How Would You Wood?

KRISTIN WOJCIK

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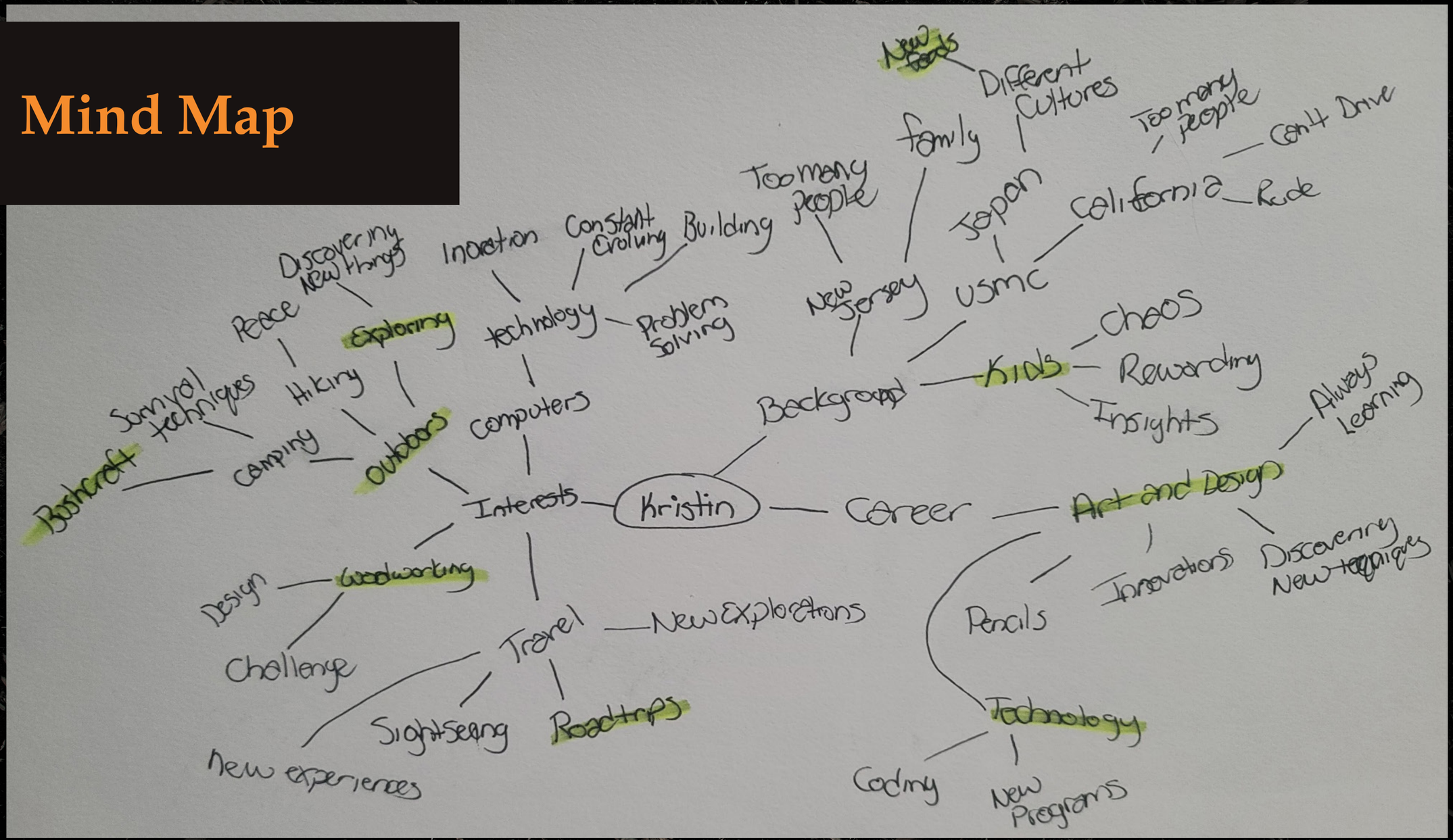
About

HOW WOULD YOU WOOD

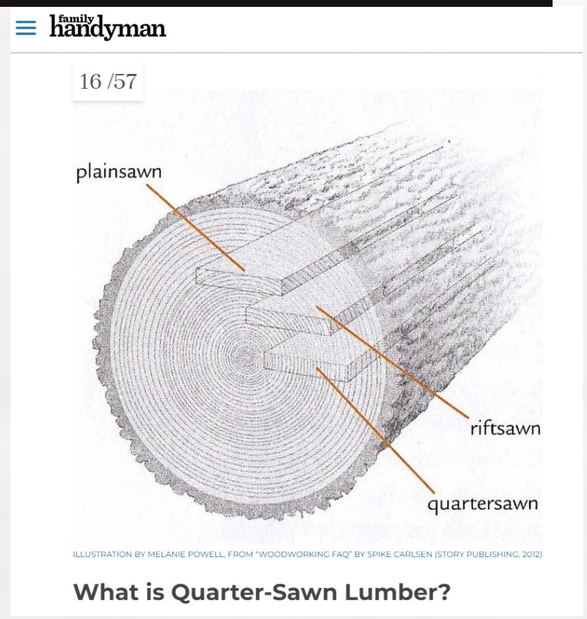
Starting a new hobby can be extremely overwhelming. This is especially true when it comes to wood working. Trying to figure out what tool to buy, wondering how much money it is going to cost and learning how to use them stops many hopeful newcomers before they can get started.

This app will tell you how to accomplish specific woodworking techniques based on the existing tools you have while offering recommendations for tools that would improve your workflow.

Mind Map


Kristin
Interests
Career
Background
Hobbies
Bushcraft
Survival techniques
Camping
Hiking
Outdoors
Exploring
Peace
Discovering New things
Technology
Innovation
Constant Evolving
Building
Problem Solving
computers
Design
Woodworking
Challenge
Travel
New Explorations
Sightseeing
Roadtrips
New experiences
New Jersey
Too many people
family
New Foods
Different Cultures
Japan
USMC
California
Too many people
Con't Drive
Ride
Kids
Rewarding
Insights
Chaos
Art and Design
Always Learning
Innovations
Discovering New Things
Pencils
Technology
Coding
New Programs

Background Research



Link to Article

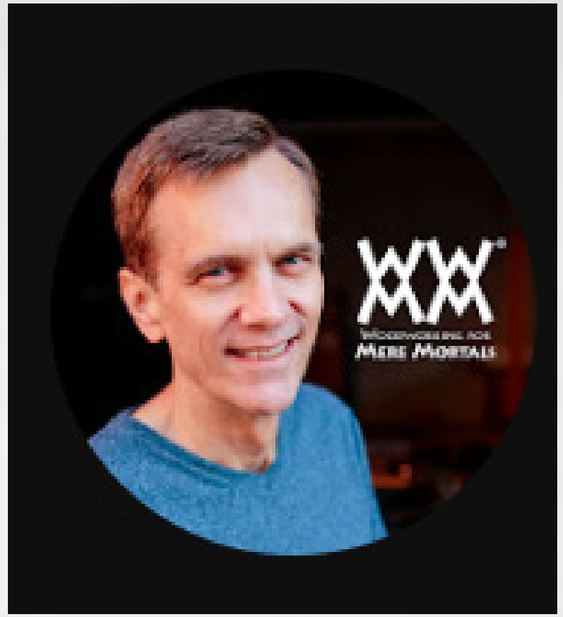
Woodworking Techniques and Tips for Beginners : The Crucible

