KERNOWCRAFT®

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Kernowcraft Rocks & Gems Ltd

www.kernowcraft.com

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Contacts

Managing Director
Hannah Lake: hannah@kernowcraft.com
07977650959

Marketing Coordinator
Hannah Polatch: marketing@kernowcraft.com

Overview

Kernowcraft's current website has been live since 2014 and is due a visual refresh, it's also an opportunity to improve user experience and improvements to increase conversions. The current site is built using a bespoke CMS. We are open to exploring our options of using a new platform such as Shopify and comparing prices before committing to upgrading our current platform.

About Kernowcraft Rocks & Gems Ltd

Kernowcraft, located on the outskirts of Perranporth, Cornwall is an ecommerce store and has been providing supplies and tools needed for jewellery making for over 50 years. As a small team of 7, we provide a personal and friendly service and supply to both hobbyists and small businesses who sell their designs. We stock over 1,800 products and usually ship worldwide, with our main customer base being females in the UK, spanning across all age brackets.

In 2020, Kernowcraft's website had over 800,000 users, with over 5.7 million pageviews, with most users finding us organically.

Kernowcraft mainly has two target audiences, beginner hobbyists who may have limited knowledge of the products but keen to learn a new hobby and then experienced jewellers who are more skilled and more likely to know what they want to purchase.

Highlighted Sections

It's important that the agency working on our website understands the products and services we offer and how these currently work on our current site, allowing us to identify the best solutions moving forward to enhance user experience.

Please see our key sections on the website:
Main product categories: https://www.kernowcraft.com/products
Jewellery making kits: https://www.kernowcraft.com/collections/make-the-look
Tutorials: https://www.kernowcraft.com/jewellery-making-tips
Blog: https://www.kernowcraft.com/blog

Branding

We are open to minor adjustments of our branding to go alongside the new website.

We currently use Open Sans & Blackjack however this handwritten font feels dated and can be hard to read at times.

Other fonts we have considered:
Body: Lato, Josefin Sans, Montserrat & Raleway (softer than Open Sans and potentially has a more small business feel to them)
Headings/Banners: Roustel – we've found it difficult to find a handwritten font that feels on brand and is easy to read

Our brand colours consist of black, white, gold (#CFAA7A) and blue (#1FBECA) with blue being our call-to-action colour. We are also open to adding a new colour and are currently thinking of a pale/soft pink.

We are also open to discussing minimal and simple illustrations/icons which can be added across the site to add to that personal feel that we're aiming for.

Our brand guidelines can be sent upon request, please email Hannah Polatch: @marketing@kernowcraft.com

Main Competitor: Cookson Gold - https://www.cooksongold.com/

Cookson Gold is our main competitor, offering more affordable supplies and a wider range due to being a large corporate company. Kernowcraft differs from this competitor by offering a more high quality, personal service as a small business and offering a more accessible space for beginners.

We want to showcase that we are a small business who is there to support other small businesses and hobbyists, while also offering free advice and guides which are all available on our website. This is an important part of our brand and wish to highlight this in the design, while also improving the customer journey from tutorial pages through to checkout.

Other competitors include Jewellery Maker, Curious Gem, Spoilt Rotten Beads, Bead Direct.

Design

Kernowcraft's main aim is to refresh the current website to be more modern and up to date with the focus being on high quality, inspirational imagery which we already have on the site.

From feedback from our customers, it's clear they like that our website is clean, minimalistic and fresh looking – especially with the simplistic black and white (also Cornish colours!). Our aim is to ensure that the website still looks recognisable as Kernowcraft, especially for returning customers who love our site.

