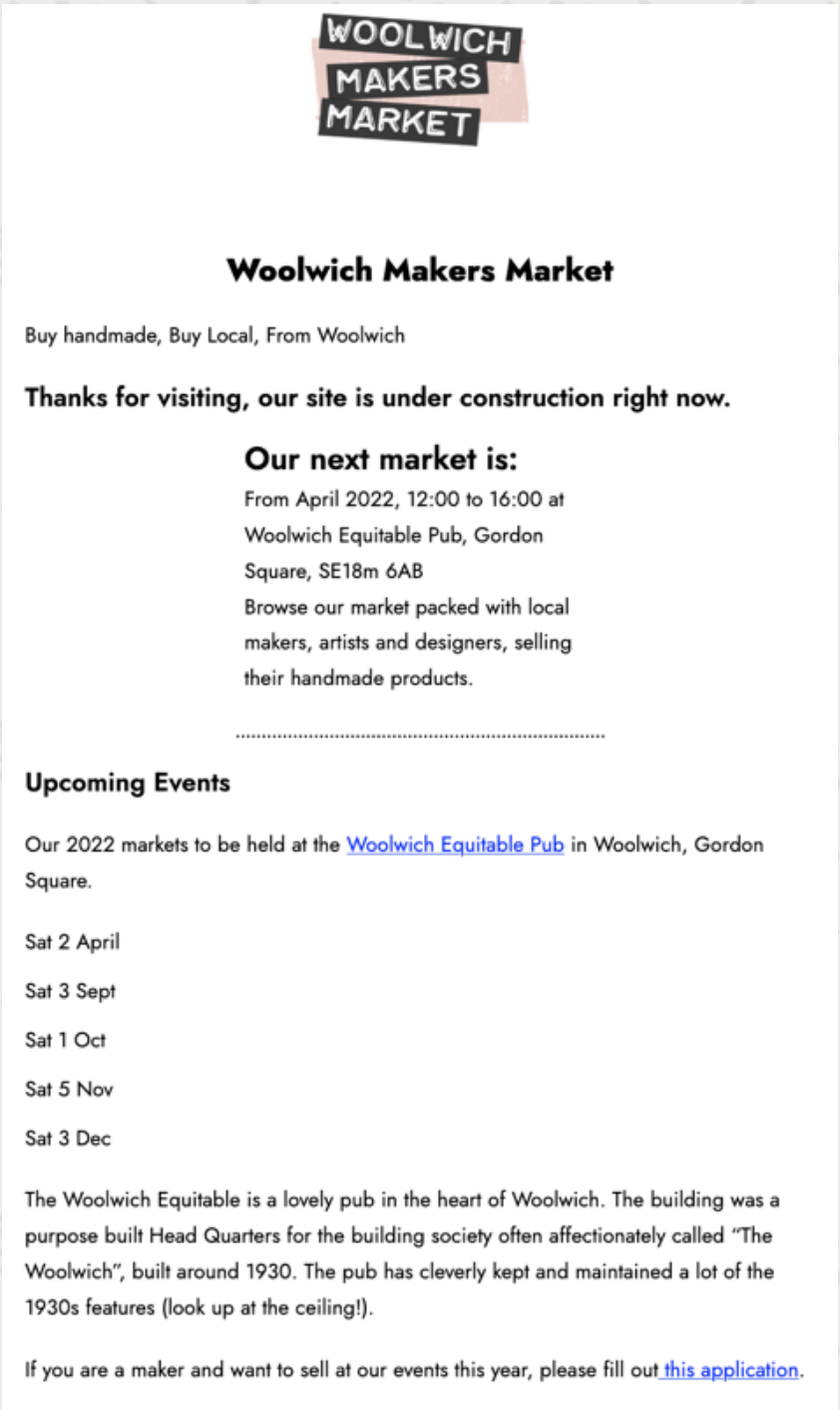
Learning Pathway

The biggest learning gap for me is creating a WordPress website. I want to create something that will be easy for me to maintain and so I don't want to just edit the front end of the website, I want to also adjust the WordPress dashboard. Currently a lot of the WordPress resources on the web are about using WordPress FSE or "blocks" which are made up using JSON which I do not have any experience in. Seeing as the server side technologies I have mentioned were PHP and MySQL I think it feels natural to stick with using PHP for building a theme. In order to do this I plan to start with revising the WordPress tutorials we used in class, and then using online tutorials to look at how to use PHP for functions. I want to make sure that I am creating a theme that is lightweight so I will use other light weight themes also known as vanilla themes as a reference.

Implementation

First Stage - Prototype

As this is an existing organisation, I wanted to get something up live as soon as possible, so I put together some copy and useful information including any details of any upcoming events.



WOOLWICH MAKERS MARKET

Woolwich Makers Market

Buy handmade, Buy Local, From Woolwich

Thanks for visiting, our site is under construction right now.

Our next market is:

From April 2022, 12:00 to 16:00 at Woolwich Equitable Pub, Gordon Square, SE18m 6AB
Browse our market packed with local makers, artists and designers, selling their handmade products.

Upcoming Events

Our 2022 markets to be held at the Woolwich Equitable Pub in Woolwich, Gordon Square.

Sat 2 April

Sat 3 Sept

Sat 1 Oct

Sat 5 Nov

Sat 3 Dec

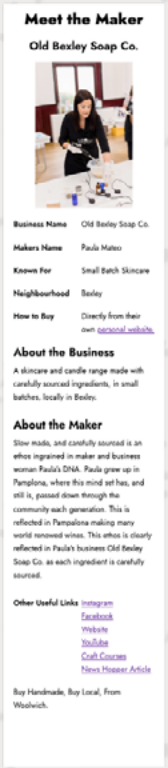
The Woolwich Equitable is a lovely pub in the heart of Woolwich. The building was a purpose built Head Quarters for the building society often affectionately called "The Woolwich", built around 1930. The pub has cleverly kept and maintained a lot of the 1930s features (look up at the ceiling!).

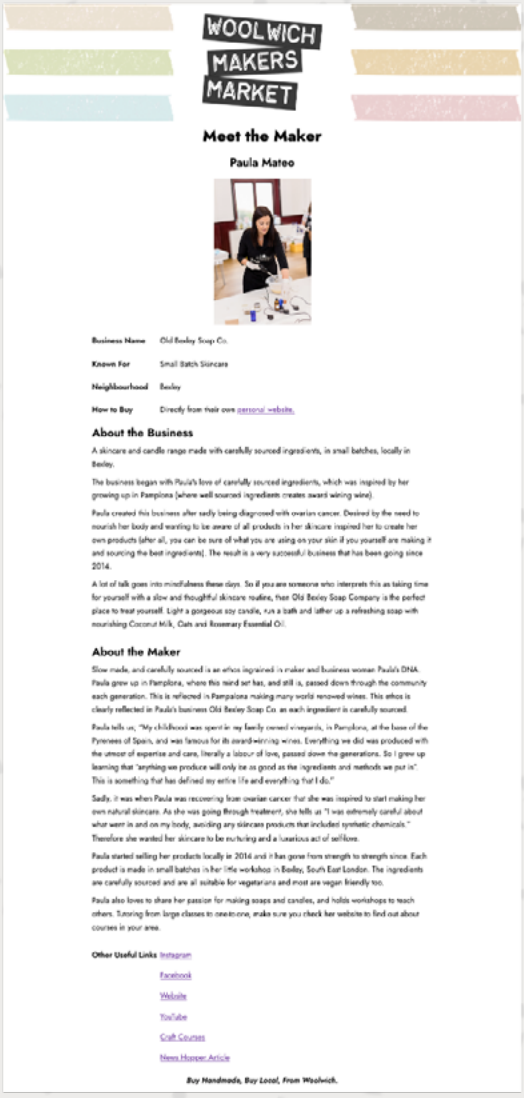
If you are a maker and want to sell at our events this year, please fill out this application.

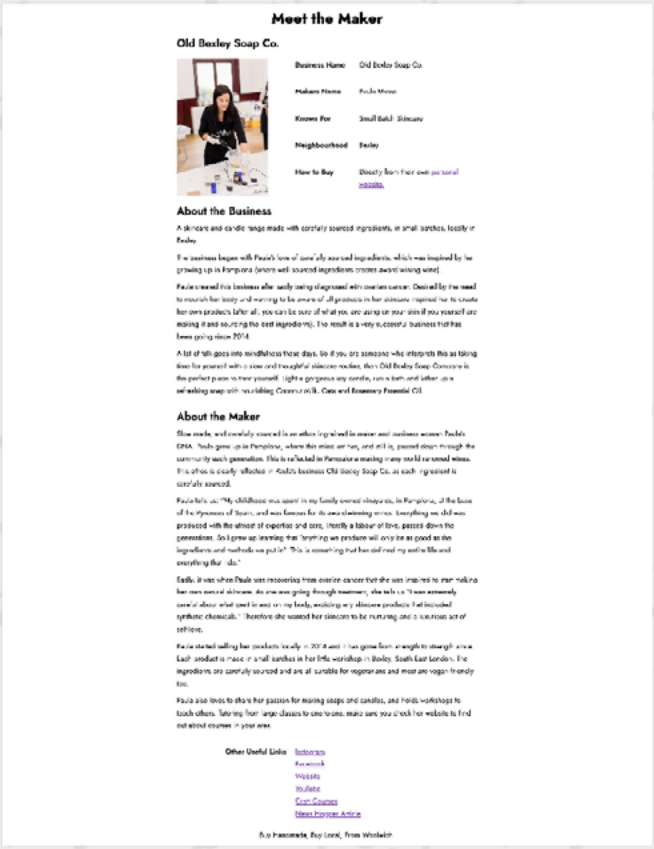
The first pages I prototyped were the profile information about the makers, and the event pages.

To prototype the maker pages I used the questions and the links shared with me to create copy for a profile. Once a questionnaire was returned to me I created the copy and started marking up the content. This was so that I could start prototyping using CSS rather than using a static mock up.

The first mock up version I made had a lot more copy and I only used one image. A full view of these prototype screenshots can be viewed at: https://whimsical.com/maker-prototyping-UzmZcSWXWJ9PGvYUZ33Jps (appendix 13).







I then started to pare back how much I was writing so that it was a little more concise, I also started to add some of the elements that I had created during the delight phase of the project, for example the masking tapes in different colours and some Dymo tapes for headings. I also used the stationery moodboard to give me the idea of giving the profile picture a border to look like a Polaroid picture:

Meet the Maker

Katie Clement

Business Name: Katie Clement Illustration

Known For: Monochrome Illustrations

Neighbourhood: Woolwich

How to Buy: Directly from her personal website

Katie, the Maker

Katie has always been creative and after studying a degree in Printed Textile Design her day job is now as a Print Designer. Which compliments her illustration business perfectly.

Katie started her business in 2013 selling her illustrations on cards on Etsy, and since then her business has organically grown. Katie has ambitions to eventually focus on her illustration business full time, and she tells us she is on track to achieve this over the next couple of years.

For now, Katie's set up is in a corner of her living room on the Royal Arsenal Estate in Woolwich. The living room is a beautiful space with lots and lots of house plants. You can catch a glimpse of it over on her TikTok Channel.

Katie provides bespoke illustration orders that range from House Portraits, Pet Portraits, Wedding Venue Portraits as well as other custom illustrated scenes. She tells us "Anything goes within reason and I'm always happy to discuss ideas to see if I can create a special piece for you."

Katie is also proud to be able to give a bit back to Charities with the sale of select collections from her work. In fact, right now she has two charity collections:

Rainbow Edition skylines where £15 of sales go to Mind

Ukraine Prints and Perfectly Imperfect London Landmark Jigsaw puzzles, where an extremely generous 70% of sales are donates to The British Red Cross Ukraine Appeal.

When Katie is not designing prints at work, or drawing in her living room she Katie tells us she is a lover of travel and food. Often exploring different cities where she finds so much inspiration. One day (perhaps when her business is full time) she has ambitions to start a Travel blog and share her adventures and tips with everyone- so make sure you are following her on her socials so you don't miss out!

Other Useful Links Instagram, Facebook, Website, YouTube, TikTok

Buy Handmade, Buy Local, From Woolwich.

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Other Useful Links Instagram, Facebook, Website, YouTube, TikTok

Meet the Maker

Leah B

Business Name: Leah B Jewellery

Makers Name: Leah

Known For: Handmade Silver Jewellery

Neighbourhood: XXXXXXXXXXX

How to Buy: Contact Leah Directly

Leah, the Maker

Leah's journey to selling her handmade jewellery started over 10 years ago when she wanted to learn to make her own silver jewellery. So she enrolled in an evening class. Eventually she decided to take a year off her day job to study jewellery design and manufacturing full time at City Lit/Hatton Garden.

Leah tells us her creativity is inspired by her love of architecture and buildings and that she is always looking up! Unfortunately during the lockdowns at the beginning of the Covid pandemic, without the stimulation of seeing architecture she found that she lost her inspiration. However, despite this setback, in October last year (2021) she decided to take the leap and take up her jewellery making full time.

When she is not admiring Battersea Power station (her favourite piece of architecture) Leah likes to escape the city and head to the seaside.

Leah's work is sold at Deptford Does Art and Made In Greenwich. And you can meet Leah selling her work with us, Woolwich Makers Market, at our markets in Oct Nov and Dec, as well as at Mycenae House in July and November.

Leah is currently working on her website, so watch out for this update. In the meantime you can contact Leah directly if you are interested in any of her pieces.

Other Useful Links: Instagram, Facebook, Website coming soon..., Market dates

WOOLWICH MAKERS MARKET

Search by Maker | Search by Product | Events | About Us | Contact Us | Apply to sell

Meet the Maker

Leah B

MEET THE MAKER

LEAH

Business Name: Leah B Jewellery

Makers Name: Leah

Known For: Handmade Silver Jewellery

Neighbourhood: XXXXXXXXXXX

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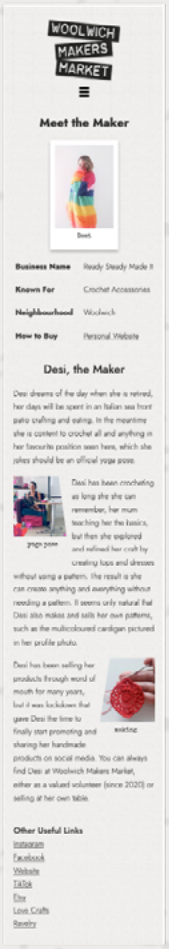
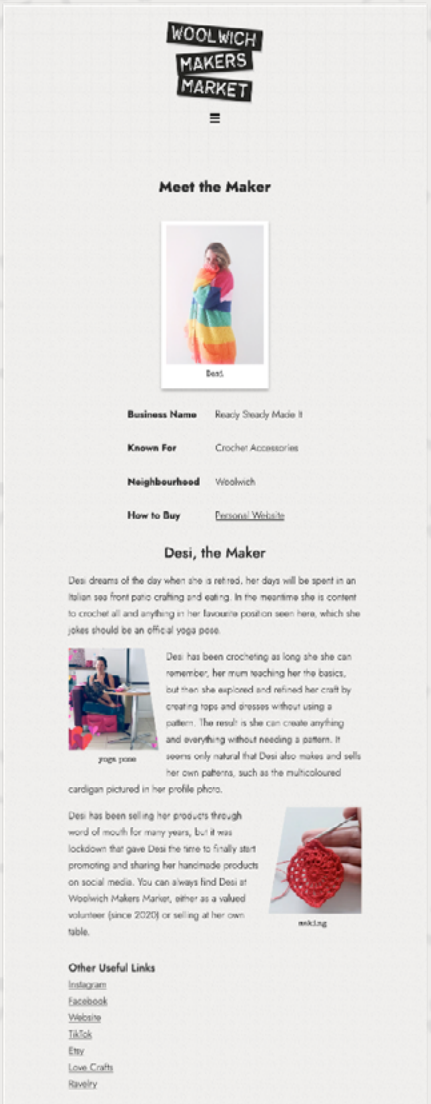
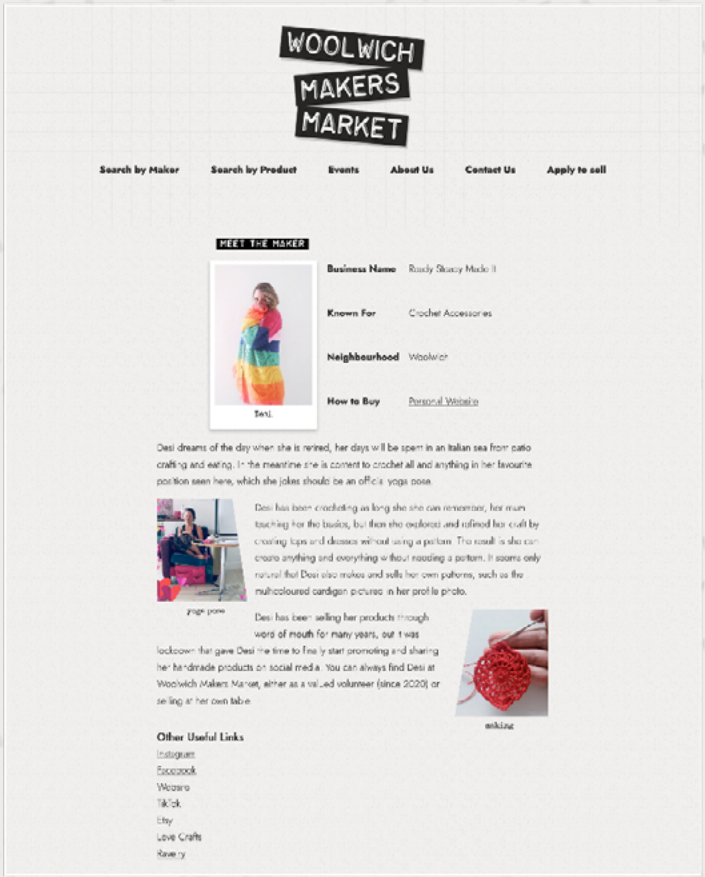
Other Useful Links: Instagram, Facebook, Website coming soon..., Market dates