Introductory information to basic techniques and tips explained

Link to Article

The Art of Woodworking: 25 Book Series : ST. Remy Press

This book series covers everything from the basic hand tools, safety procedures, shop setup and into advanced and complex techniques



Link to more information

Steve Ramsey

Channel dedicated to getting into woodworking for the mere mortal

Market Research

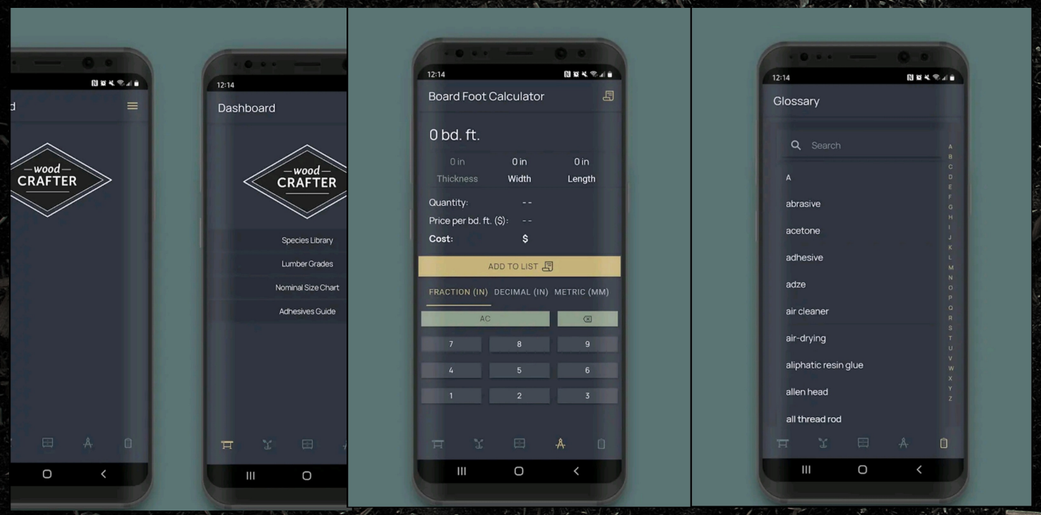
Key trends and Statistics in the U.S. Wood Products Industry

Link

Key findings:

- Wood products industry is expected to grow annually by 6.6% each year
- There is growing interest to move to more sustainable products nationally
- In the interest of sustainability, the use of recycled wood is also increasing

Competitors



Wood Crafter: Woodworking App

Has basic information about lumber, glossary terms, conversion charts and woodworking plans

Link to Competitor

WoodMaster: Woodworking App

Designed to be a “pocket-sized” toolbox. With all types of tips tricks and calculators for different things

Link to Competitor

Audience Research

42 DIY Pallet Wood Projects from Furniture to Decore

Link

Key findings:

- People want a sustainable way to decorate their homes.
- Pallet wood is cheap and sometime free to begin using for basic projects
- Minimal tools are required to get started in the woodworking world

Target Audience

Demographics

- Men and Women
- Ages 18-35
- Single
- Employed
- Middle Class

Psychographics

People who enjoy building things and want to learn more on how to do that. These are the people that enjoy problem solving and new challenging hobbies.

Jaqueline

She lives right next to a lumber mill and has always wanted to learn how to make her own furniture. Woodworking is intimidating to get started, and doesn't know where to start, what to buy and where to go from there.

Context Scenario

Everyday she goes to relax in the evening she sits on her couch in the living room. Even though she has been living in this apartment for several months, there sits a pile of DVDs next to the entertainment center. She's been putting off buying a bookshelf because she would really like to build one. However, she is uncertain on where to start.

> "Woodworking is intimidating to get started, and I don't know where to even start, what to buy and where to go from there."

