

Felicia Jackson – June 20, 2019

Yarn Crafting Enthusiast Survey Analysis

Analysis: I conducted my survey over **48 hours** and received **113 responses** to the survey, the following is an analysis of the data collected:

Of the participants that took the survey, 93% considered themselves to be yarn enthusiasts. Only 7% did not feel that way. The skill levels of the participants ranged from 10% beginners, 60% intermediate and 30% considered themselves to be at the advanced level. Most of the participants indicated that they indulged in their craft on a daily basis or as often as they could, with 98% stating that they did it as a hobby and only 5% did it for employment purposes.

I wanted to find out if any of the participants were familiar with any of the popular knitting/crocheting or crafting applications available on the market today. The top three apps were as follows: LoveKnitting which received 38%, Knit companion which received 28% and Stash2Go received 24%. The rest of the participant's choices went to other apps that were not as popular as the aforementioned. A large number of participants (68%) were currently utilizing one of the three most popular apps, with the percentage of usage being split evenly across the applications.

A percentage (41%) of the survey participants indicated that while they considered themselves yarn enthusiasts, they were not currently using a crafting application, nor did they have any interest in seeing anything new come to the market. The other 59% stated that they would be interested in trying one of the crafting apps and would like to see something new come to the market. 73 people identified their craft of choice was knitting, 24 crocheters, and the rest of the participants split their choices up between various crafts such as Embroidery, Cross-Stitch, Needlepoint, and Spinning.

There were a plethora of frustrations and pain points expressed by the participants with the applications they are currently using:

- ☐ Disorganization when searching for patterns
- ☐ Monthly subscriptions for most functions are too expensive, would like a free option
- ☐ Just not user-friendly
- ☐ Need to put down needles to track progress (turn on screen/unlock the phone, press count button)
- ☐ Limited functionality; lack of integration; static feel
- ☐ Don't offer a place to catalog yarn stash
- ☐ Long set up required
- ☐ Learning curve not easy, the user interface is not intuitive

- ☐ No way to count rows and repeats in the pattern, no stitch counters
- ☐ Hard to navigate
- ☐ Want to be able to see finished projects and what yarn was used
- ☐ Want a way to view pictures
- ☐ Can't write notes on progress
- ☐ Want to sync current projects to Ravelry

Some of the key features that participants indicated they'd like to have:

- ☐ Simple stitch video tutorials
- ☐ Better counter customization
- ☐ A place for project setup and date
- ☐ Yarn Stash log
- ☐ Community sharing/Messaging
- ☐ Easier account creation (setup)
- ☐ Better looking interface
- ☐ Photo Gallery
- ☐ A place to upload patterns
- ☐ A way to find local yarn shops

The majority of participants were women (93%), and only 3 men took the survey. Although this sample of male participants is low, and might not have reached enough men, I do know there is a community of knitters that are men. The age range that was highly represented was between 18-34, 68% of the participants identified in this group. 35% were between the age range of 35-54 and only 7% were in the 55+ age range. This also helps to shatter the myth that knitting is for "old people".

The largest ethnic group represented by this survey was 72% White|European American, with 7% Black|Africa American being the next largest represented group. The rest of the participants were from various ethnic groups and occupations. The participants were located from all around the globe, representing places like the USA, Canada, UK, Scotland, Brazil, Denmark, France, Australia, Ireland, and Alaska.

Summary

What this data shows me is that there is definitely room for a new product that could touch on some of the motivations, frustrations, and goals of the consumer to address the concerns with crafting an application that could meet some of the needs expressed in this survey. It also shows me that there is a need for diversity and inclusion within this community that might need a forum to discuss this topic.