

Felicia Jackson – June 21, 2019

Knit Companion

Developers: Create2Thrive Inc.

Type of site: E-Commerce Crafting site/Mobile App

Website: www.create2thrive.com

Launched: 2011

Mobile Users: 1,312



Positioning: “We provide you with the tools to keep you focused on your knitting and not spending time tracking rows”. This too is a crafter’s community that provides the same feelings of inclusion and love of knitting. They also appeal to Designers with their tech editing services.

Primary Audience: Makers of all ages, ethnicities, genders, and socio-economic backgrounds.

Differentiators: This is a paid subscriber app that offers add on apps to enhance the experience of using this platform. They offer both iPhone and Android interfaces.

INTERNAL

Strengths:

- ☐ Appeals to pattern designers with add-on subscriptions that focus on designing
- ☐ Cable Converters
- ☐ Provide tech editing support
- ☐ iCloud and Dropbox syncing
- ☐ Small file size of 30.3MB

Weaknesses:

- ☐ No onboarding screens upon downloading
- ☐ Steep learning curve / no instructions or tutorials for any of the features
- ☐ The annual fee is too high
- ☐ Too many harassing third party sign up adds
- ☐ The interface is not visually pleasing

EXTERNAL

Opportunity:

- ☐ Design a product with a simple to use sign-up process
- ☐ Make sure there is an onboarding process to walk the user through getting started
- ☐ If it has to be a paid subscription to stay competitive offer a fee that is less expensive
- ☐ Design a product that is functional as well as visually pleasing

Threats:

- ❑ Many crafters aren't even aware of mobile crafting apps
- ❑ Marketing to users and getting them to actually download and use the app
- ❑ Innovative design ideas can always be copied
- ❑ Because this is a subscriber service, the constant need to stay competitively priced is always a factor