I then decided I wanted to add some more pictures. At this point I had started to adopt a better flow on how to create the content, and I created a template version of the mock up so that I could input the copy and images quickly. I then decided to find a font that would help the captions to stand out from the text. I used this font specifically because I think it looks like a letter stamp, which fitted the theme of using stationary type elements like the Polaroid and the Dymo tape:

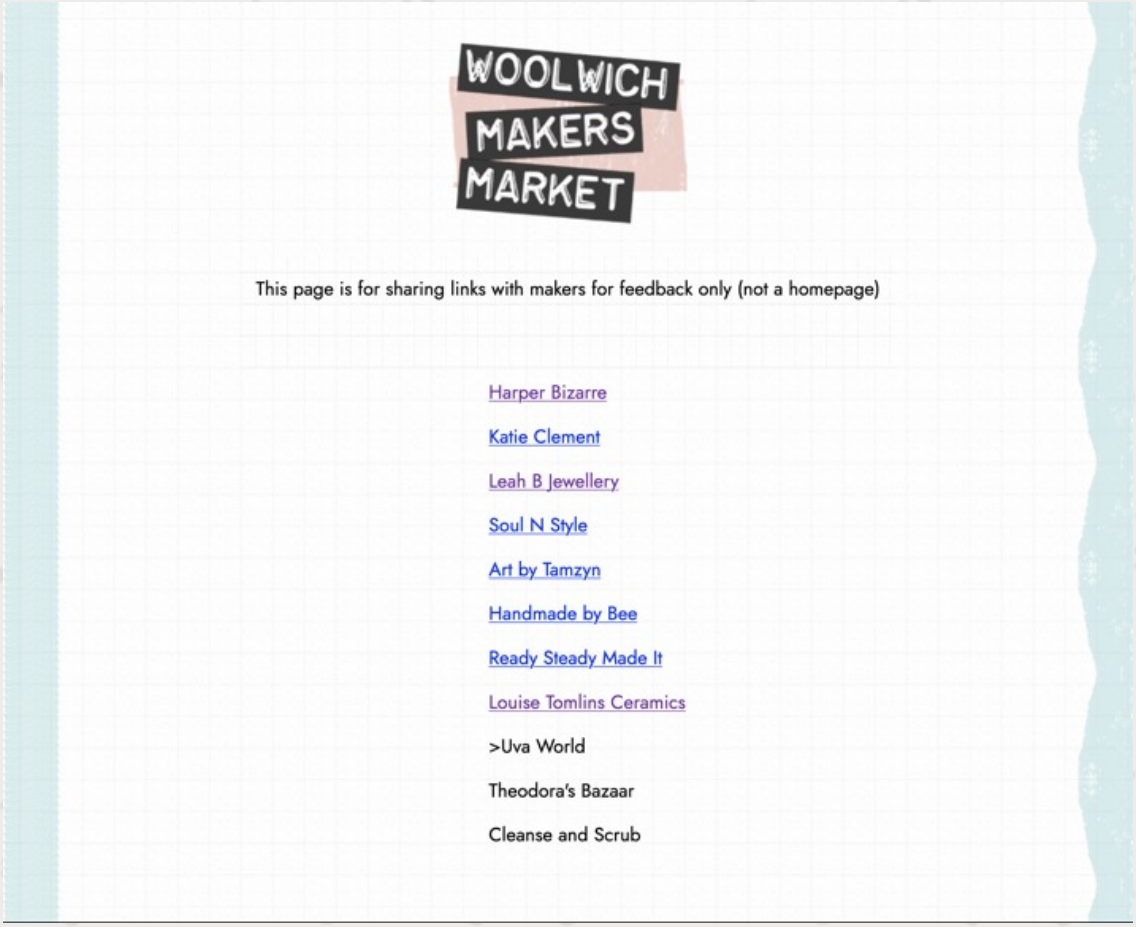
Now that I had the images and copy for 10 makers marked up in HTML I started to tidied up the layout a bit more. This time I focused more on the readability of the text and made more use of different font weights, as the reason why I chose Jost was because it had a great variety of weights. As I was focusing on the typography and the readability it was at this moment that I decided to change the background colour, this was because the bright white and black text was a little to harsh in terms of contrast. I used a tile of splodges to mimic the handmade paper textures that I explored during the delight phase. I also used the colours I identified for the colour palette and played around with these in the browser until I had something that I felt was balanced to the eye. At this stage I also got rid of a lot of the other texture elements, as I was finding it was making the pages look too "busy" so I removed them with the idea of introducing them again once I had more pages and content.





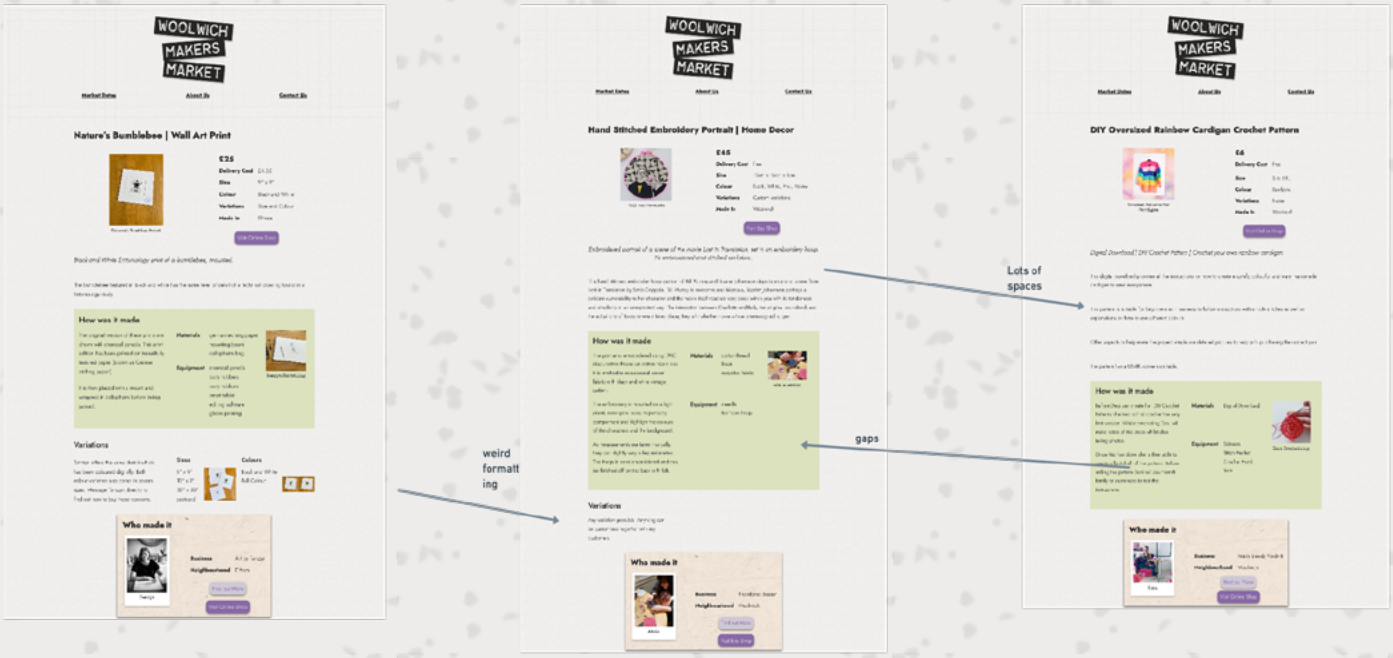


I also shared this with makers hoping for feedback. However generally people just requested small changes to their copy.



In hindsight I should have created the product copy at the same time as the maker profile copy. Because I made the product pages, and then started collecting the product copy at a later stage, I only received a couple of responses for the product information. I decided to continue with only three data sets, but this caused an issue as the content was not robust enough to scale. This was because I was starting to run out of time and needed to move onto building the WordPress theme.

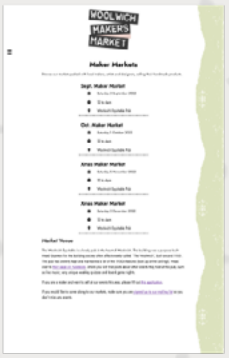
This meant that the prototype for the product information didn't scale well when I started inputting more responses, for example there is a lot of spaces here:

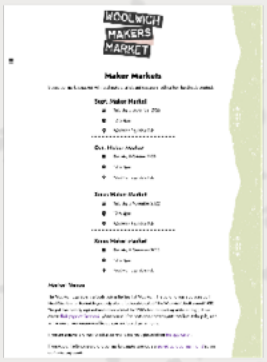
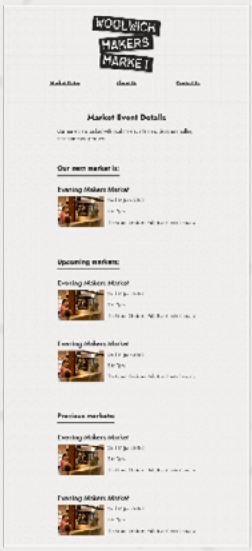


To view these screenshots visit: https://whimsical.com/product-prototyping-H3Y5G22qJPUqEjTvS1TMtG

Also the information I was trying to convey about variations was long and complicated, and did not scale with other data inputs. I only realised this when I started inputting data into Wordpress.

Whilst building the maker pages I was also prototyping the event pages. Not much has changed in terms of the layout, only changes exploring the graphic design elements and adding images.



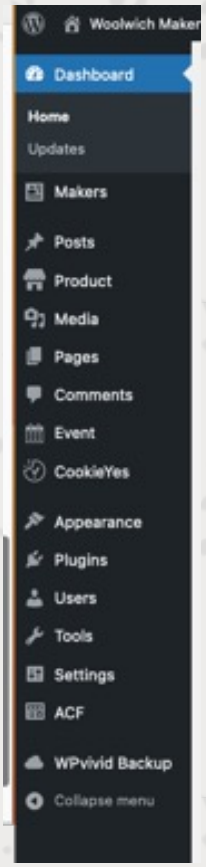



To view these screenshots visit: https://whimsical.com/event-prototyping-F6NiGaHMG2TqpKhdmWLE7U

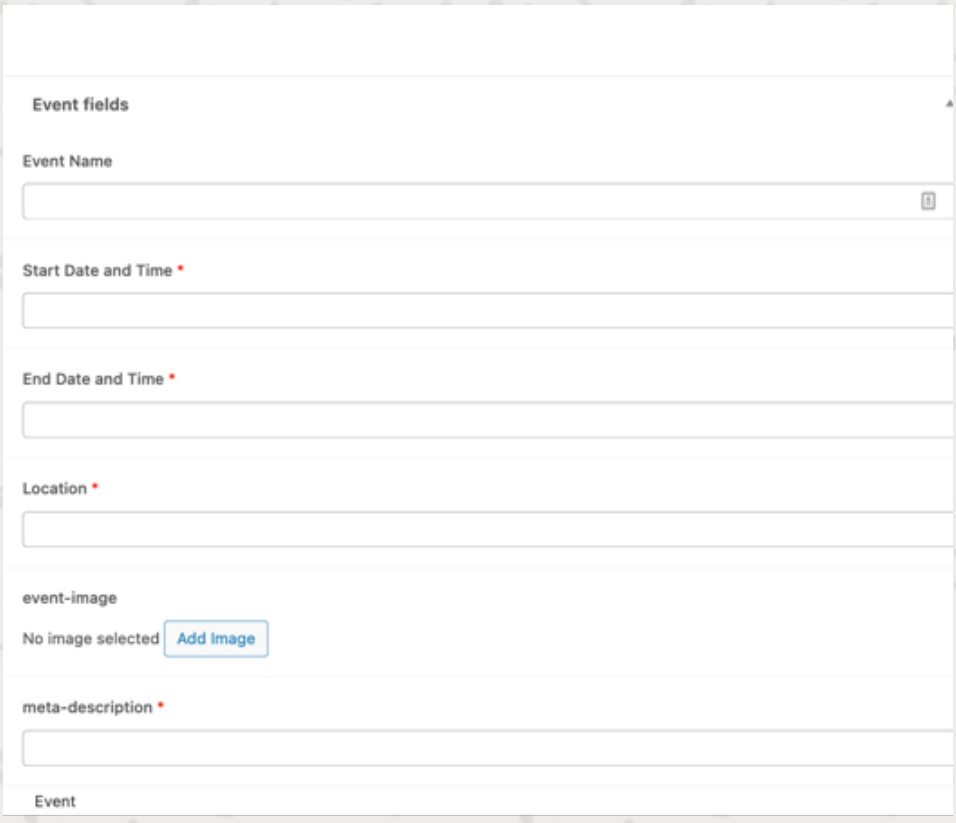
Second Stage - Wordpress Build

The plan to do the WordPress build did not take longer than I expected, however I did start later than I expected to. I followed the initial plan starting with following Prisca's tutorials (Eyelearn, No Date) and playing around with the content used in the workshop in class (this was because most of my content was ACF and I hadn't looked into this yet).

Adding Content



The next step was learning how to use ACF so that I could input my content. To do this I used the ACF documentation as well as a tutorial on LinkedIn Learning called "Wordpress: Advanced Custom Fields" (Casabona, 2019). Once the backend data was entered I created three new icons on the Wordpress dashboard. One for makers profiles, one for products, and one for events.