Websites we like that have a clean and simple design
https://www.laurenastondesigns.com/ - Like the inspiring homepage and format, also like the similar blog format we're after with search bar and drop down
https://www.lush.com/uk/en – Like the simplicity, where the photos are the main feature
https://www.dmc.com/uk/ - Nice main inspiring slider and menu layout
https://www.bobbibrown.co.uk/ - Like the classic top bar with menu, search and simple homepage, has useful guides and extra information under products
https://www.paperchase.com/en_gb/ - Good minimal design
https://www.anthropologie.com/en-gb – Inspiring design, good menu layout
https://www.lookfantastic.com/ - Good example of website with lots of products like ours
https://www.thebodyshop.com/en-gb/ - Like that some products have handy guides with them

https://www.hobbycraft.co.uk/ideas - Good example of a filtered inspiration section of how-tos and guides

Mobile First

From October 2020 – 2021, we can see that mobile users have increased by 83% and revenue by 27% compared to the previous period. Desktop has also increased with users by 60% and revenue by 11%. Most users are visiting us through mobile, however we gain the most revenue through desktop purchases. It is important that with the new website design, that it is designed with mobile as a priority.

It would also be great to be able to set mobile visibility at a page selection level, allowing greater control on what is and isn't shown to mobile users. Allowing alternative or shortened versions of content for mobile users, allowing us to tailor customers based on the device their using.

Menu Design Update

Currently all of Kernowcraft's categories are hidden under one 'browse products' button, we want to update this to a navigation bar menu so it's clear we're an online shop for those landing on the desktop homepage. We also want to update our category sections with more options so it's easier for the user to find what they're looking for.

Hannah Polatch has a draft mockup of the categories and sub categories.

Enhanced Search

We would like an enhanced search for products with a more intuitive predictive search mechanism. Open to also having related content appearing in this search function if possible too.

User Experience Key Points/Current Issues

As Kernowcraft offers a wide range of products (over 1,800) and jewellery making covers a vast array of techniques, it's important that we segment audiences, products are easy to find as well improving the user journey to increase conversion rate.

We would love to discuss this further with any ideas and opportunities there are to improve customer experience.

- Reduced barriers to content – improve customer experience with intuitive links between products, kits and information pages, with interactive shopping lists and potentially a sticky call to action button to shop products
- Priority to improve mobile experience – shop hidden on mobile, make categories more visual
- Improving customer segmentation – possible idea of having a quiz which allows the user to find what they're looking for easily, access on the homepage and across the website
- Usability improvements - such as being able to click on the entire product listing (title and description as well as image) to link through to a product

- Better search bar – large and prominent on the homepage and sticky so it's always prominent while user is browsing, currently shows limited products therefore more predictive search would be better along with filters when searching
- Improvements with filters within categories
- Quicker page load time
- High quality photos: especially on mobile where 3 columns are used, the image quality is poor on the current site
- Improve you may also like/recently views products – perhaps show 'people also bought'
- Make basket user friendly and improve trust with the user to secure payment (e.g. buy by X and we'll ship today...)
- Emphasise our small business and personal service by highlighting our 'special requests' feature
- Improve useability of very long pages - back to the top button

Home Page

Aim: We want our homepage to still be recognisable as Kernowcraft, with a clean and modern design. At the moment it is very cluttered and due to the CMS we cannot customise it due to it being hard coded. We want it to be inspiring and easy to navigate to various sections of the website.

Prominent Search Bar
We want the search bar to be a prominent feature at the top of the home page as many users use this feature. Perhaps it would be useful to have it sticky so it's always there for the user.

From survey: When shopping on Kernowcraft's website what method do you usually find products? (794 responses) Search bar: 17.5%, Categories: 21.9%, Both: 58.7%

Slider or Large Banner
The ability to show highlighted or promoted products or offers. We would like banners to have a text and button overlay with a modern yet simple design. Currently we upload our own design banners however these look poor.

Top Information Banner
Currently have a top banner which we can make live if we have current offers or promotions.

Highlight Kits & Tutorials
As we have a large number of new visitors to the site, we want to make access to kits and tutorials easy for beginners.

Highlight Just Arrived & New In
Many returning customers come to Just Arrived to see what's new or back in stock. Therefore it's important that this is featured on the homepage. Likely a carousel type design like the current site.