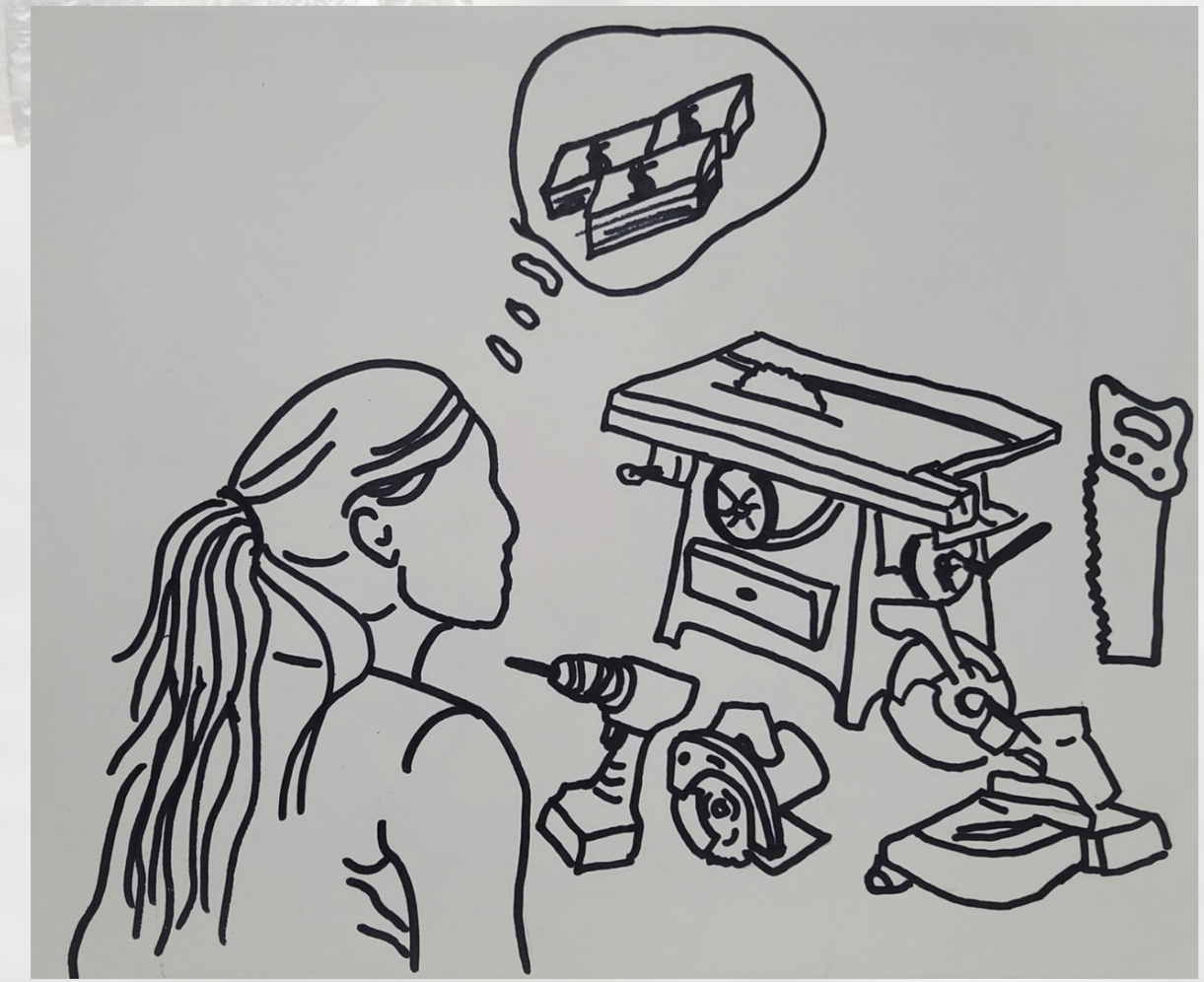
Age
24

Income
$40K

Geography
Indianapolis

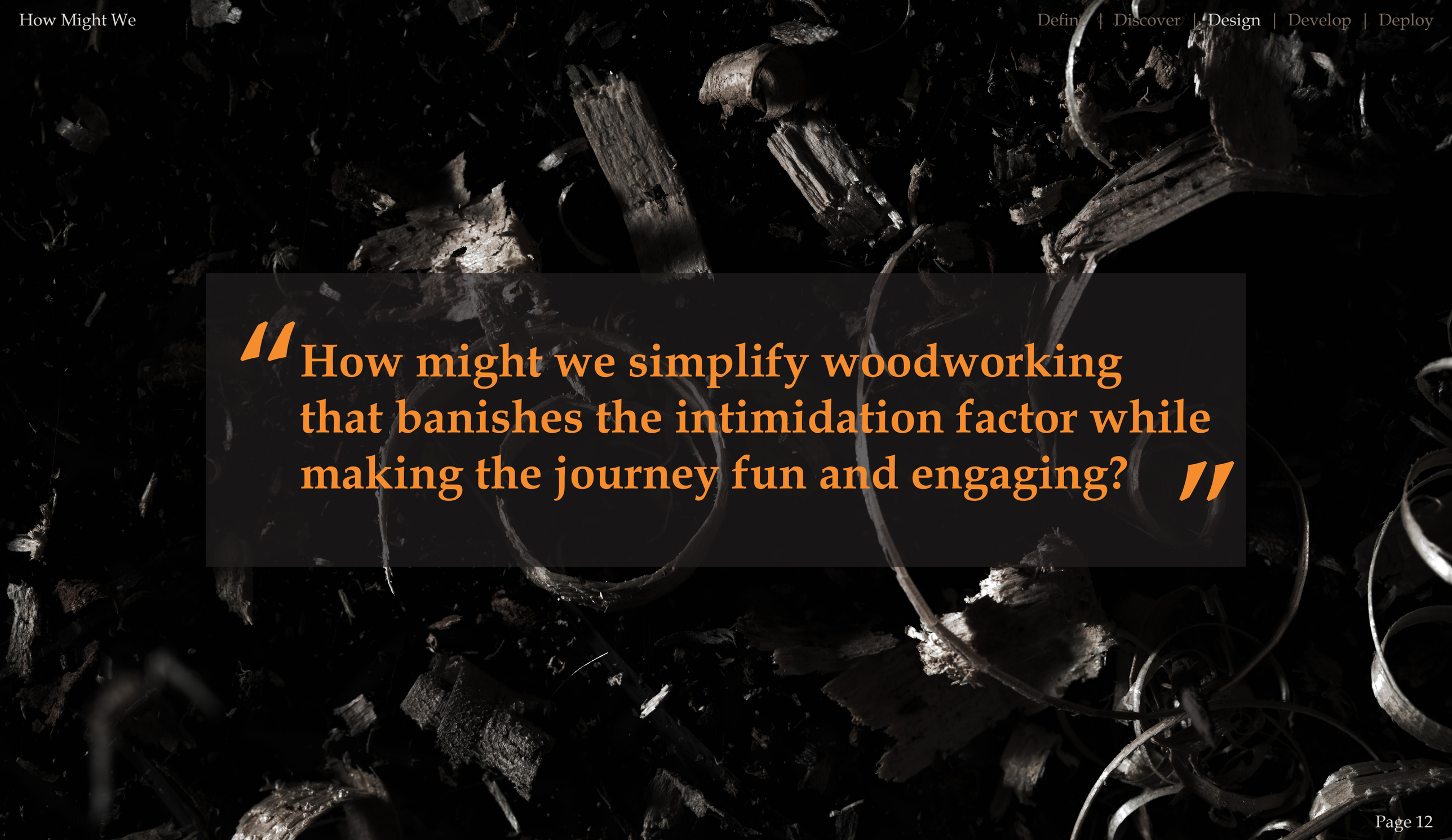
Brand Associations
Microsoft
REI
Razer

Hobbies
Coffee, People Watching, Movies



Concept Sketch

Starting a new hobby can be extremely overwhelming. There are so many different tools and brands and techniques that getting started can be difficult and cost a lot of money buying tools you many not even need. Trying to figure out what tool to by and wondering how much money it is going to cost and learning how to use them can make people wanting to start, stop almost immediately.



"How might we simplify woodworking that banishes the intimidation factor while making the journey fun and engaging?"

Feature List

- Extensive On boarding to determine where your skills are at with the tools that you currently have
- Recommend skill level-based projects
- Provide how to videos for the tools in your inventory to learn
- Earn Levels and points based on mastering your tools and skills
- Recommend New tools based on skill and project aspirations
- Community section where you can share your projects and get feedback from the community on how to improve.