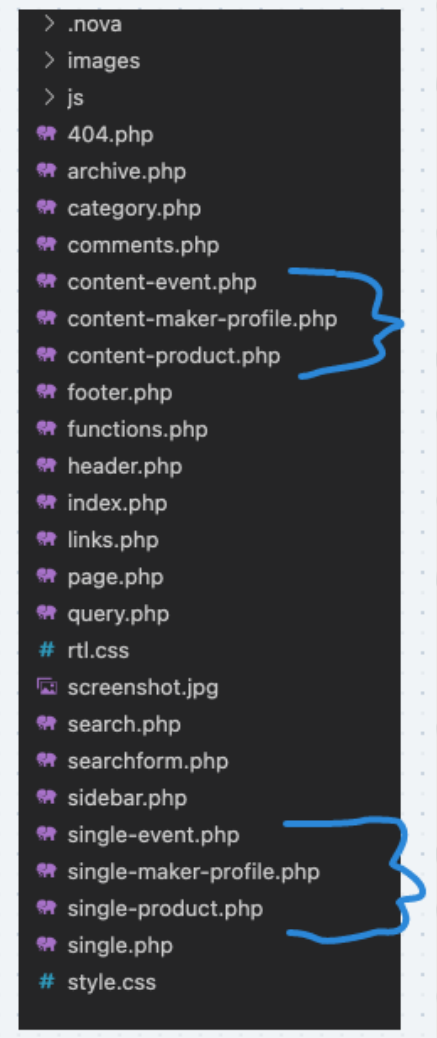
Now that I had the content, I had to create a function to show all of the posts on the index page. This is because ACF works like meta data, so Wordpress doesn't automatically recognise the custom post data as posts.

```
add_action( 'pre_get_posts', 'add_my_post_types_to_query' );

0 references
function add_my_post_types_to_query( $query ) {
    if ( is_home() && $query->is_main_query() )
        $query->set( 'post_type', array( 'post', 'maker-profile' , 'product' , 'event') );
    return $query;
}
```

This was the beginning of learning WP PHP, WordPress has its own WordPress PHP as it has its own inbuilt PHP functions. At this point I watched a tutorial called "Learn PHP for Wordpress" on YouTube which explained functions in WordPress (Envato Tuts, 2022) and helped me to start creating the functionality I needed.

Developing a Wordpress theme

Now that I had content I started looking at existing vanilla WordPress themes, like these:
Wordpress 2021 (the last theme to use PHP)
Wordpress 2017 (because this was used in the training video)
Astra
Davis
Quark
Generic
I found these by searching on the internet for vanilla wordpress themes.
I looked at the difference in how there files were used and I started looking at courses to help with theme development. A course called PHP for Wordpress (Casabona, 2020) focused on template hierarchy and I also used the book "Wordpress All in One" (Sabin-Wilson, 2019) to get a deeper understanding. These helped me develop this structure ->



There are the basic files required for the WordPress theme and then I added single pages for each specific custom post types, and then also creating a template part called content-$custompostype.php. These content parts were used to show snippets of the posts on the index page as well as on a relative archive page. This meant there was a page showing all maker, event or products with just one template which had only this code:

```
<?php get_header(); ?>


<!-- content START -->
<main id="content" class="archive-page" >

    <?php if (have_posts()) : ?>
    <?php while (have_posts()) : the_post();

            get_template_part( 'content', get_post_type( get_the_ID() ) );

     endwhile; ?>

        <div class="navigation">
            <div><?php next_posts_link('&laquo; Older Entries') ?></div>
            <div><?php previous_posts_link('Newer Entries &raquo;') ?></div>
        </div>

    <?php else : ?>
        <article>
            <h2>Not Found</h2>
            <p>Sorry, but you are looking for something that isn't here.</p>
            <?php include (TEMPLATEPATH . "/searchform.php"); ?>
        </article>
    <?php endif; ?>
</main>
<!-- content END -->

<?php get_footer(); ?>
```

Issues

The next step for development was that I wanted more functionality in my website. However I was struggling as my experience with using PHP for functionality was limited, plus WordPress PHP was slightly different. One thing that slowed me down was accidentally missing syntax errors. To help with this I installed an extension on my VS code for showing PHP errors, this highlighted any errors such as missing semi-colons, or issues in if/else statements. This was particularly helpful because even the introduction to building themes in WordPress had syntax errors, which I would miss. With the extension WordPress functions would show as a yellow error, but other errors were red which was much clearer.
Secondly was to make use of the "var" dump so that I could see what values the fields already had (Duckett, 2022 pg192). As I was using MAMP I also had PHP error logs so that I could pinpoint errors in functions.

Third Stage - Soft Launch

At this point I was able to do a soft launch, so I emailed my makers requesting that they filled in a Google form if they would like to be listed.
At this point I planned to also collect feedback from customers on how they used and navigated the site. However I was only able to do this soft launch one month before the deadline, and because I was running out of time to collect more data this meant I launched it without rectifying some of the following issues:

- Missing titles and meta descriptions because the custom posts didn't do this natively
- Showing makers on product page
- Showing products on maker pages
- Product image carousel missing
- Browsing/searching functionality missing
- A properly edited footer missing

So I focussed on resolving some of these issues while I was collecting more data from makers.
When soft launching I did get some feedback from a maker

- not all makers showing on page, and "show more" link small and not clear, and opens onto a separate page
- those input first (who were helping most with the project build) were now showing at the end of the list and hidden on a separate page

I also missed out on using the soft launch to research keywords and update my content as part of an SEO plan. Research into using Pinterest as part of the social media strategy. However the organisation already had a mailing list managed with MailChimp, an Instagram, Twitter and Facebook page.

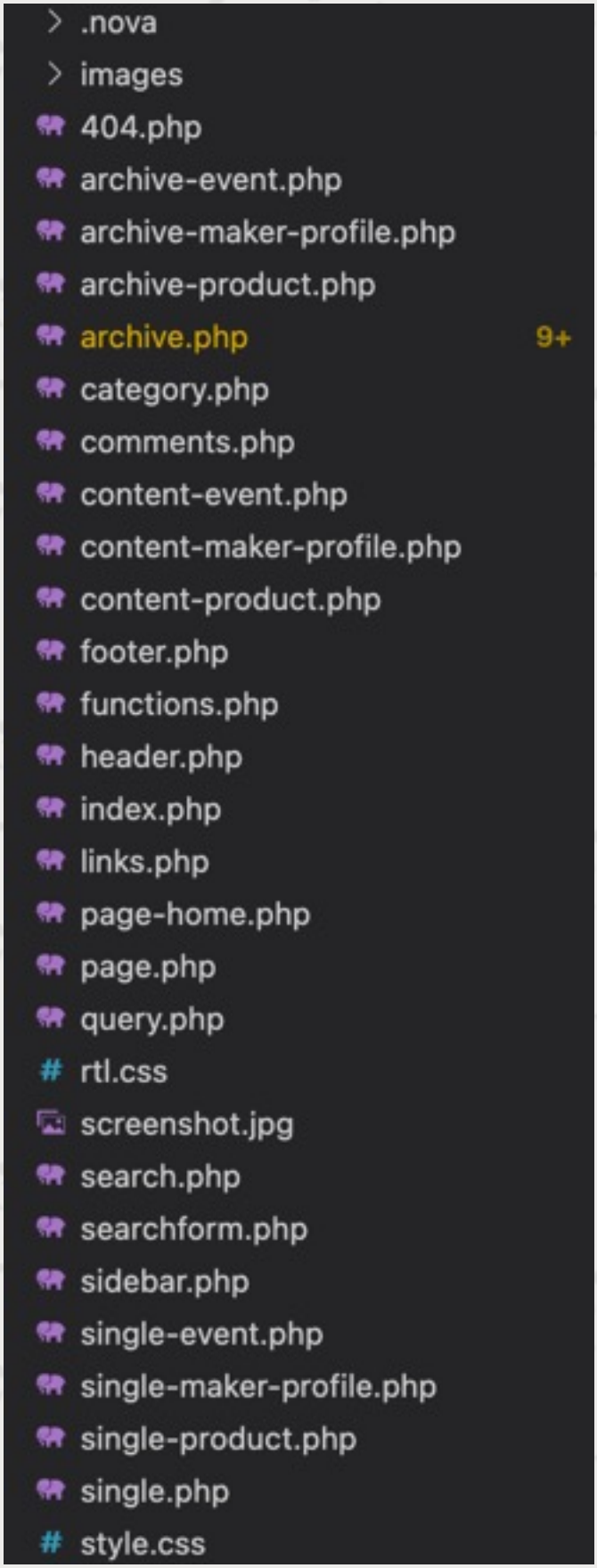
Forth Stage - Hard Launch

The plan was to do a hard launch a month before the project deadline. The hard launch would be to announce the website outside of my newsletter, using the organisations Instagram and other social media accounts. I wanted to do this before the deadline so that I would have adequate data so that I could analyse the websites performance. It would also give me the opportunity to spend some time reviewing the user needs of customers, like I discussed in the Commodity section.

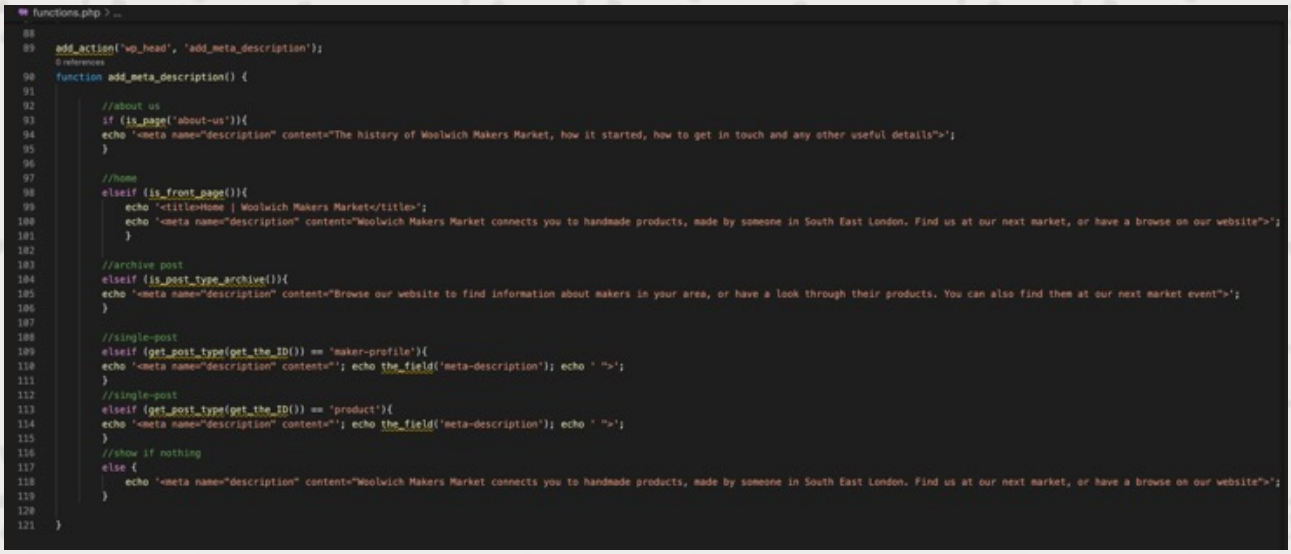
This ended up happening about a week and a half after the soft launch. Before I posted about the website on the social media accounts I first fixed most of the issues that I had not fixed during the soft launch phase, as well as acted on the feedback from the maker regarding the list of makers on the archive page.

This also meant there were a few changes to the structure of my theme files.

- Missing titles and descriptions because the custom posts didn't do this natively
- Showing makers on product page
- Showing products on maker pages
- A properly edited footer



I created individual archive pages so that I could add some copy that explains what each page is. Doing this also helped with the missing meta descriptions so that I could create a function to include these for each page:



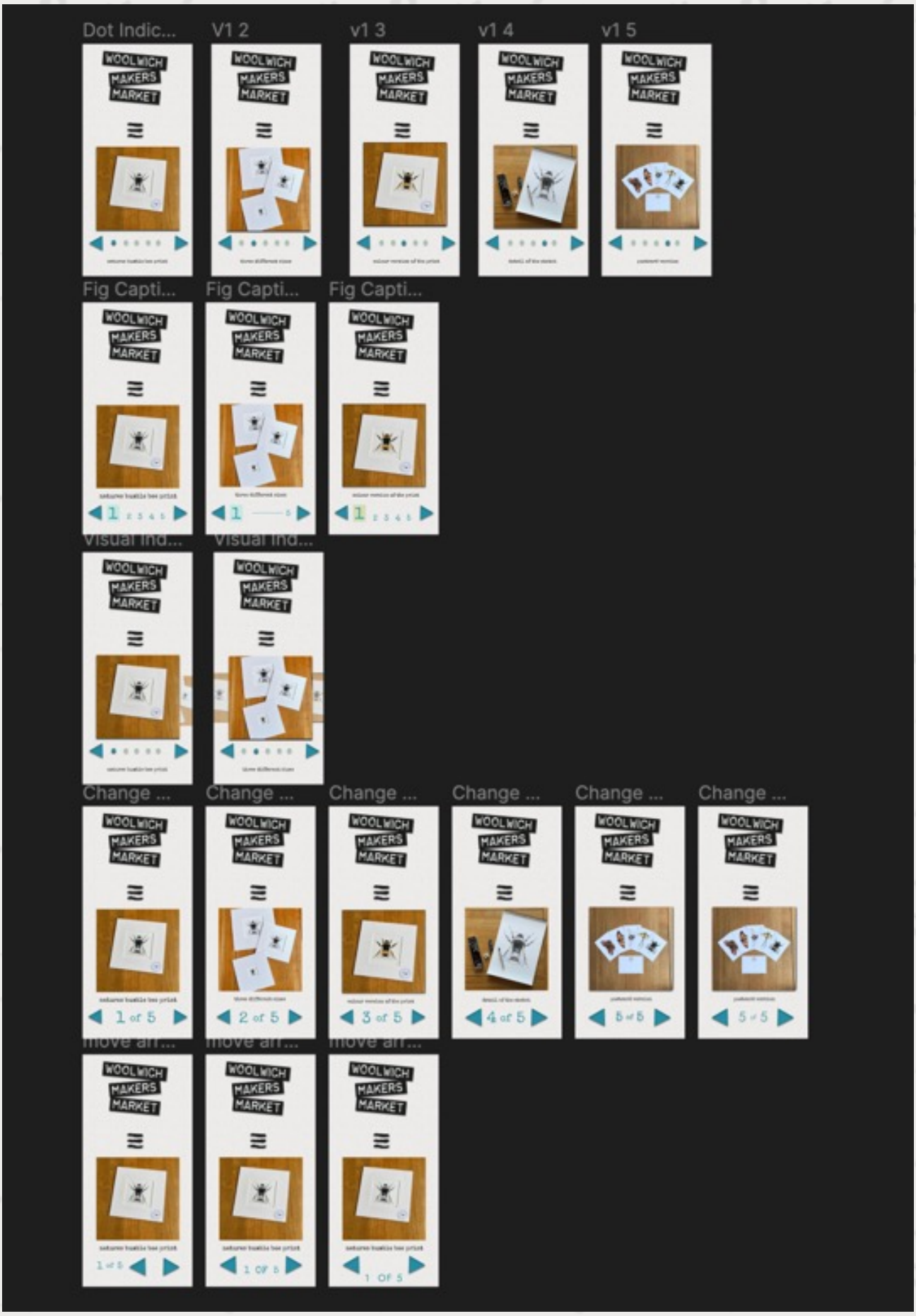
```
functions.php > ...

add_action('wp_head', 'add_meta_description');
0 references
function add_meta_description() {

        //about us
        if (is_page('about-us')){
        echo '<meta name="description" content="The history of Woolwich Makers Market, how it started, how to get in touch and any other useful details">';
        }

        //home
        elseif (is_front_page()){
            echo '<title>Home | Woolwich Makers Market</title>';
            echo '<meta name="description" content="Woolwich Makers Market connects you to handmade products, made by someone in South East London. Find us at our next market, or have a browse on our website">';
            }

        //archive post
        elseif (is_post_type_archive()){
        echo '<meta name="description" content="Browse our website to find information about makers in your area, or have a look through their products. You can also find them at our next market event">';
        }

        //single-post
        elseif (get_post_type(get_the_ID()) == 'maker-profile'){
        echo '<meta name="description" content="'; echo the_field('meta-description'); echo ' ">';
        }
        //single-post
        elseif (get_post_type(get_the_ID()) == 'product'){
        echo '<meta name="description" content="'; echo the_field('meta-description'); echo ' ">';
        }
        //show if nothing
        else {
            echo '<meta name="description" content="Woolwich Makers Market connects you to handmade products, made by someone in South East London. Find us at our next market, or have a browse on our website">';
        }

}
```