Ability To Rotate & Highlight Popular Categories
Be able to update regularly with particular product categories to push.

Videos
Be able to hand pick and update regularly with embedded videos to feature on the homepage.

Subscribe To Newsletter & Integration With Campaign Monitor
A section to encourage subscribers to Campaign Monitor. We also want to add new fields to collect more information from these customers so we can segment our lists better. Moving forward we would also like better integration with Campaign Monitor, so it can identify subscriber order information so we can target these customers more efficiently.

Instagram Dynamic Feed
Connect to our Instagram feed so this is a feature on the homepage and encourage users to join the community on social media as well as tag us in photos as well as using #kernowcraft (which currently has over 15,000 uses).

Product Pages

Design Update
Visually update product pages to be more in keeping with modern and up to date product page designs.

Related Content
The ability to visually link to related kits and tutorials (not expecting this to by dynamic). Currently we have a drop down where we link related pages but these are hidden away and not visual and inspiring. This kind of feature would also be great on other site pages such as tutorials and blog posts.

Metal Conversion Chart
On our metal products, it would be useful to have a Chart/Graphic will be added to help customers work out how much metal they need to order.

You May Also Like/Need Products
Some products require other tools or supplies, therefore it's important that there is this feature to piece them together. For example with a saw frame we would also recommend blades and wax/gel. Our current 'you may like' feature doesn't have pricing and doesn't seem interactive – perhaps having arrows and pricing could benefit here.

Special Requests
Special requests are an important service we offer to our customers, also highlighting our quality customer service.

This is where customers can request something, for example if buying gemstones they can request to have a particular colour, size or matching pairs. Our sales team can see these notes and pick accordingly.

Currently it's an option in the shopping basket however this messaging is a great thing to promote across the products so the customers know this is an option while browsing supplies.

Reviews
We currently do not have a strategy for reviews as they are harder to collect on the current website. Interested to see whether this is better on other platforms where an email can be sent for particular products which have been purchased. As stock continuously changes (for example as gemstones are natural, new stock can come in different than before etc.) - these reviews can become outdated or not relevant, so this is something to keep in mind.

Potential Product Q&A
Possibility of having a product Q&A function under chosen products (similar format to Amazon), where users can submit questions about a product and for other users who have purchased the product to answer questions. However, thought needs to be given in regard to email notifications and moderation of responses (check before publishing etc.). It is thought that the Kernowcraft team will submit most questions, to help users understand the product more.

Filters Within Categories
An enhanced filter option on all categories which can be customised per category and show on both mobile and desktop.

About Pages

Give our information pages (about pages, delivery pages, our story) a refresh in design.

Our aim is to keep the information/help pages simple, with a clean design and easy for users to find what they're looking for. We also want them to be inspiring with professional images and highlight that we're a small business selling high quality supplies.

We find it useful to have FAQs on these information pages, so having this in a more interactive way would be beneficial such as question and answer drop downs.

Combining Jewellery Making Tutorials & Blog Section Into 'Inspiration'

Kernowcraft offers free guides, tutorials and advice pages. This is not only beneficial for SEO purposes, but it boosts brand trust. We also find these pages very useful for directing customers to these pages when we receive questions over the phone, through email and on social media.

Tutorials, with sections: https://www.kernowcraft.com/jewellery-making-tips
1.2 million pageviews, £52,800 revenue from landing pages in last 12 months (Google Analytics Oct 20 – Oct 21)

Blog, more generic inspiration pages which include blog posts about gemstones, interviews with jewellers, video series and business tips: https://www.kernowcraft.com/blog
426,500 pageviews, £11,800 revenue from landing pages in last 12 months (Google Analytics Oct 20 – Oct 21)

Aim: Kernowcraft's aim is to make it as easy as possible for users to find the relevant pages and information they're looking for or simply browse to become inspired. Our idea is to combine the

tutorials and blog pages into one section on the website, under 'Inspiration' which will be featured on the menu bar and homepage. The only concern here is to ensure 'jewellery making tutorials' as a key word is prioritised for SEO purposes – perhaps the page name can be jewellery making tutorials & inspiration however the button on the menu can simply be 'Inspiration'.