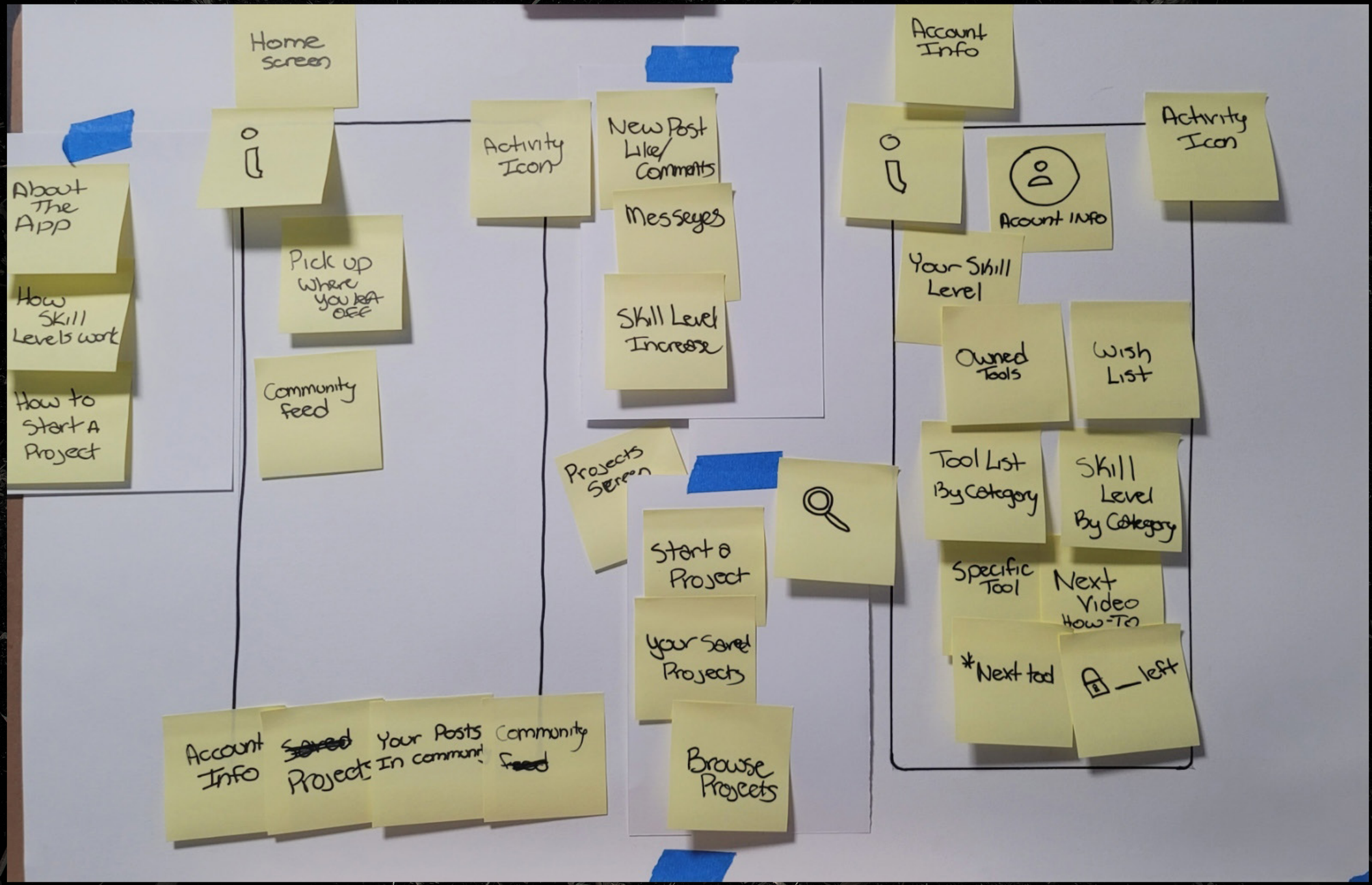
User Story

Jaqueline just finished up dinner and is relaxing in her living room. Its Friday night, about 8pm and as shes sitting watching TV, she notices yet again that she really needs to make some shelves to organize her DVD collection. Shes been wanting to make these shelves herself for some time, but never knows where to even start.

She downloads the app “How Would You Wood” and begins to create her account. The beginning asks for her basic information and then goes on to ask her about where she thinks her current skills are at. The next section asks about any tools she owns, but as she doesn’t have any she skips this part. A thank you screen pops up and she lands on her profile page. She selects “Purchase tools” and another questionnaire pops up asking to select a project type and what her budget would be for tools to get started. It then lands her on a page that recommends tools that would help her complete the project within her selected budget. She adds this to her shopping list to be able to head to the store in the morning.

Jaqueline

- Age: 24
- Data Analyst
- Friday
- 08:00 pm
- Home


Home screen
About The App
How Skill Levels work
How to Start A Project
Pick up where you left off
Community feed
Activity Icon
New Post Like/ Comments
Messeges
Skill Level Increase
Projects Screen
Start a Project
your Saved Projects
Browse Projects
Account Info
Saved Projects
Your Posts In common
Community feed
Account Info
Account INFO
Activity Icon
Your Skill Level
Owned Tools
Wish List
Tool List By Category
Skill Level By Category
Specific Tool
Next Video How-To
*Next tool
_ left

User Task Flow

Task Instructions

Jaqueline set up her account and is wanting to select her first project, a book shelf for her DVDs, and figure out what tools and materials she needs to get started. Finally, add the tools and materials to her shopping list.

Step 1

Selects find a project

Step 2

Types in “Bookshelf” to find bookshelf projects

Step 3

Selects a bookshelf project that has a beginner level

Step 4

Types in the estimated information for the size of her bookshelf

Step 5

Scrolls to the bottom and selects Adds Materials and Tools to her shopping list

Context Scenario

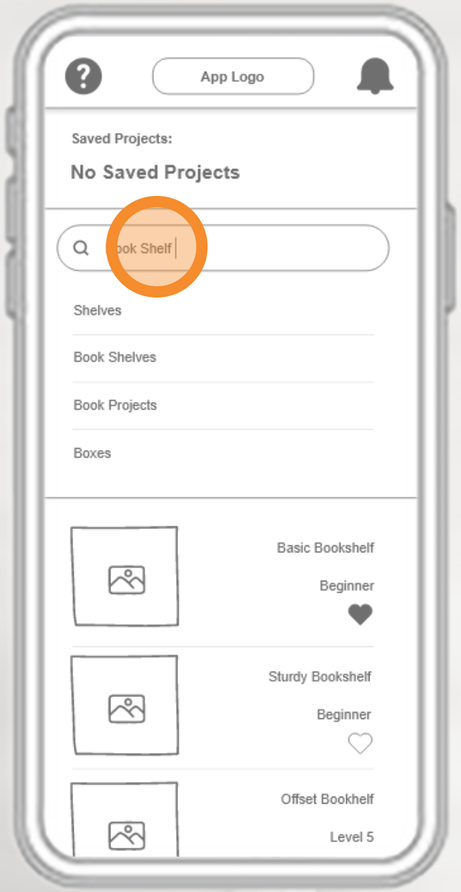
Everyday she goes to relax in the evening she sits on her couch in the living room. Even though she has been living in this apartment for several months, there sits a pile of DVDs next to the entertainment center. She’s been putting off buying a bookshelf because she would really like to build one. However, she is uncertain on where to start.

