

Research Context Why are we doing this?	Research Objectives What do we want to learn?
We want to make a website that is useful for customers and makers to use.	Find out who the potential customers for the makers content on our site.
We want to help makers to boost their profile locally.	Why potential customers buy handmade.
We want to provide potential customers with reassurance that what they are buying is actually handmade.	Where potential customers shop now (online and in person).
We want to help makers sell more of their work.	What gives customers the confidence that what they are buying is handmade.
We want to help makers become more profitable and therefore more resilient.	What the customer wants from handmade goods.
We want to help improve makers online sales.	What are customers looking for specifically (to buy).
We want to help improve makers online skills; - with minimum effort - so they can spend more time creating.	How customers use the web now (for example, is it to buy, or to find something or find a high street shop).
We want to encourage and support/ grow creative industries in SE London.	What things customers and makers dislike about how they use the web for this purpose.

	What would be useful for our makers when setting up their details on the site.
	What makers think would be useful to help them create content for the site.
	How much control/involvement do the makers want from the site when contributing.
	What works for makers now (cognate sites for example).
	What doesn't work for makers now (on cognate sites).