We would love to enhance user experience by users being able to filter by category and have a search bar for key words so it's easier to navigate. Our advice pages get a lot of landing page views, therefore we want to ensure these pages are optimised for conversions – this could be through being able to add buttons (currently can only do this by adding our own html coding), product features and interactive shopping lists.

Needs to be easy to create new tutorial pages, with the ability to add photos, embed videos and increase conversion rates by showcasing featured products or categories in a visual and interactive way.

- A combination of tutorial and blog posts under 'inspiration' section
- Category drop down and search bar to easily find relevant content
- Possible featured section so we can highlight campaign content
- Banner to take them to tool kits, jewellery kits & collections
- Jewellery making tutorials to have interactive shopping lists and step by step boxes if possible

Design Inspiration: Our design inspiration is similar to Hobbycraft's inspiration section where they have all their 'blog and tutorial' pages under one section. We also like that Hobbycraft's step by step tutorials are visual with each step in a box as well as their interactive shopping lists. https://www.hobbycraft.co.uk/ideas

Potential category drop down suggestions for Inspiration section

- View All
- Learn The Basics
- Beading
- Wirework
- Metal Clay
- Sea Glass
- Metalsmithing
- Stone Setting
- Soldering
- Texturing
- Polishing
- 12 Months of Metal Series
- Meet The Jeweller Interviews
- Lookbooks
- Gemstones
- Handmade Business Tips
- Behind The Scenes

Combining Jewellery Making Kits & Build A Tool Kit

https://www.kernowcraft.com/collections/make-the-look
https://www.kernowcraft.com/collections/build-a-tool-kit

Jewellery Making Kits (previously known as Make The Look)
One of our most popular sections to buy the components needed to create simple beginner designs, often using our ready-made jewellery settings.

Kernowcraft's Jewellery Making Kits are not physical kits, they are more for inspiration with a beginner project and shopping list. They feature simple settings, which require little tools and technique (this is why they differ to our jewellery making tutorials which are more advanced) – we are simply making it easy for beginners by pairing the gemstone with a particular setting or showcasing a simple technique such as wire wrapping – this way, they don't need to research into settings, understand what cut of gemstone is needed, find a suitable gem/setting etc.

Most of our jewellery making kits only have a few step by step instructions, therefore don't usually require photos however if it's a bit more technical for a beginner we often embed a video of the featured technique to help them, while also linking to relevant tutorial pages so users can learn more.

The only downside of the kits is they are not physical kits, therefore customers do not get them packaged up together as a 'kit' and do not have printed instructions – they are only accessible online. Therefore it's important that we have a plan in place to ensure user experience is considered in the design of these pages, for example there could be an 'email me the instructions' or print instructions feature.

Also important to note that the team currently don't know if the customer has bought from the kit when picking an order.

Build A Tool Kit
We also have a 'Build A Tool Kit' section which is a similar format to the kits, featuring our suggested and recommended tool kits for beginners in various areas of jewellery making (beading, wire wrapping, stone setting, metalsmithing etc.). As this isn't connected to the kits section is often gets lost under the menu drop down.

Aim: Kernowcraft's aim is to combine both the beginner jewellery making kits with the build a tool kit under one section so they are easy to navigate. We would like it to be easy for the user to find relevant kits through the use of adding filters, such as choosing the design (earrings, necklaces, bracelets) as well as a potential search bar.

Suggested filters in Kits section
- All jewellery making kits
- All tool kits
- Earrings
- Necklaces
- Bracelets

We also want these kits as a feature on the inspiration section as a banner so they're easy to find throughout the website.

How Kits Differ From Kernowcraft's Tutorials

The kits and tutorial pages can seem similar, but they have different purposes and target audiences. They could essentially have the same format but be under different sections of the website.