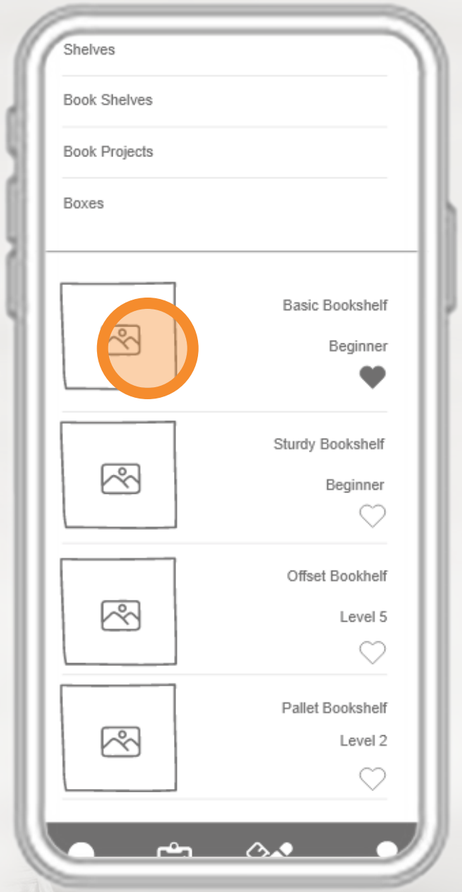
“Woodworking is intimidating to get started, and I don’t know where to even start, what to buy and where to go from there.”

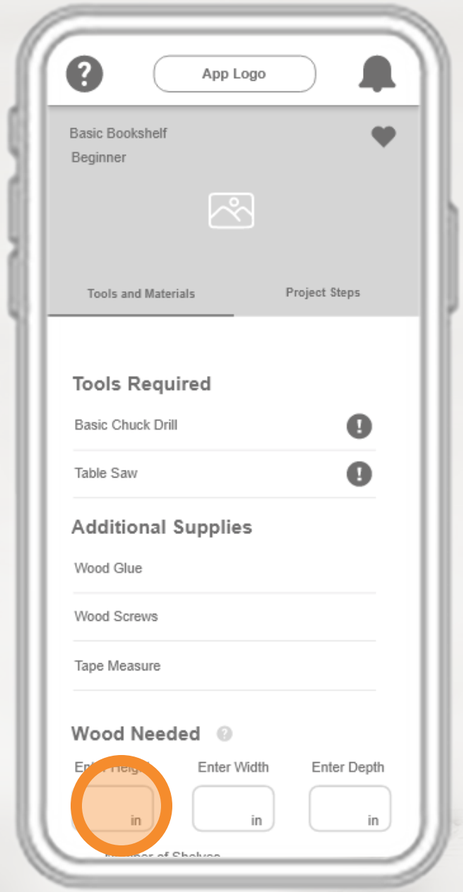
Task Prototype

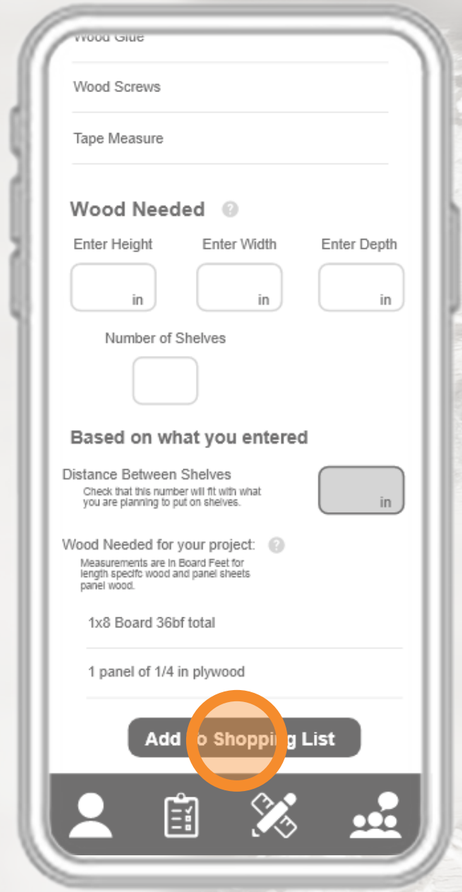
User Task Flow

Low Fidelity









User Testing
Results

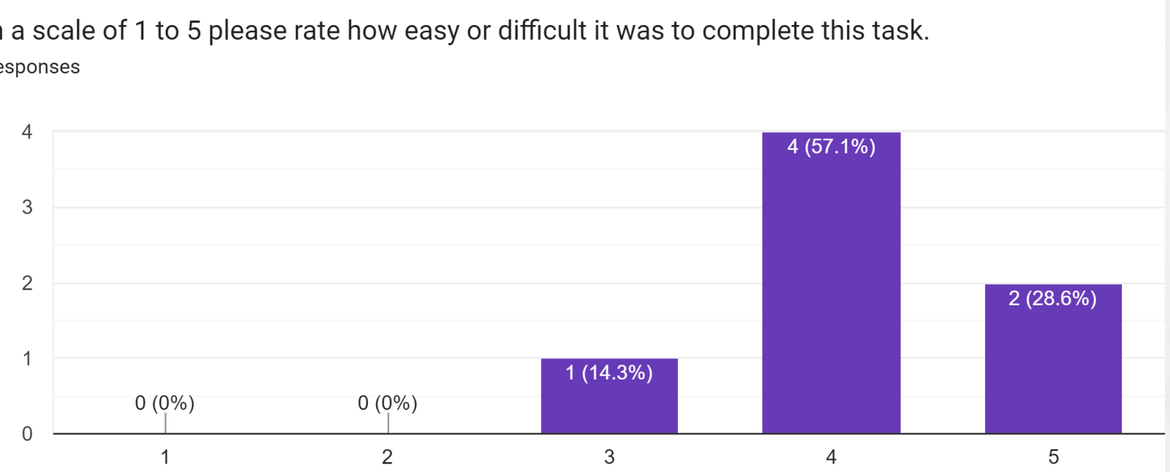
Google Form Testing

Number of Responses -- 7

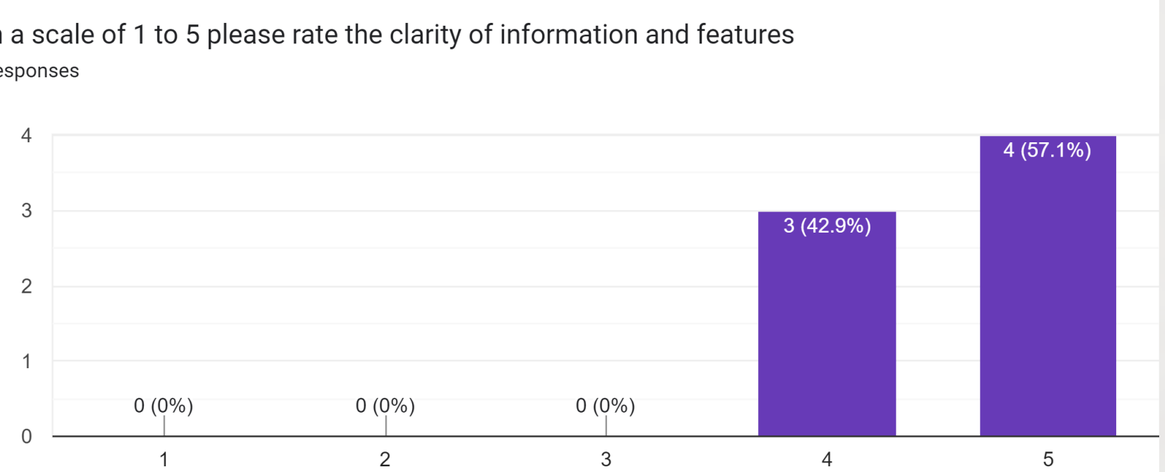
Testing Dates :

