

CRAFTSY

Brand Personas

Craftsy

BARBARA THE QUILTER



Age: 65

Employment: Retired

Marital Status: Married

Barbara has been quilting as long as she can remember. She was taught how to quilt from her grandmother and never dropped the habit. She typically quilts household items to keep or give as gifts to friends and family. Because she's been quilting so long, she has built up her own library of reference books for patterns and project inspiration and typically knows all the techniques for her next project.

"I feel pretty comfortable with my quilting skills so I do not usually need a refresher on them. It is when I do something slightly different with my quilting that I find myself reviewing the technique. I usually just google the technique and then find a blog or YouTube video to explain it."

EXPERIENCE

B

Beginner

I

Intermediate

A

Advanced

KATHY THE KNITTER



Age: 50

Employment: Works Full Time

Marital Status: Married, with children

Kathy was taught how to knit by her mother when she was just a kid but after many years off, she's just getting back into it. With the chaos of her daily life, she knits to relax and to keep her hands (and mind) busy. Because of this, all her family members expect a hand-knit gift for every holiday. She loves turning to online communities for help and feedback on her projects.

"YouTube is indispensable for looking up knitting techniques. I'm able to repeat the video as many times as I want. AlpacaDirect has been putting up videos on certain techniques as well, and I've watched those."

EXPERIENCE

B

Beginner

I

Intermediate

A

Advanced

SUZY THE SEWER



Age: 60

Employment: Retired

Marital Status: Married

Suzy learned how to sew from her mother and grandmother and this learning was reinforced in her home economics classes in school. She loves sewing her own clothes for self-expression and the perfect fit, but she doesn't often sew clothing for others. She is always learning and pushing the boundaries with more and more challenging sewing projects.

"I am always trying to up my sewing game by taking on higher skill level projects that push me to learn more advanced techniques."

EXPERIENCE

B

Beginner

I

Intermediate

A

Advanced

CHRISTIE THE CAKE DECORATOR



Age: 45

Employment: Self-employed

Marital Status: Married, with children

After Christie taught herself how to decorate her in-law's 50th wedding anniversary cake 10 years ago, she turned her "I can probably do that" experiment into a little side-hustle. She learns techniques just for the request at hand. All her work is centered around events, and she's not often decorating just-because -- but she is always keeping her eyes peeled for new cake decorating trends.

"I would love to see more tutorials on things that are on trend -- the types of things that you put in a blog or that someone might write an article about -- I want to actually see someone do those things. Those are the trends that I'm looking at on Pinterest and that I'm looking up on people's YouTube channels."

EXPERIENCE

B

Beginner

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