Our jewellery making kits are aimed at complete beginners who might want to try it for the first time or make a simple and quick gift. Tutorials on the other hand, are for those with some experience and require more detailed instructions, with photos, sometimes videos however on both we would like more visual interactive shopping lists as well as relevant helpful pages so the user knows what's needed to make the design.

On the kits, you will notice we don't include the tools in the shopping list but do include the tools needed in the text. Perhaps 2 shopping lists are needed with suggested supplies and recommended tools. We also like to encourage users to customise their kits by choosing their own gemstones for example, so being able to encourage users to customise the design in a more visual way could be beneficial.

You will also see from the tutorial link below, the tutorials often require a lot of tools so a shopping list similar to Hobbycraft where they have arrows might work here – more details on this below.

Example of kit: https://www.kernowcraft.com/collections/make-the-look/apatite-elastic-bracelet
Example of tool kit: https://www.kernowcraft.com/collections/build-a-tool-kit/silver-clay-kit
Example of tutorial: https://www.kernowcraft.com/jewellery-making-tips/gemstone-setting-advice/how-to-make-a-bezel-set-cabochon-ring-with-made-by-oonagh

Example Of Interactive Shopping List From Hobbycraft & Potential Hurdles

Example of Hobbycraft interactive shopping list: https://www.hobbycraft.co.uk/ideas/art/how-to-make-a-mould-for-resin
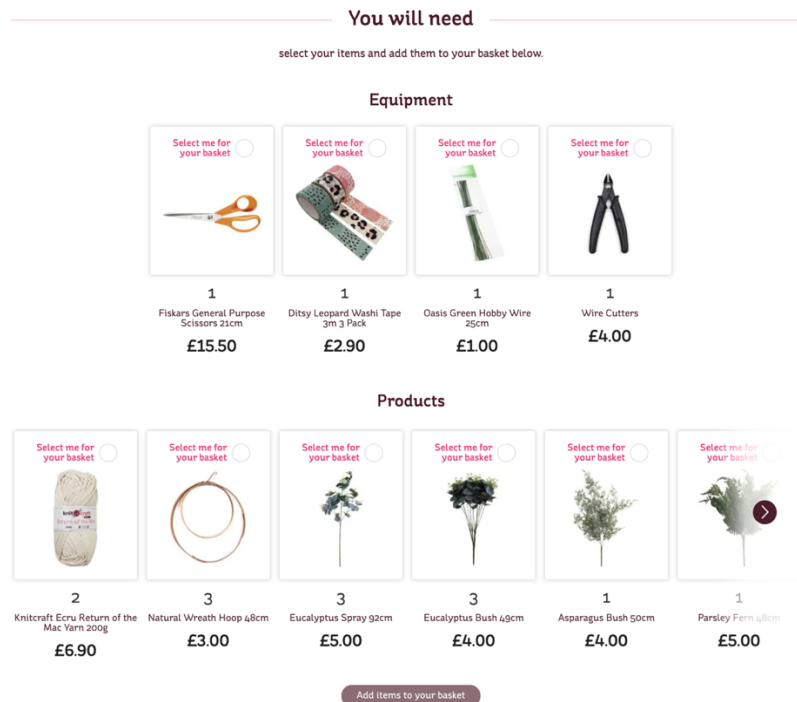
We would love a similar feature like Hobbycraft has of the shopping list on both the kits as well as on the tutorial pages

(we have a similar shopping feature currently on kits: https://www.kernowcraft.com/collections/make-the-look/charm-choker)

However there are a few important concerns which would need to be considered for both kits and tutorial pages featuring an interactive shopping list to ensure they perform well

- Will the kits and tutorial pages have the same format but feature on different parts of the website
- Unlike the kits, our tutorials often feature a lot of tools and supplies – would an arrow like featured in the image above be sufficient
- Should we have multiple shopping lists, for example tools, supplies, gemstones
- Will need to be able to select SKUs of products for shopping lists and select quantities/sizes etc.
- Careful consideration of language – perhaps 'recommended supplies/tools' instead of 'you will need' or 'products featured'
- Some tools and supplies we won't stock, so how will these be noted – perhaps fine with use of language as stated in previous point