April 25, 2025 through May 2, 2025

On a scale of 1 to 5 please rate how easy or difficult it was to complete this task.
7 responses



On a scale of 1 to 5 please rate the clarity of information and features
7 responses



Google Form Testing

Number of Responses -- 7

Testing Dates :

April 25, 2025 through May 2, 2025

User Testing
Feedback

Key Feedback

- Separate the Screen for searching up the bookshelf
- Changing the icons and making them a little larger would help with navigation and understanding.
- Make it clearer on the project page which tools are in my inventory already verses ones I need to purchase or rent
- Have some of the information “minimized” to reduce page clutter
- I would think “posts” show on your profile page (1st icon), projects (hammer + wrench icon) 2nd, my inventory (checklist icon) 3rd-- and inventory is your saved projects and your saved materials, and 4th remains community.

User Testing
Change 1

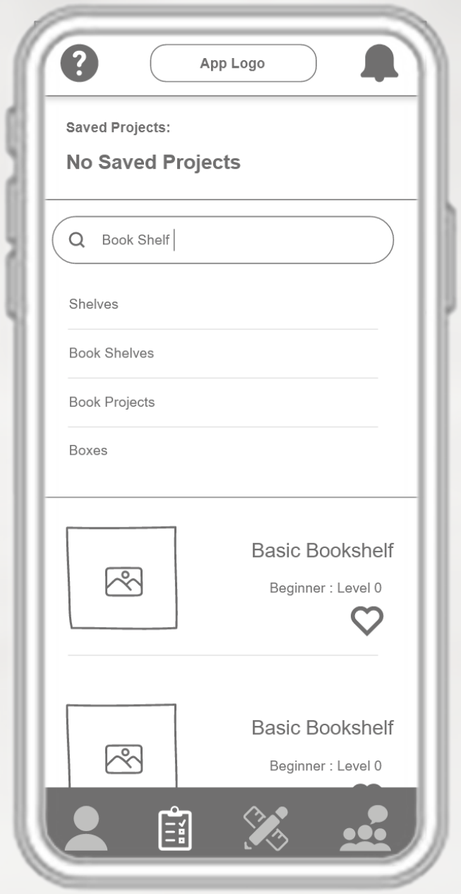
Before and After

Usability Testing Suggestion

Separate the Screen for searching up the bookshelf

- Turned the Search bar feature on the project screen into a toggle

Before



After

Usability Testing
Change 2

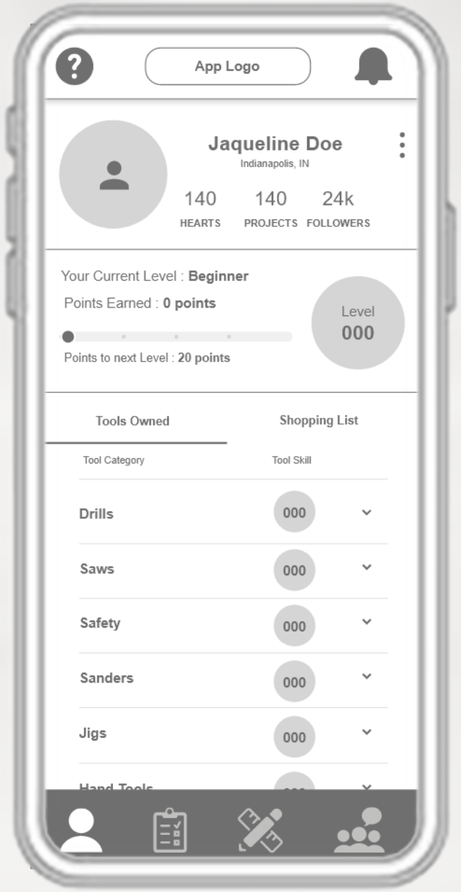
Before and After

Usability Testing Suggestion

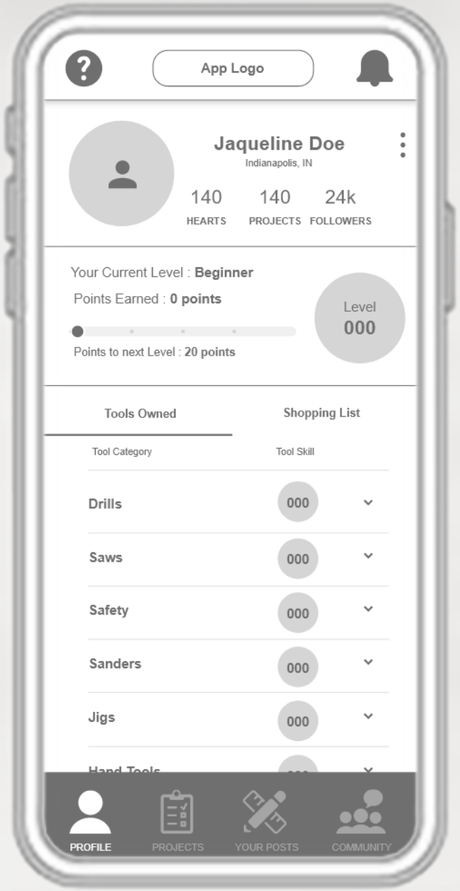
Changing the icons and making them a little larger would help with navigation and understanding.

- Added icon description to make it easier for first time users
- Made a greater distinction between active page and inactive icons

