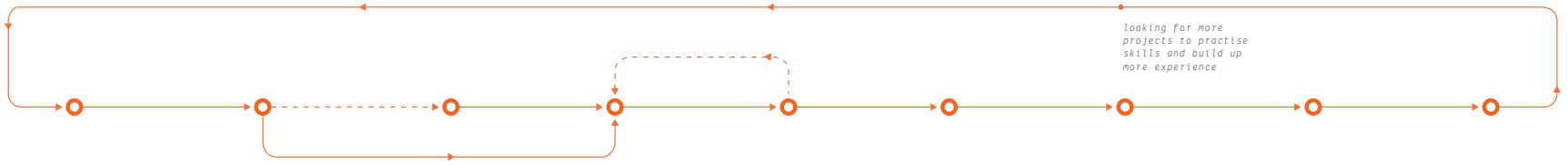


MAKER - TO - MAKER



	DISCOVERY	REGISTRATION	CREATION	AUTHORING	FEEDBACK
Interactions	browsing the discovery page	sign-up	gathers supplies and creates a project he's been planning	uploads a video with instructions, adding details, tools, and supplies needed	replies to questions and/or compliments on the project
Tyler's Needs	finding inspiration for his next project	connect with more makers on the platform	challenging himself to create something different	project documentation	engaging other makers in the community
Maker Source	attracting makers by showcasing trending projects	expanding of the online maker community	offering a platform to showcase makers' projects and progress	approval, publication, and monetization of Tyler's project	engages makers in conversations through the platform

ZERO - TO - MAKER



DISCOVERY CONSIDERATION PURCHASE INSTRUCTIONS RECREATION VALIDATION PARTICIPATION FOLLOWING EMPOWERMENT

Interactions

browsing the discovery page viewing a particular project finds interesting buys components directly available from The Source follows maker's video/photo/text instructions starts building the project re-creates the project and gets skills validated provides feedback on steps she had more trouble with follows makers sees projects in relationship to her newly acquired skills

Alex's Needs

finding projects she's interested in evaluating projects, gauging level of difficulty acquiring the parts required to get started being guided as a first time maker hands-on learning affirmation of learning understanding process and seeking guidance learning a specific skill offered by maker validation of learning

Maker Source

attracts zeroes by displaying projects tailored to their interests via 'magnetizing' providing quick glanceable information about each project offering a smooth transaction within the same online ecosystem offers detailed instructions in a highly visual format promotes maker culture recognizes their learning and commitment by creating a personal journey in their profile making commenting available for each step, providing opportunities for feedback from both the creators and the recreators allows expanding network and establishing social connections provides engagement by showing projects in accordance to skills and interests