- The tutorials are for inspiration, therefore we want to encourage customisation – if the tutorial features a garnet stone for example, we might want to push them to all the cabochons so they can choose their favourite to recreate the design

Favourites Section

Where websites have a wish list or saved items, if possible it would be great to have a favourites section where customers can save their favourite products as well as tutorials, kits etc. from the website where they can access them easily in their account.

Multi Currency

Show products in local currency £ GBP $ Dollars, € Euros

Gift Vouchers

On our current system the sales team have to make the gift vouchers, it would be great for the customer to get sent an email voucher instantly rather than wait for us to create and email them with it attached. It would also be good if the delivery could automatically be removed when purchasing an email voucher.

Enhanced eCommerce Data Layer

We continue to have issues with Google ads and Facebook remarketing (including facebook shopping) we are currently in the process of finding an agency to manage this platform. Previous Ad specialist has given advice that the data layer is needed to make sure this is all running the best it can. We are keen to discuss this further and gain additional advice on the best solution moving forward.

Improved Checkout Experience

Improved Checkout experience - to include making delivery charges less confusing, amend special request pop-up and a more intuitive process for redeeming gift vouchers as well as prevention of auto-fill to reduce the number of errors being submitted in the form.

Transactional Emails

We need implementation and design of emails to be updated alongside the current website, this includes emails on order confirmation, dispatch, resetting password, refunds and exchanges. We also currently have an abandoned basket email which gets delivered to customers.

Currently these emails are poor visually on small mobile screens and generally need a design refresh.

Transactional emails should also show VAT if relevant.

Stock Control & Reporting

Important that we have stock control and reporting tools on CMS which allows our purchasing team greater control and organisation. Perhaps there is a software that can be used alongside the website the improve this.

A meeting with Hayley the Buyer would be important in order to clarify the needs and priorities needed for the Buying team in the backend of the CMS.

Scheduling Content & Promotions

The ability to have scheduled publishing of CMS sections to allow editors to time publishing content alongside campaigns and promotions.

Also the ability to run offers and discounts, as well as upsells which perform well.

Click & Collect

We closed our counter service during the pandemic and have since introduced a Click & Collect service. It would be great to have this is an option for the new website, where this is an option which can be selected at the checkout process and removes delivery prices.

Payments

We currently use Trust Payments (formerly Secure Trading) as our payment gateway and use Global Payments as our merchant bank. We also accept PayPal. We are open to alternative payment providers / gateways that may offer a better rate but would want to continue to accept PayPal as a lot of our customers do prefer this.

Accounts System Integrations With Xero

Transactional information will need to be synchronised with Xero.

Integration With Campaign Monitor

A section on the homepage to encourage subscribers to Campaign Monitor. We also want to add new fields to collect more information from these customers so we can segment our lists better – for example are they a beginner, hobbyist or small business. Moving forward we would also like to integrate our platform with Campaign Monitor more efficiently, so it can identify subscriber order information so we can target these customers moving forward.

Data Migration

Data will need to be migrated from the existing system to the new system to ensure continuity. Focus needed on Customers, Order History, Product/SKU and content data.

SEO Considerations

Of utmost importance is the retention of Kernowcraft's SEO rankings during the transition to the new website. To ensure this isn't impacted, redirects will be needed for any pages that no longer exist on the new site or for those where there have been changes in URL. Main concern is with the tutorial and blog sections being combined and the implications of url changes and the SEO impact.

Training

If moving onto a new platform, training will likely be necessary for the Kernowcraft team.

Contacts

Office number: 01872 573 888

Managing Director
Hannah Lake: hannah@kernowcraft.com
07977650959

Marketing Coordinator
Hannah Polatch: marketing@kernowcraft.com