Before



After



Usability Testing
Change 3

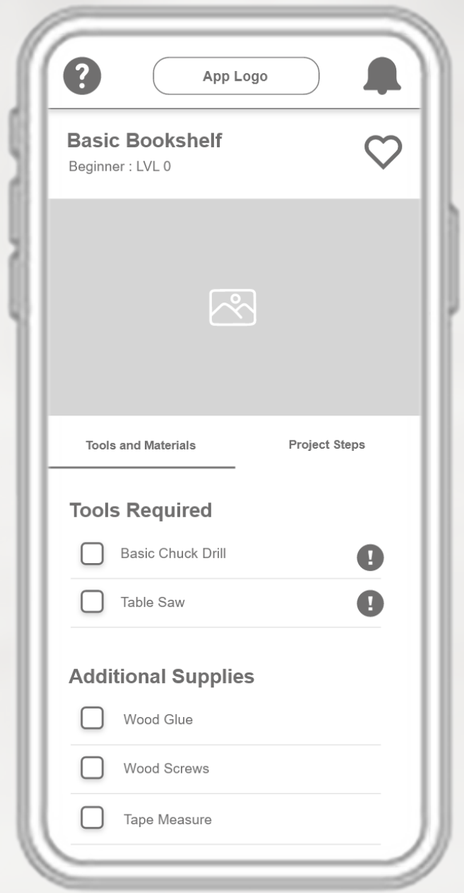
Before and After

Usability Testing Suggestion

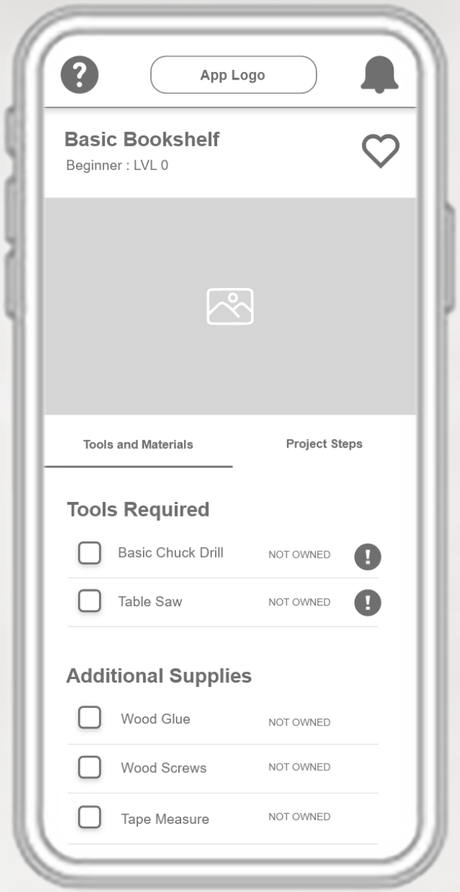
Make it clearer on the project page which tools are in my inventory already verses ones I need to purchase or rent

- Added “Owned” or “Not Owned” to project tools and materials section

Before



After



Visual Style Guide

Typography

Headings:

Book Antiqua

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Body Text:

