

User - Maker/Contributor

Assumptions	Hypotheses	
	What do we think will happen?	How do we know when the assumption is proven?
Makers do not have enough time to successfully sell their makes online.	Makers give up on selling online, or spend too much time trying to sell online which affects other aspects of their business.	Makers will inform us of reasons they have problems selling online.
The sites that exist already are either too wide e.g. Etsy large market place, good customer reach, but too much competition.	Makers will use our site instead of or in addition to.	More Makers contribute to the site content by adding to the directory.
Smaller sites are becoming so popular they are becoming more and more competitive to get on them.	Makers will use our site instead of or in addition to.	More Makers contribute to the site content by adding to the directory.
More established existing sites are too upmarket and artisan based.	Makers will use our site instead of or in addition to.	More Makers contribute to the site content by adding to the directory.
Makers used to be able to get the best sales from in person markets, but the trend for produce and street food means less and less appropriate places to sell locally (and anything that was once local is now to competitive – and selling in central London such as Selfridges.	Makers will use our site instead of or in addition to. Makers will join our site after selling with us at our events (existing business).	More Makers contribute to the site content by adding to the directory. More makers sign up to our events (current business).
Makers don't have enough time to really research and therefore do not understand who their customers areThe website helps customers find makers they want to buy from.	The website helps customers find makers they want to buy from.	CTR to makers own sites increases. Makers feedback tells us if the process of using our site is low effort/easy.
Makers find it difficult to find their customers	The website helps customers find makers they want to buy from.	Creatives sales and clicks on site increase/ social follows/ tangible from CTR
Makers are only selling at events were they are add on at the end (like produce markets,	Makers can have an online presence on their site which will be less hassle than selling	More Makers contribute to the site content by adding to the directory.

street food markets and so on)	online on their own.	
When makers sell at events or online it is too curated and the competition means they miss out.	Makers will use our site instead of or in addition to.	More Makers contribute to the site content by adding to the directory.
Customers buy more at the current businesses maker markets.	There will be an increase in people attending our market events.	Measure attendance and compare.

User - Customer

Assumptions	Hypotheses	
	What do we think will happen	How do we know when it is proven?
They can no longer trusts sites such as etsy, there are not enough checks and stuff appears to be drop shipped and not hand made	Customers visit our site as they are confident in our service.	Increase in site activity. Speaking with customers (surveys)
They are not sure how to find local creatives online and have confidence that they are buying handmade from someone local/ or that it takes too long to find this using socials/searching and so on.	Customers visit our site as they are confident in our service.	Increase in site activity. Speaking with customers (surveys)
always seeing the same thing on those sites that already exist locally		
always seeing the same thing at local markets and want to have the opportunity to buy from handmade local people more often.		
when using existing sites they are hard to navigate and find what they want, for example it is by person or type of product, but I want to shop with my aesthetics in mind. E.g I like nordic style, I like bold crazy colours.		
Customers are more likely to buy if they are sure it is handmade and local		
Customers buy more at maker markets		Customers confirm confidence in survey