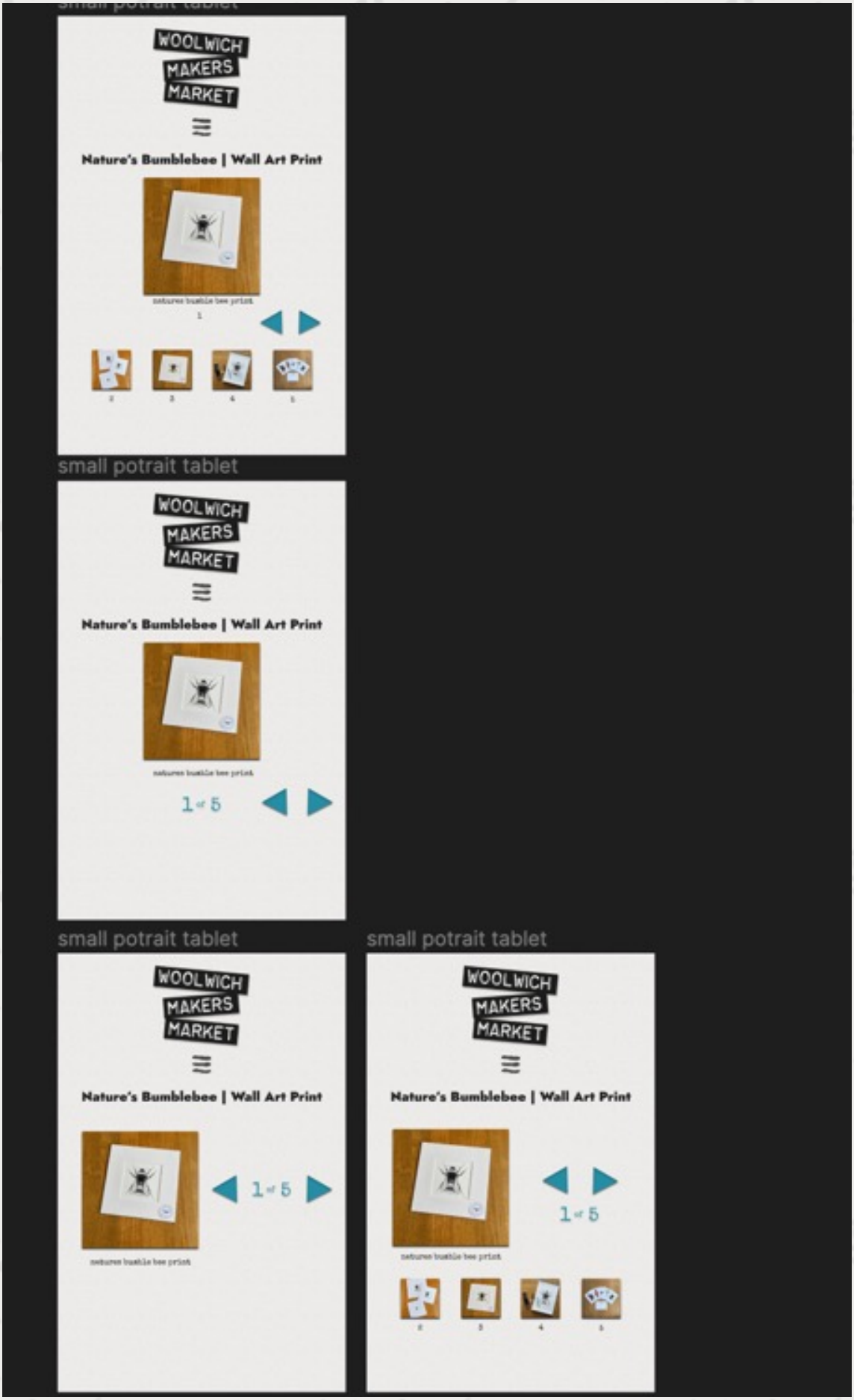
I ran out of time to fix these issues:

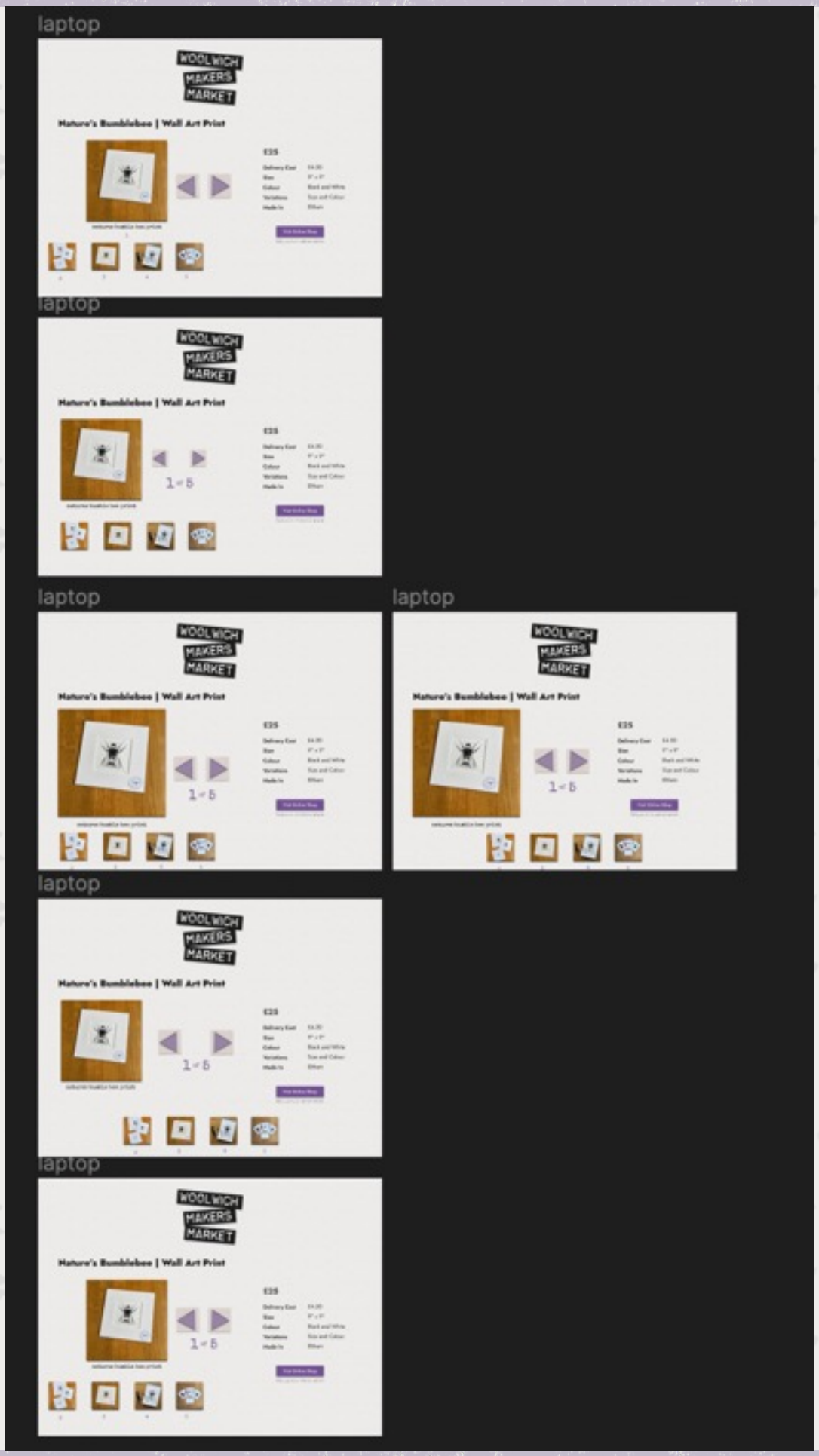
- Product image carousel missing
- Browsing/searching functionality

In order to offer a browsing and or searching functionality I wanted more data so that I could start organising the data into different categories, plus if someone was to use a filter or a search function they will likely find one or no results as there isn't enough varied content. I also want to do more detailed research into how customers use the website, this needs to start with interviewing potential users as well as watching how they navigate the website. At the beginning of the project I thought that this functionality was going to be important, however at the moment we do not have as much maker information as I expected, and the maker and product archive pages are small enough that it would not take much time for a user to find what they are looking for.

The second element I ran out of time on was the image carousel for the products. However I did some research into the user ability of image carousels. The reserach can be found at https://whimsical.com/image-carousel-is-it-good-ux-6K73ePzf4ws3JcR8DU5qry


Dot Indic...
V1 2
v1 3
v1 4
v1 5
Fig Capti...
Fig Capti...
Fig Capti...
Visual Ind...
Visual Ind...
Change ...
Change ...
Change ...
Change ...
Change ...
Change ...
1 of 5
2 of 5
3 of 5
4 of 5
5 of 5


small potrait tablet
WOOLWICH MAKERS MARKET
Nature's Bumblebee | Wall Art Print
small potrait tablet
WOOLWICH MAKERS MARKET
Nature's Bumblebee | Wall Art Print
1 of 5
small potrait tablet
WOOLWICH MAKERS MARKET
Nature's Bumblebee | Wall Art Print
1 of 5
small potrait tablet
WOOLWICH MAKERS MARKET
Nature's Bumblebee | Wall Art Print
1 of 5


laptop
WOOLWICH MAKERS MARKET
Nature's Bumblebee | Wall Art Print
€35
laptop
WOOLWICH MAKERS MARKET
Nature's Bumblebee | Wall Art Print
€35
laptop
WOOLWICH MAKERS MARKET
Nature's Bumblebee | Wall Art Print
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Nature's Bumblebee | Wall Art Print
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laptop
WOOLWICH MAKERS MARKET
Nature's Bumblebee | Wall Art Print
€35

Functions

These were the functions I created

- new WP query to show certain post types and certain number of post types on the home page
- array to display the alt description and height and width values of the images uploaded with ACF fields
- arrays to display taxonomies
- array and explode to display a list in the materials and equipment section
- get template URI for links to images in my theme folder (logo and background images)
- loop for showing maker as a relational field on the product page
- WP query for showing products on the maker profile using a taxonomy, matching the business name listed in their posts
- array and explode to display the event input data in a more user friendly format.

And pluggable functions

- add google fonts
- add site nav and foot nav
- add title meta descriptions to custom post types (and a back up)
- add custom post types to WordPress getting all posts (for fallback reasons – index is the final fall back option, which would show no posts because all posts are custom)

SEO

I intended to implement an SEO strategy during the soft launch phase. However as I had not finished some key areas of the website I was not able to implement it. I have however done some research on optimising my SEO, explained in the book SEO for Everyone which describes a good content strategy as "looking at the subject, quality, clarity and accuracy, depth of content"(Baggs and Corak, 2021).

I will take the first suggestion and begin with researching keywords from cognate sites. In the book they refer to part of the User Experience strategy being to satisfy search intent. So I will be thinking about our users identified in our commodity stage as well as the USP of the website, finding keywords that fit into that definition.

I use Google's keyword planner and started with the cognate sites that were most closely related to our website (appendix 12)

	Keyword Data Collected	Cloud	analysis
Made in Greenwich	none found	xx	xx
Deptford does art			
SOLO craft fair	**Yes**	**yes**	**considering analysis of the site (confusing etc) it wasnt expecting it to have many views, so checked the keywords 17 in total** They relate to the brick and mortar shop, could deduce this is people trying to find the brick and mortar shop location low, 500+ • craft fair in london • craft market • craft shop • london craft shop • london craft store • store craft
Crafty Fox Market	checked	**no**	**only three phrases:** • a crafty fox • crafty as a fox • fox crafty interesting considering the amount of use (success analysis)
London Makers Market			
Local Makers Market			
Salad Days			

Unfortunately this did not yield many results, in fact we only find relevant keywords from the SOLO craft website. However they only had 22 keywords in total:

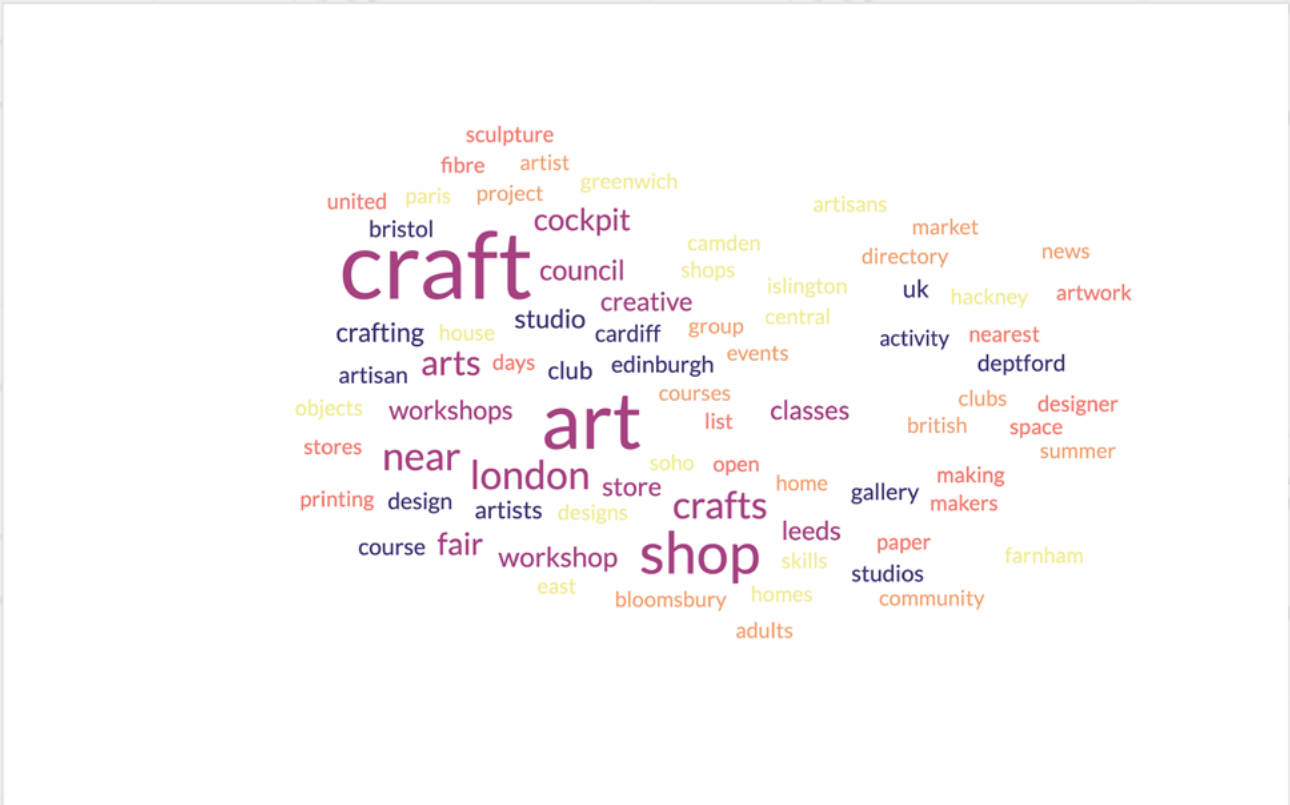
4 of these had unknown competition, and the rest were low competition. Some of them referred to a brick and mortar shop, which is not relevant, so we are left with:

- craft a fair
- craft bazaars
- craft fair in london
- craft market
- craft market com
- craft to craft
- market craft
- marketable crafts
- pop up craft fair
- the craft fair