Agenda

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

Colors

Iconography

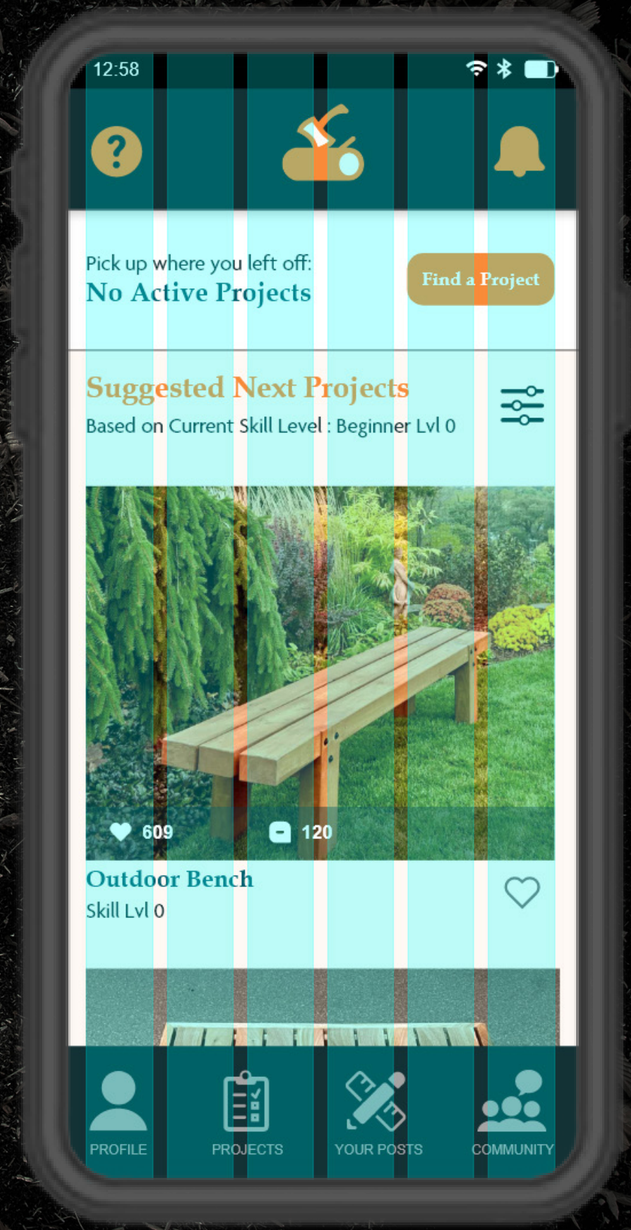
Grid Systems

Number of Columns : 6

Gutter Width : 10

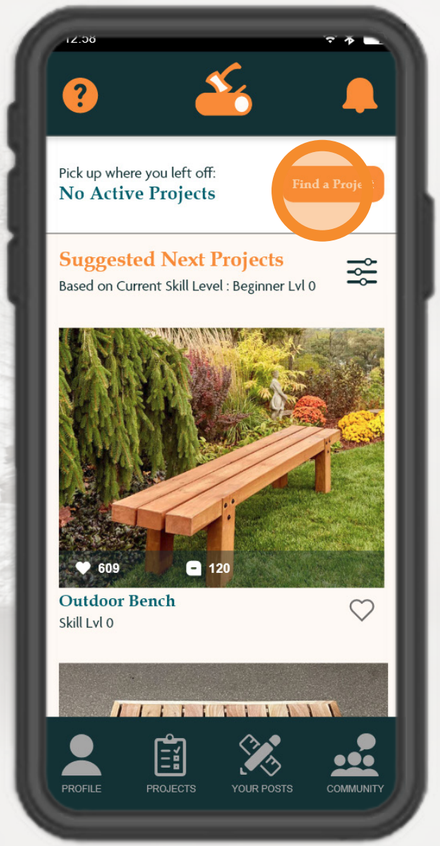
Column Width : 50

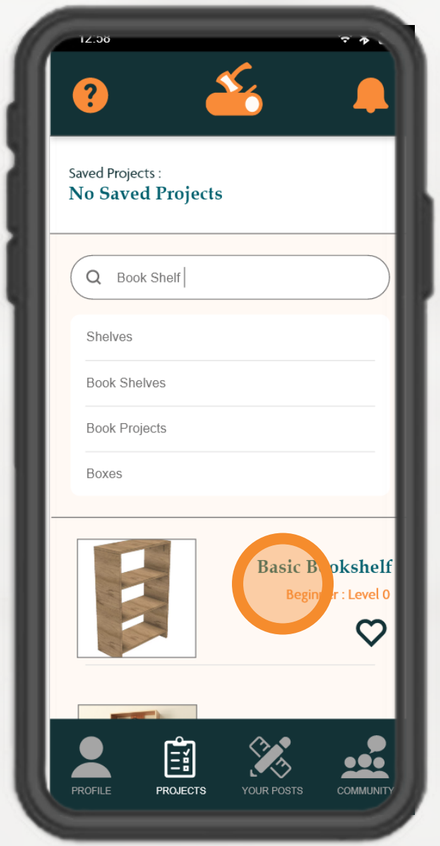
Margin Space : 22

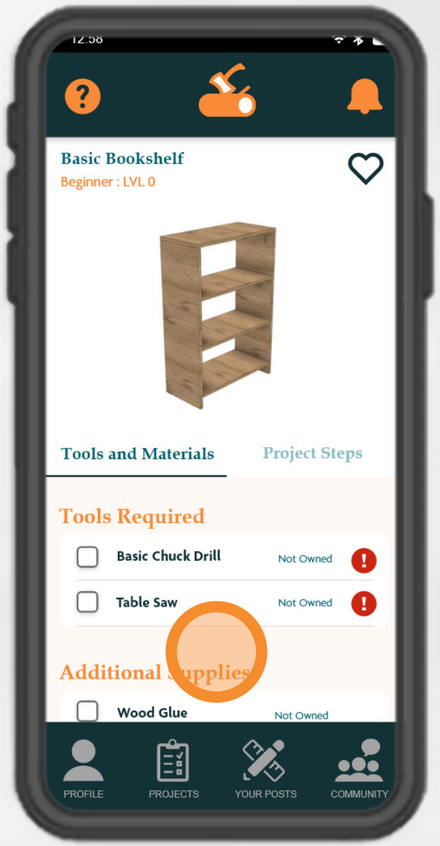


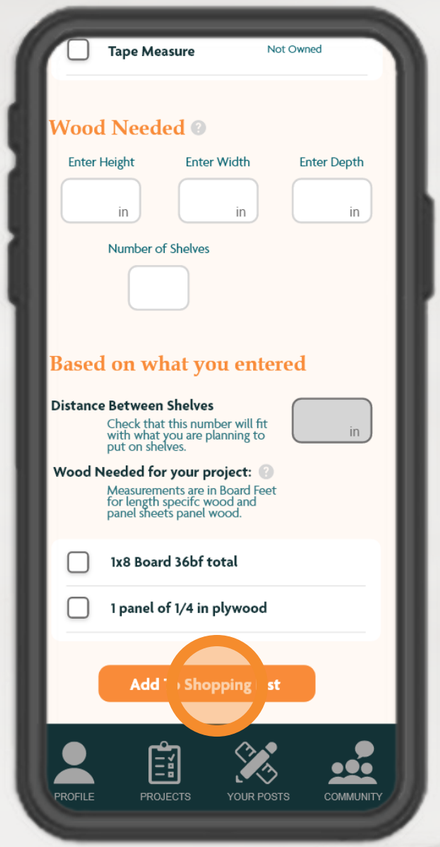
User Task Flow
High Fidelity

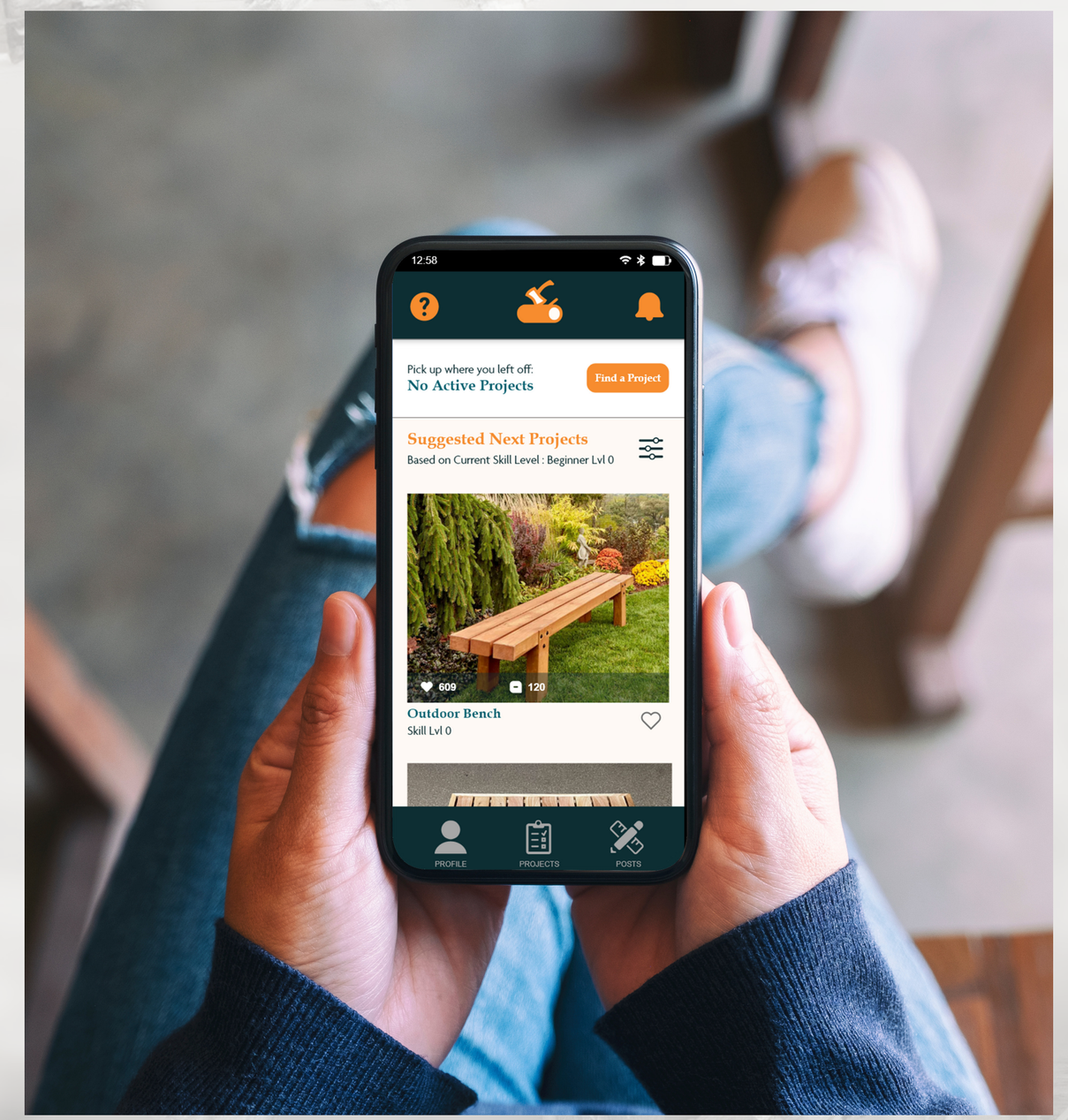
Task Prototype











Final Prototype

Prototype

Resources

IF USED MORE THAN ONCE,
BASED ON FIRST APPEARANCE

Links

Woodworking Techniques and Tips for Beginners : Link

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Key trends and Statistics in the U.S. Wood Products Industry : Link

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Background Images

Title Page: Adobe Stock edited in Photoshop

Table of Contents: Adobe Stock

Page 3: Adobe Stock edited in Photoshop

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Page 11: Adobe Stock

Persona Image: Adobe Stock