Next I look at the directory that are linked to handmade:

	Keyword Data Collected	Cloud	analysis
Shapes Lewisham	checked	No	16 keyword phrases, all variations of shop and shopping. all looks unnatural and weird
Cockpit Studios	yes	yes	words we expect, nothing new
South London Club			
South London Art Map	yes	no	all keywords have prefix of gallery or studio
Thames Side Studio			

The only relevant keywords I could find were from Cockpit studios:



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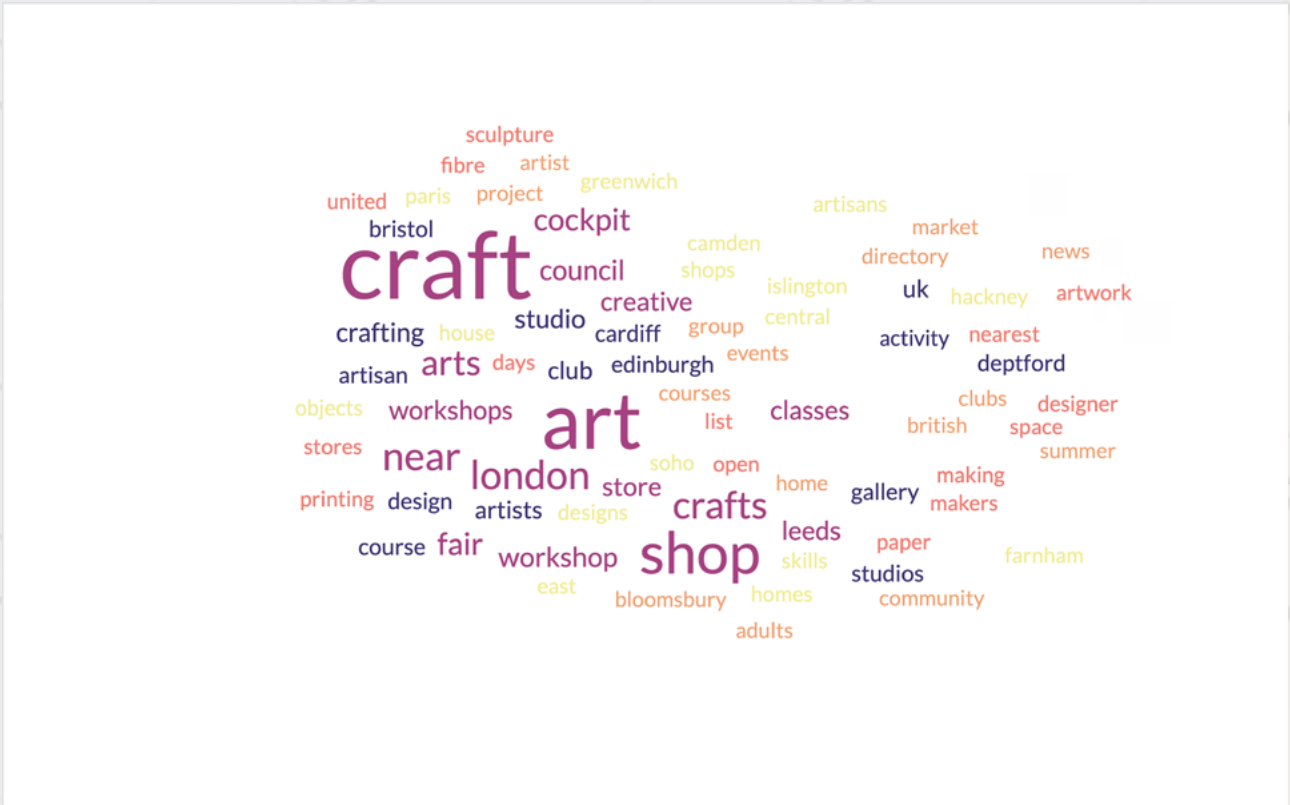


Next I looked into the national websites which unsurprisingly gave a lot of interesting relevant keyword data.

	Keyword Data Collected	Cloud	analysis
Etsy	yes	yes	overwhelming majority of keywords contain the word, etsy. Filter out etsy and the only low stats remain are those with 50 av searches. Out of these there are majority search terms that are to do with customised things: • car decal monogram • law enforcement graduation gifts • matching rose quartz necklaces • moon ring mako mermaids cheap • bridesmaid tank top • police officer graduation • latitude longitude keychain • personalized dog dad mug • bridal shower soap favors • latitude and longitude keychain • aesthetic best friend necklaces • brooch bouquet for sale • monogram decals for wall filter the less handmade things out: • matching rose quartz necklaces • moon ring mako mermaids cheap • aesthetic best friend necklaces • brooch bouquet for sale
Crafters Market			
Folksy	yes	yes	low with 500+ • craft shops • folksy uk • folksy uk login • folksy login • folksy shop • craft selling sites uk • sell handmade items uk • best place to sell handmade items uk • buy crafts • shop for handmade • uk etsy alternative • alternatives to etsy uk • uk alternative to etsy • rent a shelf in a shop near me • two owls design • mary jane's tearoom free pattern • textile artists uk • folksy reviews • sewing blogs uk • knit duplicate stitch • selling crafts as a hobby uk • duplicate stitching • papercut artist
NuMonday	yes	yes	low with 500+ relevant words, alternative to etsy and UK site • numonday uk • numonday • numonday reviews • uk alternative to etsy • uk etsy alternative • craft selling sites uk • alternative to etsy uk • alternative to etsy • etsy uk sellers
Pedddle	Yes	Yes	**Peddle** most of the words are related to christmas markets, if I remove all mention of christmas the only words remaining in the low comp with high views are • december market • manchester market stalls • manchester markets food stalls If i look at 900% change in year or last three months still only get christmas results. Same with medium 900% last three months

Crafts Council	yes	created word could and below fill filtered to 900% yoy • craft workshops • arts and crafts workshops • charity crochet uk • craft shows london • craft sessions near me • clay sculpture artists • bisabutler • endangered crafts • knitting for charity • pottery how to make • sewing for charity uk • residential craft courses uk • craft lessons near me • willow weaving near me • adult craft classes near me • learning pottery • bookbinding course near me workshops and ceramists, there is some evidence to suggest a crossover of customers for handmade markets are makers them selves

For example the Pedddle website had an overwhelming number of the keywords relate to Christmas markets. If we filter this to low competition, with 500-50000 monthly searches this is still overwhelmingly the case:

I then filtered out any reference to Christmas, however this didn't yield any results we could use, in fact it just further proved the importance of Christmas in the searches because the only relevant result was "december market":

- December market
- manchester market stalls
- manchester markets food stalls

As the national websites had a lot of data I focused solely on keywords with low competition words with a volume of 500 searches per month.

Folksy:

NuMonday:

Craft Council:

Craft council was offering a few different results, however I am mindful that this website fits into the high end artisanal space which we do not want our website to be in, however that doesn't mean there are not relevant key words we can research.

I decided to break these down to show the 900% year on year change as this indicates a possible trend

craft workshops
arts and crafts workshops
charity crochet uk
craft shows london
craft sessions near me
clay sculpture artists
bisabutler
endangered crafts
knitting for charity
pottery how to make
sewing for charity uk
residential craft courses uk
craft lessons near me
willow weaving near me
adult craft classes near me
learning pottery
bookbinding course near me

In this instance the pottery, the ceramics and the craft courses are all things which fit our website. However I want to delve deeper into the nuance because this could be people looking for the more academic version of these courses, or for artist ceramic sculptures.

Etsy shows the most keyword results. On first look the overwhelming majority of keywords have the term "Etsy" in. In fact if I filter Etsy out of 1585 results we only get:

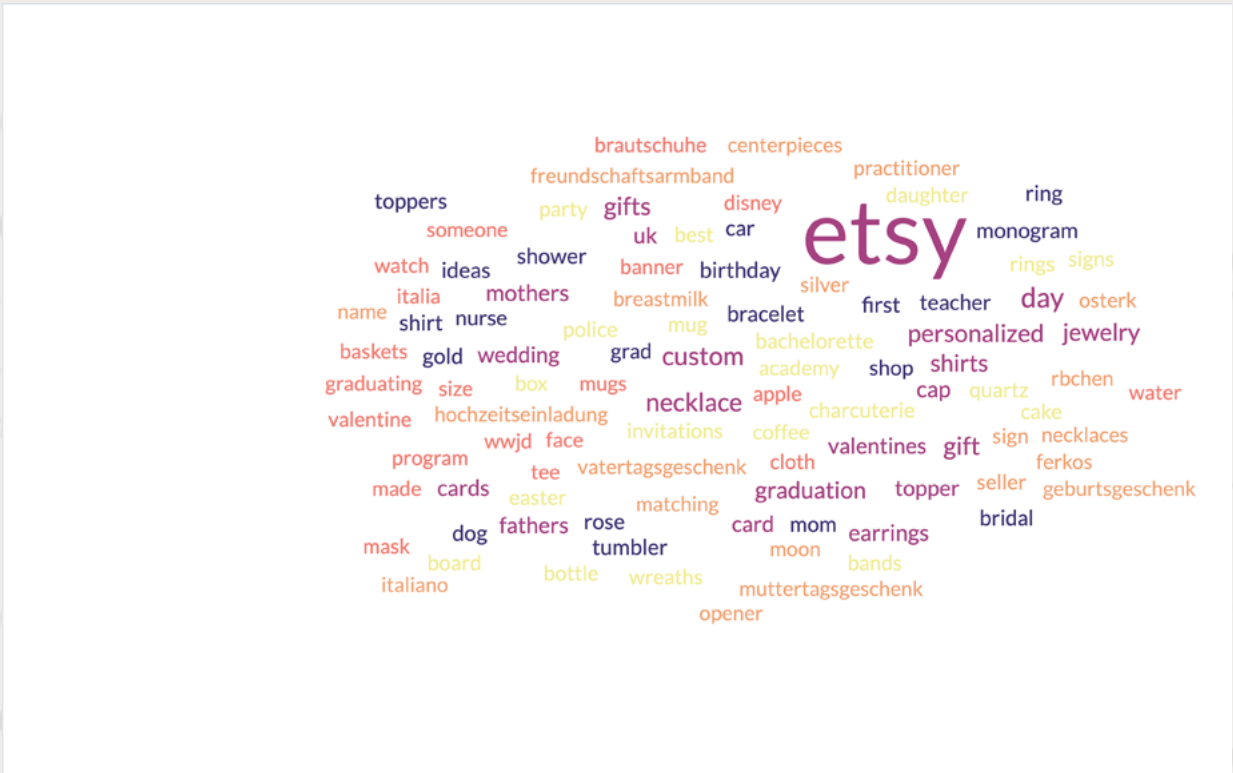
car decal monogram
law enforcement graduation gifts
matching rose quartz necklaces
moon ring mako mermaids cheap
bridesmaid tank top
police officer graduation
latitude longitude keychain
personalized dog dad mug
bridal shower soap favors
latitude and longitude keychain
aesthetic best friend necklaces
brooch bouquet for sale
monogram decals for wall

And of those the only things which relate to handmade are:

matching rose quartz necklaces
moon ring mako mermaids cheap
aesthetic best friend necklaces
brooch bouquet for sale

However in the book "SEO for Everyone" it tells us how we do not know much about Google's algorithm, but we do know that when Google introduced BERT, one of the improvements was googles ability to deduct nuance in search terms (Baggs and Corak, 2021). So Google could also make the same interpretation that I have made from these search terms, which is that the word Etsy is being used as a synonym for handmade. With that in mind, and also because the results without Etsy in the description to not yield many relevant keywords I will look into these terms. It could be considered to filter the search terms into low, as Etsy is dominating this market at the moment. This is also supported by the fact that when we filter these results to low there is only one search term with 500 monthly searches and the rest are 50. So lets view all of the low in a word cloud.

This wordcloud excludes any "high" search terms:



To summarise there is a lot of use around jewellery and also gifts that fit that definition of jewellery. There is a lot of repetition in terms such as 'markets', 'markets near me' and a lot of potential in the 'Christmas market' terms. The term craft is used a lot more than I would have thought, if going back to my research into the history of the culture of handmade I have avoided describing any content as craft because of the connotations attached to the word. I need to further research the terms around 'workshops', 'ceramics' and 'sculpture' to see if this is something that fits into the demographic of our customers and is not just something related to high end artisanal spaces.

SEO Strategy

Jewellery and Gifts

I already have jewellers listed as makers, but we don't yet have any jewellery products listed. So the first step would be to encourage these jewellers to list some products. I could also think about adding a blog feature to the website, so when relevant holiday seasons come around I could make a gift guide post, showing ideas on what to buy for that occasion, for example Mothers Day, Father's Day and Christmas.

Markets

I already have a backlog of markets, and a method for inputting new market dates when they arrive. However the post content for each market is very basic. This is because of the commodity research I did and how people use event data, however I could improve on this by adding more content in to the single custom post, people can view all events in the archive listing as it is now, and then click on the post to show more detail of a certain event, or alternatively add a blog which has a tag or category associated with the event and then show snippets of these blogs on the relevant event listings.

Another possibility is to think about expanding the community aspect of this website, in my data collection I ask makers to list any other local markets that they sell at, and I link this information in the profiles. I could take this one step further and have some information about markets where handmade goods or our makers can be found.

Christmas Markets

Last year when I only had a holding page for the website, I created a map for me and a friend who wanted to explore all the Christmas markets locally. I then shared this map on the website and tweeted it. Rather than this being a feature of the website, I could use an blogging feature like mentioned before and post something similar around the Christmas period and pin this content to the home page for that period.

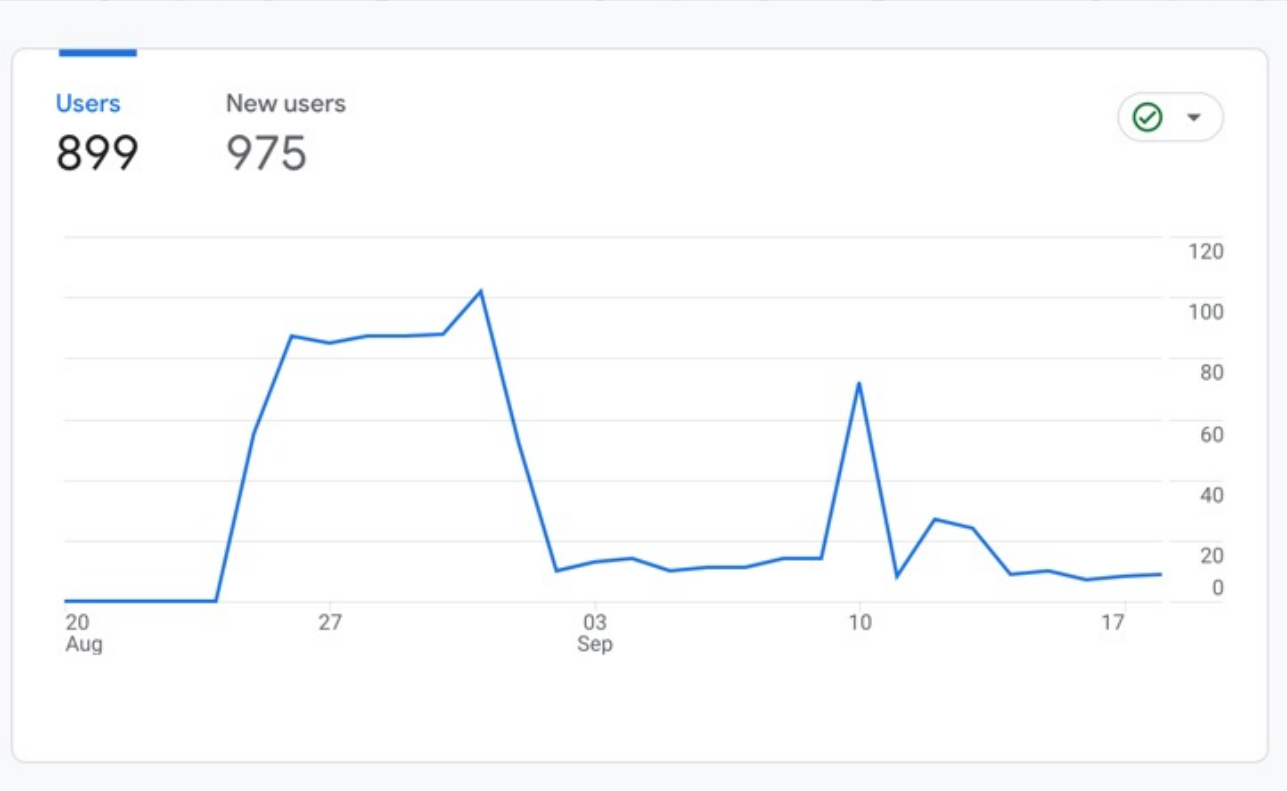
Workshops

As mentioned I need to explore this in more detail, however from our data sets so far we already have a handful of makers mentioning their workshops as well as a maker listing this as a product. I was unsure about accepting this as a product as it is not strictly a product, however I kept this listing so that I could analyse the data and see how many users click on this listing. In the future we could have the workshop as a different type of listing, a bit like the market listing function, something like “upcoming workshops” or “makers that provide workshops” or both.

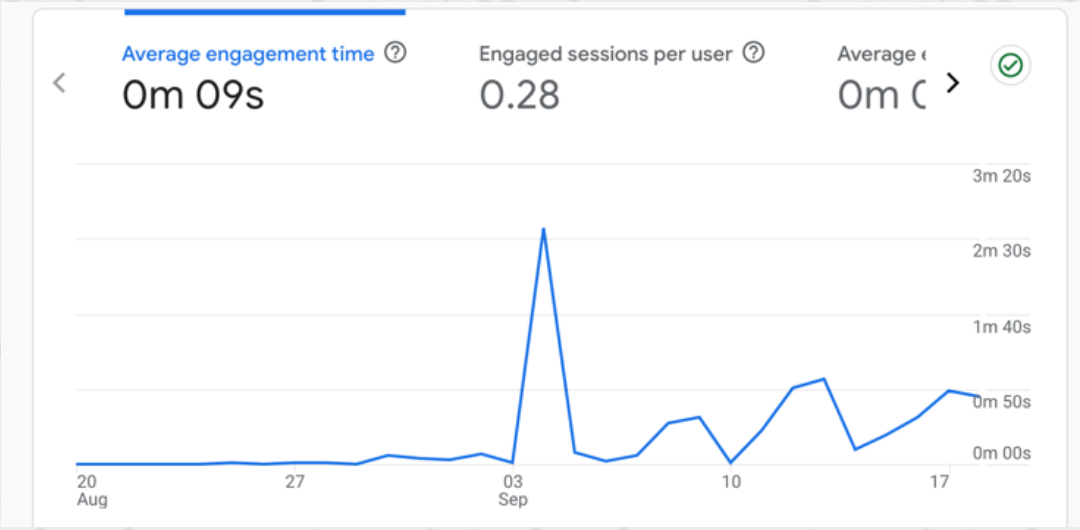
Analysis

Overview

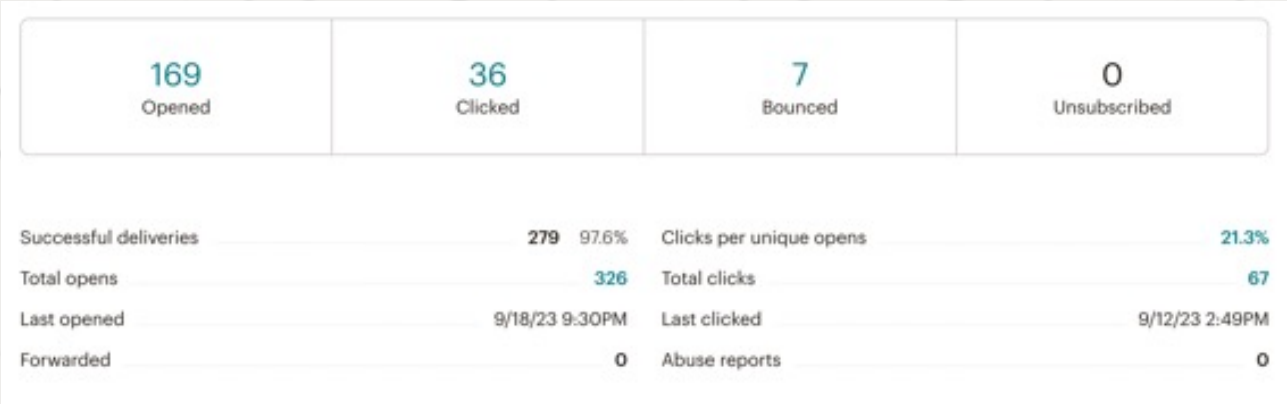
When looking into the analytics from Google's analytics tool (https://analytics.google.com) I noticed a few peaks in new users on the following dates:
26 August
31 August
10 Sept
12 Sept



As well an instance of long engagement time on the 4th September:



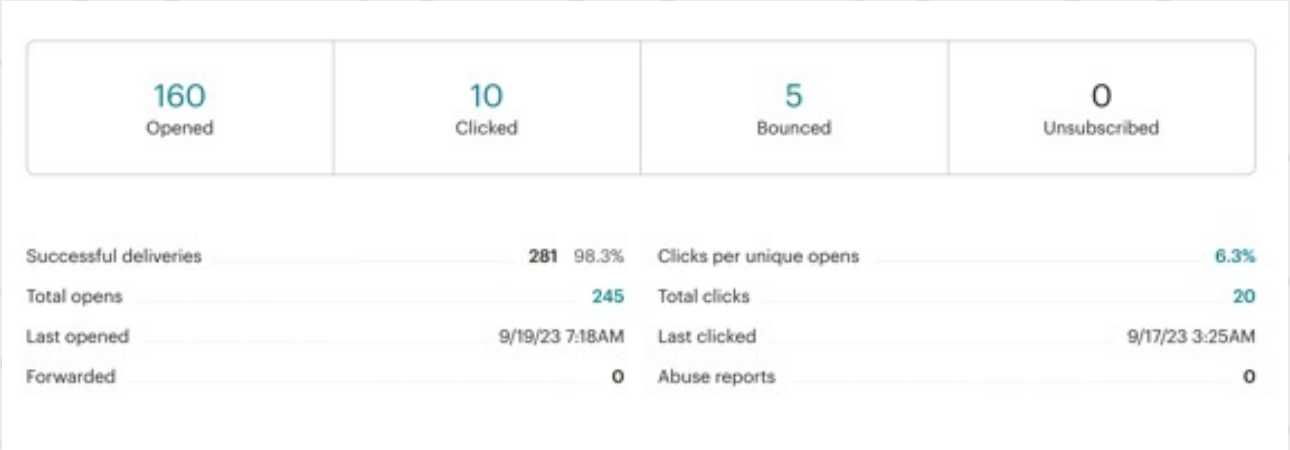
When I looked into this more I found that the first peak was the day after I sent out an email using MailChimp. This email was sent to 279 people, opened by 169 people and clicked by 36 people. The clicks from the email were actually a link to the Google form for makers to be listed on the website.



169 Opened	36 Clicked	7 Bounced	0 Unsubscribed

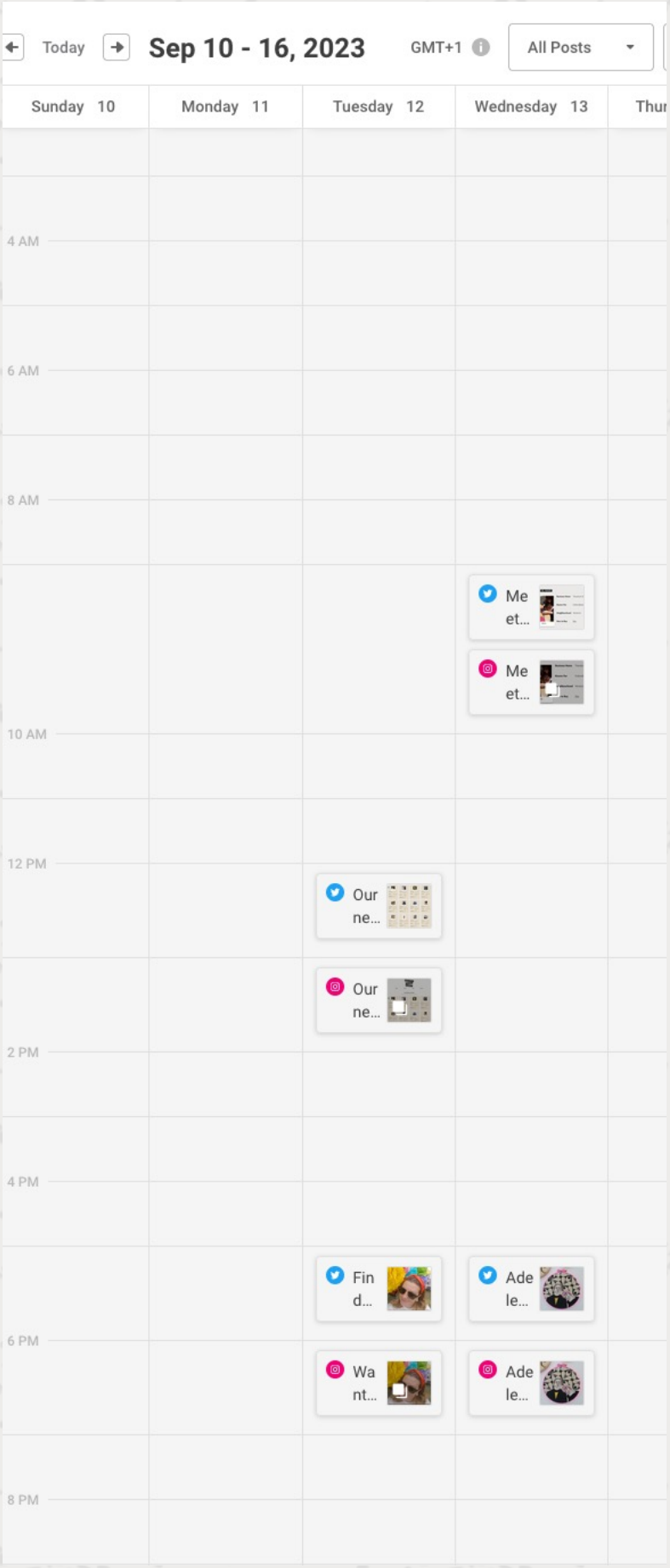
Successful deliveries	279 97.6%	Clicks per unique opens	21.3%
Total opens	326	Total clicks	67
Last opened	9/18/23 9:30PM	Last clicked	9/12/23 2:49PM
Forwarded	0	Abuse reports	0

The peak on the 12 September could again be linked to the email sent out as part of the "Hard Launch". This was sent to 281, opened by 160, clicked by 10. I am unsure why but the website clicks in this email were not monitored, however I know that 9 of these 10 clicks were for maker's Google Form.



160 Opened	10 Clicked	5 Bounced	0 Unsubscribed

Successful deliveries	281 98.3%	Clicks per unique opens	6.3%
Total opens	245	Total clicks	20
Last opened	9/19/23 7:18AM	Last clicked	9/17/23 3:25AM
Forwarded	0	Abuse reports	0



It is worth also noting that on September 12 and 13 I also did a few instagram posts and twitter posts.

The long use on 4 Sept could have been from when I was receiving feedback from my course tutor Prisca.
This analysis is also supported by the data, for example the majority of users are coming from direct traffic, and the majority of page visits are directly to the home page which is the link on the Instagram profile, and in the email campaigns. The most visited product page is the hand stitched portrait which is the only product shared in the socials so far.

Expectations

It is showing that I already have a captivated audience, and judging from most of the clicks being from social media and the form to be listed it suggests that most of my audience at the moment are makers.

This fits with what I expected, I consider the makers to be the first users of the website. Also my first stage of implementation focussing how to collect the data, and how to input that data easily. I also wanted in the last couple of months to focus on researching customers, however this did not happen. I could say in hindsight that I could have started this research in the commodity stage, this could have been primary research into the specific habits of how customers use similar websites. However I am not sure if this would have been able to get me further along in the process, as I wasn't able to launch something with enough time to focus solely on the customer user.

During my cognate and commodity research I hypothesised that customers would want to find makers by looking at their products, the assumption being that they are wanting to buy something handmade and so would be looking for something specific rather than looking for a business or by a type of skill.
So far we have not collected enough data to confirm this, however if we look at what we do have, after users have clicked through all of the navigation links, the next top three visits are products, and the next top after that is a maker of one of those products.

	Page title and screen class	↓ Views	Users	Views per user	Average engagement time	Ev
		4,077 100% of total	899 100% of total	4.54 Avg 0%	0m 09s Avg 0%	
1	(not set)	762	688	1.11	0m 01s	
2	Maker Profiles	195	137	1.42	0m 10s	
3	Home | Woolwich Makers Market	194	128	1.52	0m 15s	
4	Events	193	126	1.53	0m 06s	
5	Products	148	134	1.10	0m 04s	
6	About Us	123	118	1.04	0m 03s	
7	Hand Stitched Embroidery Portrait | Home Decor	104	102	1.02	0m 00s	
8	DIY Oversized Rainbow Cardigan Crochet Pattern	103	102	1.01	0m 00s	
9	Nature's Bumblebee | Wall Art Print	102	102	1.00	0m 06s	
10	Handmade Crochet Accessories | Desi	98	98	1.00	0m 00s	

Issues

There are some elements of the site that I have not delivered on, for example the browsing and searching features.

In my commodity section I planned to have a period of time where my website was up so that I could do some research on how customers were using or how they wanted to use the website.
I also made some assumptions about this behaviour in my user journeys and identified some issues in some cognate sites.
One of these issues was when searching by maker in Crafty Fox Market you are offered details of products first. Plus when you search by product first you are shown an index card which is the same regardless of the filter, so you could search for something like jewellery but be shown a picture of clothes because this maker creates both. I think that I have offered a solution in the way that the content is presented.

If you search by maker you are shown info on the maker with a link to their products – if you search for products you are shown the relevant products, which also links to the maker that made it.
However I have not offered the functionality of actually using a search term or a filter term. There are a few reasons for this, the first being I ran out of time to explore this feature properly. I could have offered a basic search bar, this is one of the reasons I wanted to us WordPress, but I can add this feature easily and quickly plus there are lots of plugin options to explore.
However I do not think it is worth exploring this feature until I understand more about the user. At the moment all of the entries for product and maker fit on one page and so can be scanned as is. Adding extra functionality without testing whether it works the way the user expects could lead to frustration. There is maybe an argument that there is frustration for the user trying to find a specific maker or product as the website is at the moment, however as the layout is very parred back and the menu choices simple it intends to offer a less distracting experience.

Site Speed

The speed of the mobile site is average which I am surprised about as I made an effort to avoid using plug-ins and I built a vanilla WordPress theme to ensure that there was not any unnecessary bloat.
I looked into this in more detail and found some issues that I could fix before the end of the project. I identified these using the website https://www.webpagetest.org

Images

One of the issues I have is that I have uploaded my images using the ACF plugin, this means it is not declaring the height and width values in the HTML. web page test is helpful and explains in plain English why this is slowing the page loading.

" layout-critical image is lacking an aspect ratio, meaning the browser has no way of knowing how tall or wide an image is until it loads. This can cause content to shift as the image loads."

I was able to fix this by adding the object ID values into the PHP for the images.

JavaScript

I forgot that I have kept a JS file in the Wordpress theme folder because I was thinking of using some JS functionality, I have therefore removed this folder.

Fonts

I was using "Font Awesome" when I was trying to speed up my prototype phase but I wanted to come back and use SVG Icons instead. I also had plans to do more research into the icons I was using. I have now replaced these Font Awesome icons on the event page with some very simply line drawings created in Illustrator.

Plug In

Cookie yes is causing the following issues:

inadequate cache settings
Images outside the critical viewport can be lazy-loaded.
2 files hosted without using a CDN.

Which I am still unsure how to solve these. I need a cookie pop on the website to be compliant with GDPR (ICO, no date) and I know that I need this functionality because I am using Google Analytics which I need to inform and give people the choice whether their visit is tracked.

W3 Validation

I also checked the website using the W3 validator, I currently have an error because there is an empty title tag. I removed the function WP_title in my header and tried to create a pluggable function to add this filter to the WP_head function, however this did not work, but the absence of the WP_title did confirm that this was the cause of the error. It is also causing an error because the function is placed outside of the head tag.

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Appendix List

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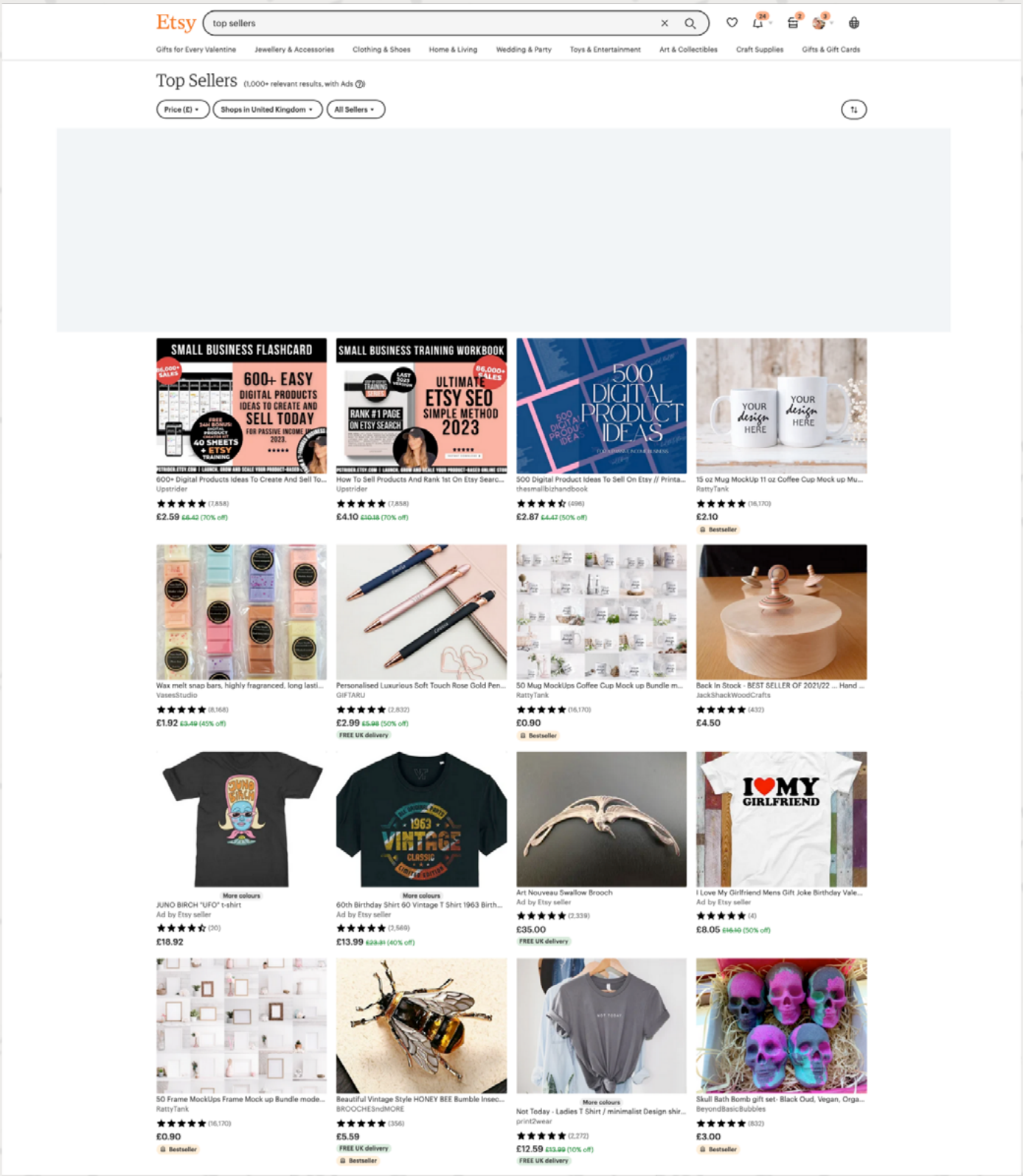
2. Cockpit Studios (2022) Cockpit Maker Market Deptford. Available at https://cockpitstudios.org/whats-on/cockpit-makers-market-deptford/
3. Cognate businesses https://whimsical.com/cognate-sites-VAk38sYSpuXoCjcHcXmzCa
4. List of creative spaces
5. SWOTs and Tables
6. Mindmaps
7. Research canvas.
8. Product research https://whimsical.com/etsy-mobile-first-GYEuoDpFHjodEwERWcaX9D
9. Product wireframes https://whimsical.com/product-page-AXEk1P17fDEx7ntjbQvCj5
10. Bio link in product https://whimsical.com/showing-bio-link-Puwoha5Z1SYn2J2udgT2Zd
11. Pinterest Moodboards https://www.pinterest.co.uk/nikkiadele/final-project
12. Keyword Research https://drive.google.com/drive/folders/1Sp8_vOOgA4xb_GCpNzdl00bNAsm15zaA?usp=sharing
13. Prototypes https://whimsical.com/maker-prototyping-UzmZcSWXWJ9PGvYUZ33Jps https://whimsical.com/product-prototyping-H3Y5G22qJPUqEjTvS1TMtG
14. Image carousel research https://whimsical.com/image-carousel-is-it-good-ux-6K73ePzf4ws3JcR8DU5qry

1.


Etsy
top sellers
Gifts for Every Valentine
Jewellery & Accessories
Clothing & Shoes
Home & Living
Wedding & Party
Toys & Entertainment
Art & Collectibles
Craft Supplies
Gifts & Gift Cards
Top Sellers
(1,000+ relevant results, with Ads)
Price (£)
Shops in United Kingdom
All Sellers
SMALL BUSINESS FLASHCARD
600+ EASY
DIGITAL PRODUCTS
IDEAS TO CREATE AND
SELL TODAY
FOR PASSIVE INCOME
2023.
40 SHEETS
+ ETSY
TRAINING
600+ Digital Products Ideas To Create And Sell To...
Upstrider
£2.59 £6.42 (70% off)
SMALL BUSINESS TRAINING WORKBOOK
ULTIMATE
ETSY SEO
SIMPLE METHOD
2023
RANK #1 PAGE
ON ETSY SEARCH
How To Sell Products And Rank 1st On Etsy Searc...
Upstrider
£4.10 £10.18 (70% off)
500
DIGITAL
PRODUCT
IDEAS
500 Digital Product Ideas To Sell On Etsy // Printa...
thesmallbizhandbook
£2.87 £4.47 (50% off)
YOUR
design
HERE
15 oz Mug MockUp 11 oz Coffee Cup Mock up Mu...
RattyTank
£2.10
Bestseller
Wax melt snap bars, highly fragranced, long lasti...
VasesStudio
£1.92 £3.49 (45% off)
Personalised Luxurious Soft Touch Rose Gold Pen...
GIFTARU
£2.99 £5.98 (50% off)
FREE UK delivery
50 Mug MockUps Coffee Cup Mock up Bundle m...
RattyTank
£0.90
Bestseller
Back In Stock - BEST SELLER OF 2021/22 ... Hand ...
JackShackWoodCrafts
£4.50
More colours
JUNO BIRCH "UFO" t-shirt
Ad by Etsy seller
£18.92
1963
VINTAGE
CLASSIC
More colours
60th Birthday Shirt 60 Vintage T Shirt 1963 Birth...
Ad by Etsy seller
£13.99 £23.31 (40% off)
Art Nouveau Swallow Brooch
Ad by Etsy seller
£35.00
FREE UK delivery
I ♥ MY
GIRLFRIEND
I Love My Girlfriend Mens Gift Joke Birthday Vale...
Ad by Etsy seller
£8.05 £16.10 (50% off)
50 Frame MockUps Frame Mock up Bundle mode...
RattyTank
£0.90
Bestseller
Beautiful Vintage Style HONEY BEE Bumble Insec...
BROOCHESndMORE
£5.59
FREE UK delivery
Bestseller
More colours
Not Today - Ladies T Shirt / minimalist Design shir...
print2wear
£12.59 £13.99 (10% off)
FREE UK delivery
Skull Bath Bomb gift set- Black Oud, Vegan, Orga...
BeyondBasicBubbles
£3.00
Bestseller

2.

COCKPIT
WHAT'S ON↑

Cockpit Deptford Launch
December 2023 »

« Back

EXHIBITION
WINTER OPEN STUDIOS – COCKPIT DEPTFORD
02.12.2022 - 04.12.2022

Event details

Date
02.12.2022 - 04.12.2022

Makers
Adele Brereton, Alice Burnhope, Alice Timmis

See more »

Location
Cockpit Deptford 18-22 Creekside Deptford London, SE8 3DZ

Get directions

Event description

Home to over 160 of London's finest makers, Cockpit is a hotspot for discovering creative talent. Cockpit Winter Open Studios is a unique opportunity to meet and buy direct from the makers' own studios and source one-of-a-kind gifts that are truly locally-produced.

From collectible artworks and fine jewellery to readily affordable stocking fillers, our annual makers' market offers gifts for a wide range of budgets; smashing any preconception that high-end craft is just for those with deep pockets.

To be the first in the queue, sign up to our newsletter.

BOOK NOW

EXPLORE EVENTS↓

EXHIBITION
WINTER OPEN STUDIOS – COCKPIT BLOOMSBURY
25.11.2022 - 27.11.2022

Cockpit Makers' Market is a unique opportunity to meet and buy direct from the makers' own studios

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18-22 Creekside
Deptford
London, SE8 3DZ
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CONTACT
PRIVACY
COOKIES
DIVERSITY & INCLUSION

3.

Local Websites
Local Directories
https://www.allinlondon.co.uk/
https://www.shapeslewisham.co.uk/
https://cockpitstudios.org/about-us/
https://www.southlondonclub.co.uk/
https://www.southlondonartmap.com/
https://www.thames-sidestudios.co.uk/studios/directory

Local Shop Makers
https://www.madeingreenwich.shop/shop
http://www.deptforddoesart.com/
https://www.shapeslewisham.co.uk/shop/

London shop Makers
https://www.solocraftfair.com/
https://www.craftyfoxmarket.co.uk/

National Websites
Maker Online Shops
Etsy
Etsy london page
https://crafters.market/
https://folksy.com/
https://www.numonday.com

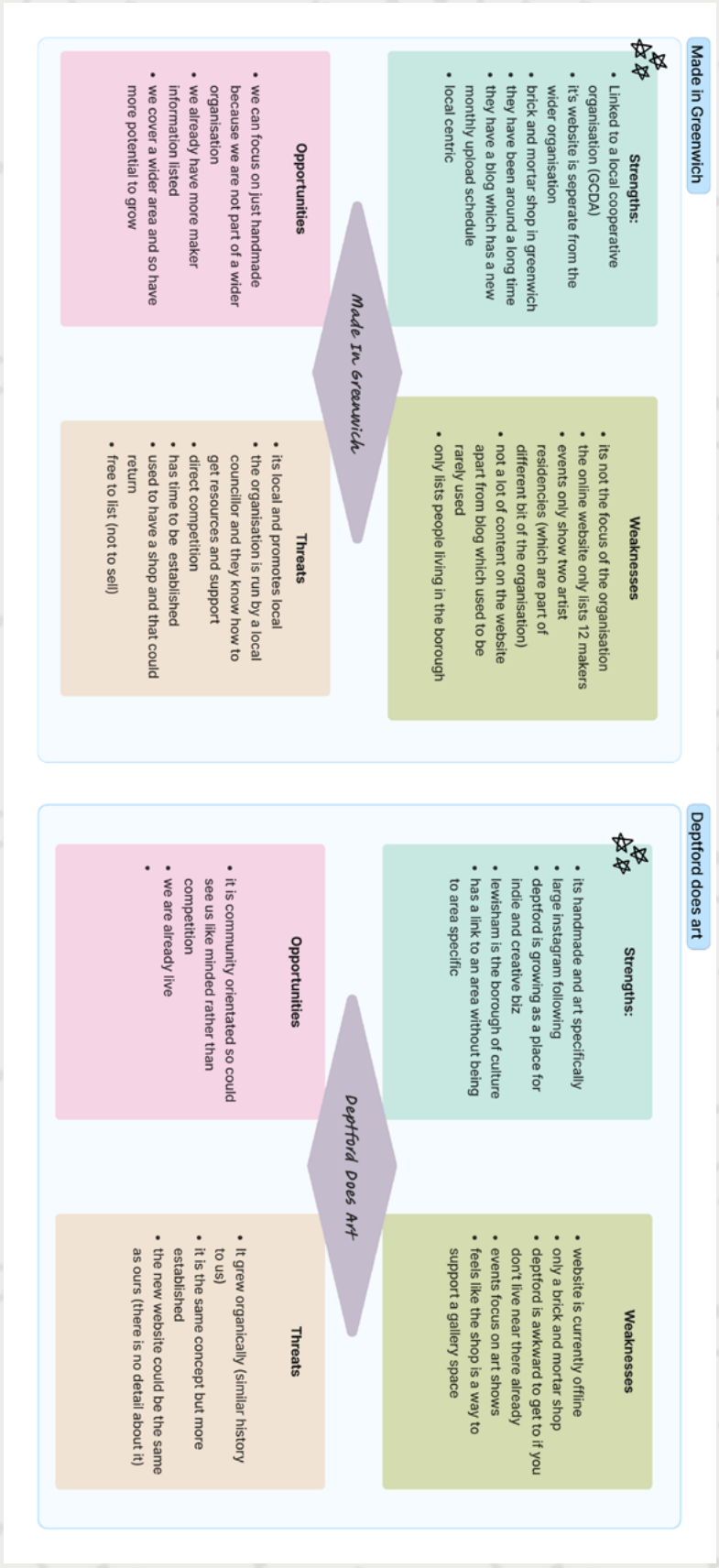
Directories
Pedddle
Indie Retail
https://www.ukcraftfairs.com/

High End - Inc Galleries
https://www.handmadeinbritain.co.uk/company/

4.

https://thames-sidestudios.co.uk/
https://setspace.uk/centre/set-woolwich/
https://www.woolwich.works/
https://www.punchdrunk.com/
https://tramshed.org/
https://www.arthub.org.uk/

5.


Made in Greenwich
Strengths:
• Linked to a local cooperative organisation (GCDA)
• it's website is seperate from the wider organisation
• brick and mortar shop in greenwich
• they have been around a long time
• they have a blog which has a new monthly upload schedule
• local centric
Weaknesses
• its not the focus of the organisation
• the online website only lists 12 makers
• events only show two artist residencies (which are part of different bit of the organisation)
• not a lot of content on the website apart from blog which used to be rarely used
• only lists people living in the borough
Made In Greenwich
Opportunities
• we can focus on just handmade because we are not part of a wider organisation
• we already have more maker information listed
• we cover a wider area and so have more potential to grow
Threats
• its local and promotes local
• the organisation is run by a local councillor and they know how to get resources and support
• direct competition
• has time to be established
• used to have a shop and that could return
• free to list (not to sell)
Deptford does art
Strengths:
• its handmade and art specifically
• large instagram following
• deptford is growing as a place for indie and creative biz
• lewisham is the borough of culture
• has a link to an area without being to area specific
Weaknesses
• website is currently offline
• only a brick and mortar shop
• deptford is awkward to get to if you don't live near there already
• events focus on art shows
• feels like the shop is a way to support a gallery space
Deptford Does Art
Opportunities
• it is community orientated so could see us like minded rather than competition
• we are already live
•
Threats
• It grew organically (similar history to us)
• it is the same concept but more established
• the new website could be the same as ours (there is no detail about it)

Local and London Markets

	Website	On Social Media	Handmade Only	Directory	Online Shop	Area	South East London	South London	London	National	In Person Markets	Market Locations	Mentions Locality	Free to List
Made in Greenwich	x	x	x			Greenwich Only			x				x	
Deptford does art	x	x	x					x			x	Deptford		
SOLO craft fair	x	x	x						x	x	x	Central London		
Crafty Fox Market	x	x	x	x					x	x	x	Central London		
London Makers Market	x	x	x			All over London	x	x	x	x	x	Various Locations, sometimes greenwich		
Local Makers Market	x	x	x			London and Norwich			x	x	x	North London and Norwich		
Salad Days	x	x	x			london		x	x		x	Central London and Croydon		

Appendix | SWOT

Local Directories

	Website	On Social Media	Handmade Only	Directory	Online Shop	Area	South East London	South London	London	National	In person markets	Market Locations	Mentions Locality	free to list	High End
Shapes Lewisham	x	x	x	x	(same as ours)	Lewisham only	x						x	x	
Cockpit Studios	x	x	x	x	x	Deptford and Bloomsbury	x		x	x					x
South London Club	x	x		x		South London		x					x	x	
South London Art Map	x	x		x		South London		x						x	
Thames Side Studio	x	x	x	x		UK	x	x	x	x					

Appendix | SWOT

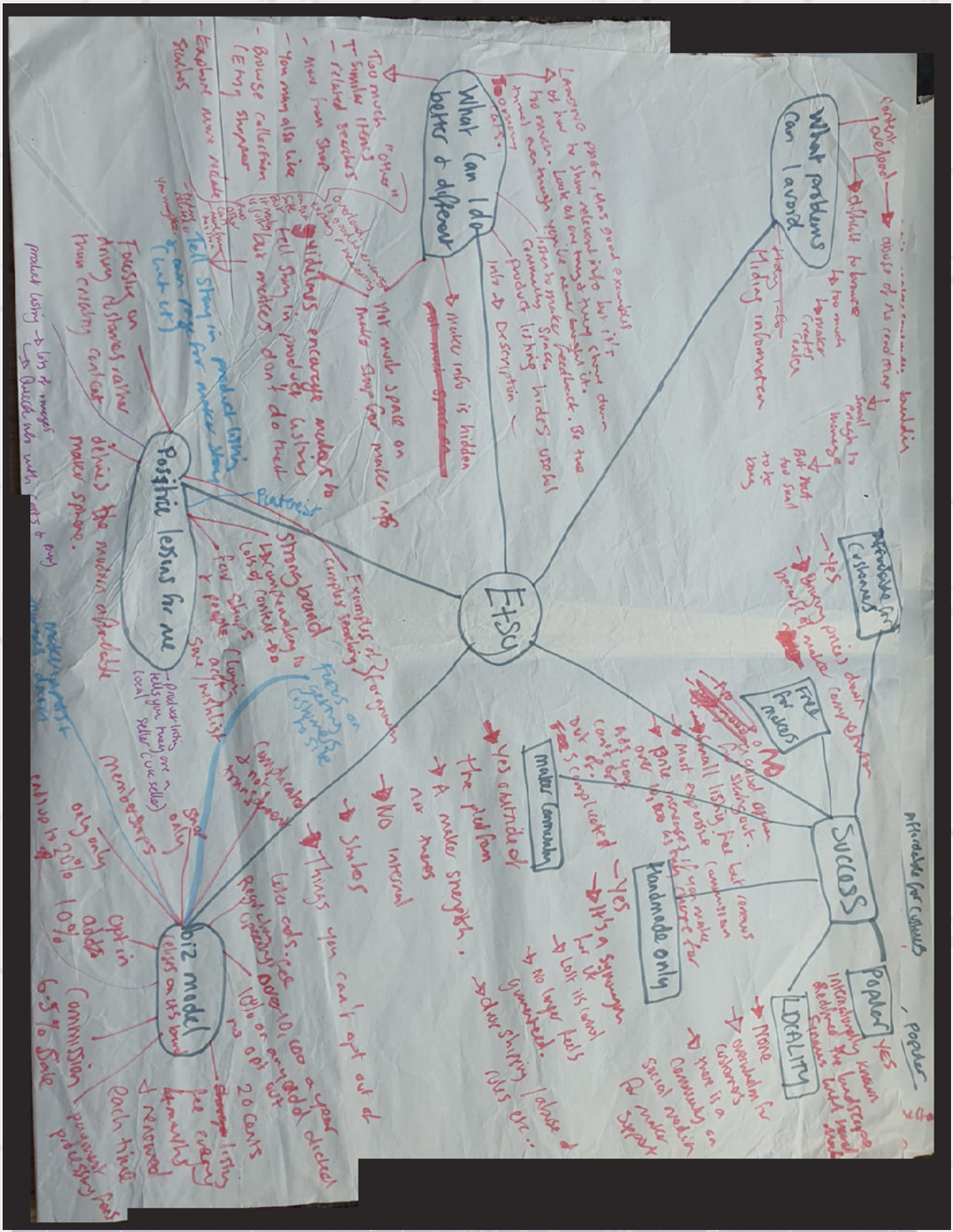
National Websites

	Website	On Social Media	Handmade Only	Directory	Online Shop	Area	South East London	South London	London	National/ International	In person markets	Market Locations	Mentions Locality	free to list	High End
Etsy	x	x	x		x	Online				x					
Crafters Market	x	x	x		x	UK Online				x					
Folksy	x	x	x		x	UK Online				x					
NuMonday	x	x	x		x	UK Online				x					
Pedddle	x	x	x	x		UK Online				x			x*		
Indie Retail	x	x		x		UK Online				x				x	
UK Craft Fairs	x	x	x	x	like ours	UK Online				x			x		
Handmade in Britain	x	x	x		x	Chelsea and Oxford			x	x	x	Chelsea and Oxford			x
Crafts Council	x	x	x	x		UK				x	x	Somerset house			x

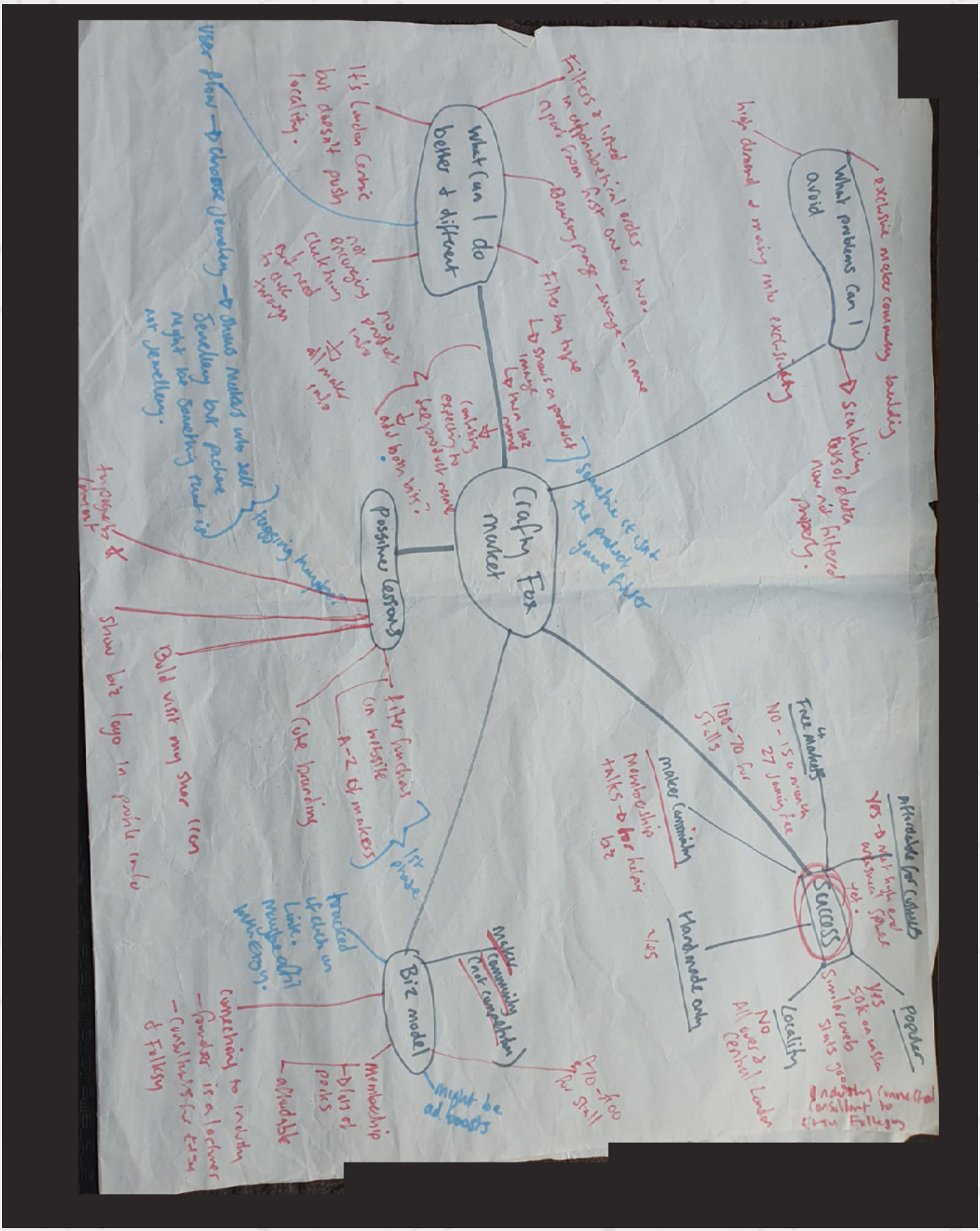
- the pedddle website lists the location of individual makers, however when using the search function to show makers in the area it refines results but not specifically to only makers. For example if I filter to London, the search results show other areas mixed in with London. (see appendix)

Appendix | SWOT

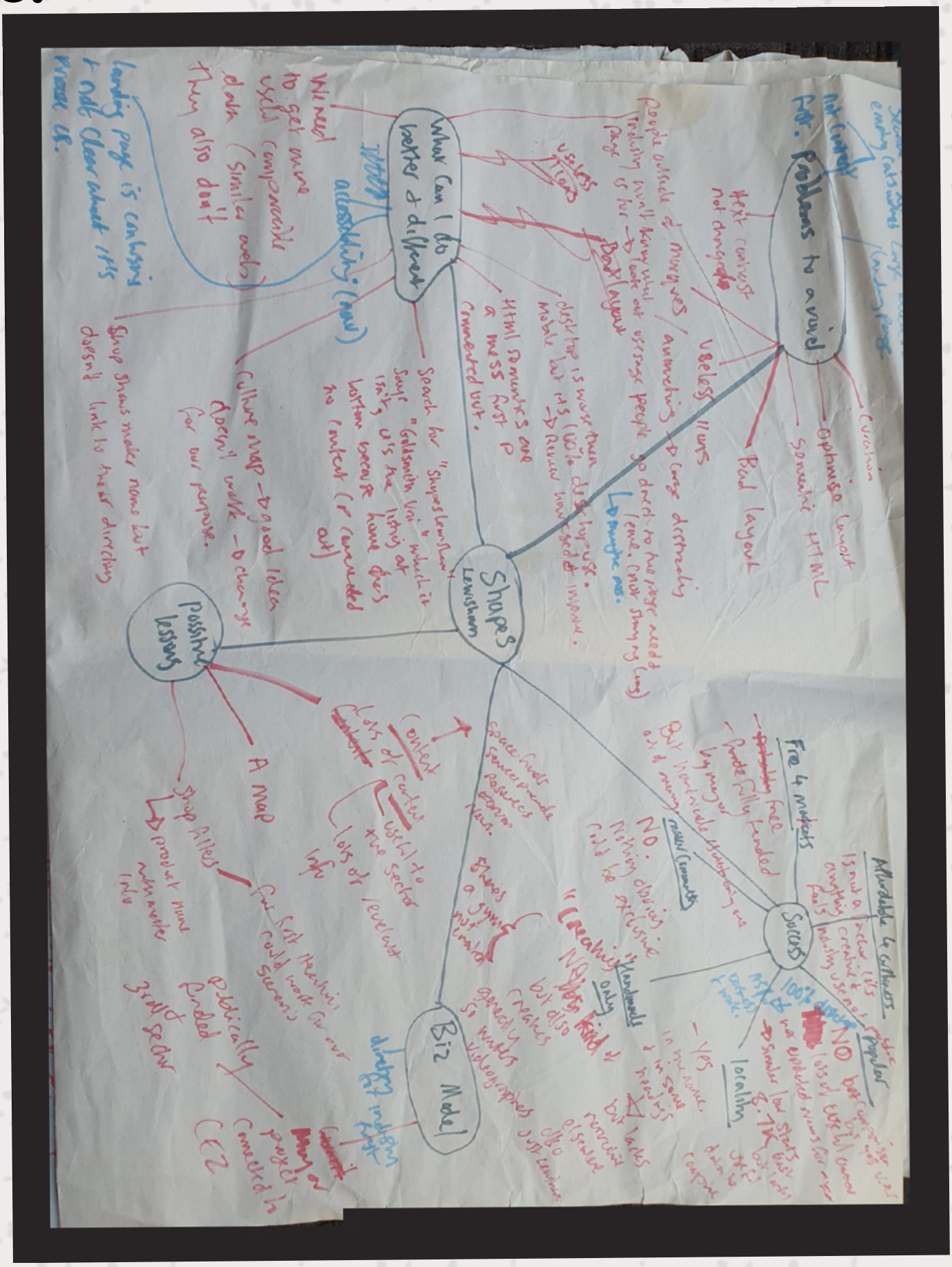
6.


Etsy
What can I do better & different
What problems can I avoid
Positive lessons for me
Success
Popular
Locality
Handmade only
Maker Community
Free for makers
Affordable for customers
Biz model

6.


Crafty Fox market
What can I do better & different
What problems can I avoid
Possible lessons
Biz model
Success
Hand made only
Popular
Locality
Maker community
Free Makers
Affordable for customers
Cute branding
Bold visit my shop icon
Show biz logo in profile info
Membership
Might be ad boosts
Maker community (not competition)
Filter functions on website
A-Z of makers
1st phase
Filters & listed in alphabetical order apart from first one or two
Filter by type
Sometimes it isn't the product you're filter
Scalability
Yes
No
All over & Central London
Industry connected consultant to Fitsu Folksy

6.


Problems to avoid
What can I do better & different
Shapes Lewisham
Possible lessons
Biz Model
Success
Fire 4 markets
Affordable 4 witness
Popular
Handmade
Locality
Bad layout
Optimise layout
Semantic HTML
Curation
Text contrast not changed
Useless items
Search for "Shapes Lewisham"
Culture map → good idea doesn't work → change for our purpose.
Shop shows make name but doesn't link to their directing
Landing page is confusing & not clear about it's prose UK.
A map
Shop filters
Politically funded 3rd sector
Space finds Sensorpreneurs Resources Forum News.
Shapes a gym not unable
"Creatives" only
NO.
Nothing obvious could be exclusive
Handmade
Yes
Fire 4 markets
Funded fully funded
Not Content for.

Research Context
Why are we doing this? What impact do we hope to achieve?

Research Objectives
What do we want to learn?

Assumptions
What do we think we know?

Hypotheses
What do we think will happen?

How will we know when it's proven?

Existing Evidence
What current research exists? E.g. analytics, market research, past insights.

Target Audience
Who is our target audience for this research?

Methodology

Which research method do we use?	What does this prove or validate?	Which are relevant participant profiles?