

SIMPLIFY THE SPREADSHEET: Enhancing Financial and Creative Insights for Maker Entrepreneurs

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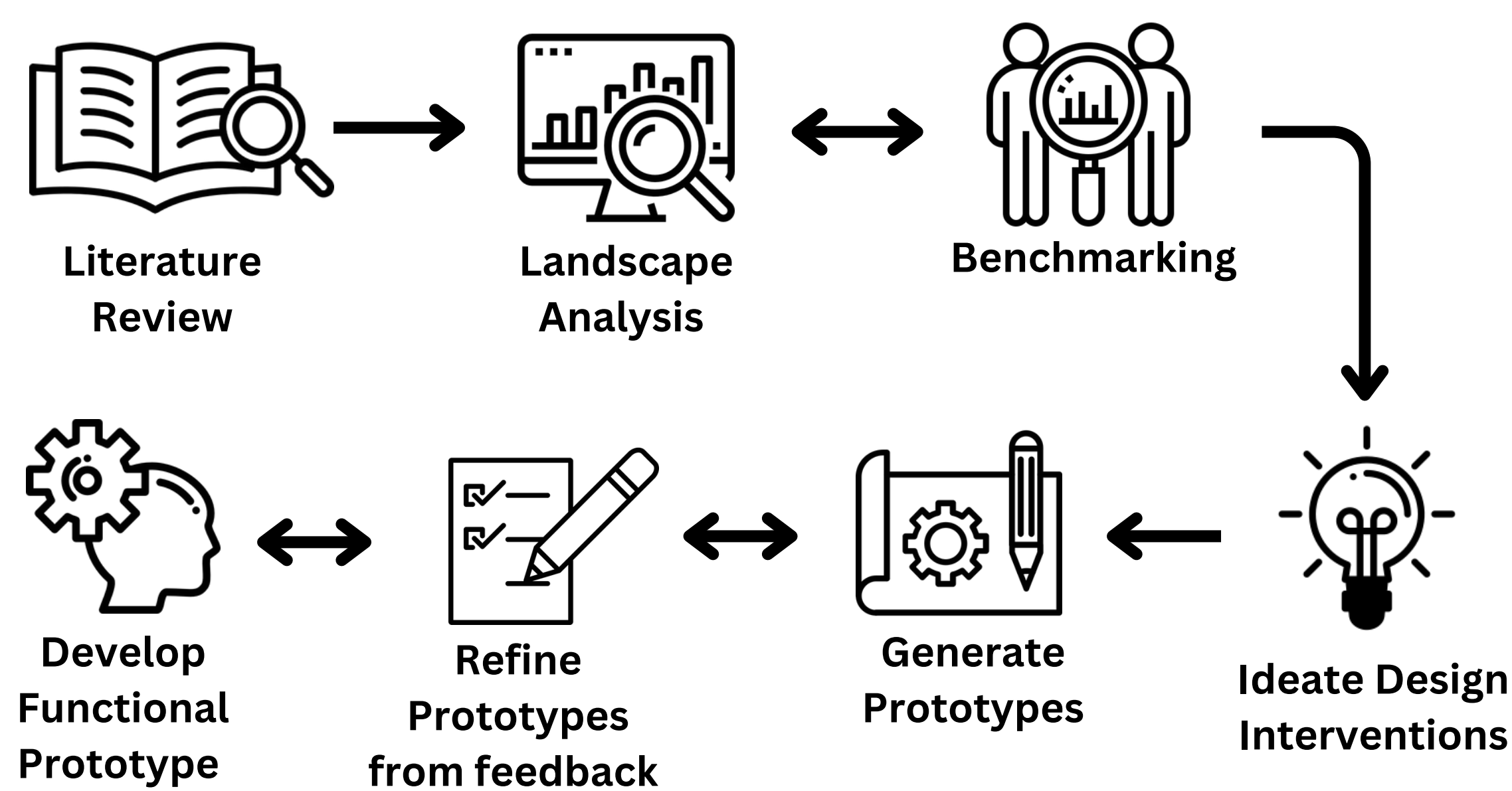
BACKGROUND

In order to become successful business owners, maker entrepreneurs must develop a variety of business operation skills while still sustaining the artistic sensibility that engendered their goods in the first place [1]. Many digital technologies exist to help entrepreneurs manage business and finance decisions; however, most makers do not have the time, resources, or training to learn and implement these tools into their business practices [2]. Moreover, few account for the alternative currencies that maker entrepreneurs prioritize such as creative fulfillment and exploration. We are designing and developing an app that allows maker entrepreneurs to view actionable insights about both the creative and financial sides of their business in new ways.

RESEARCH QUESTIONS

- What are the key challenges and benefits for maker entrepreneurs using current business tracking technology?
- What kind of visualizations help maker entrepreneurs make better business decisions?
- How can we collect career fulfillment data from maker entrepreneurs and what does it tell us about them?

METHODS



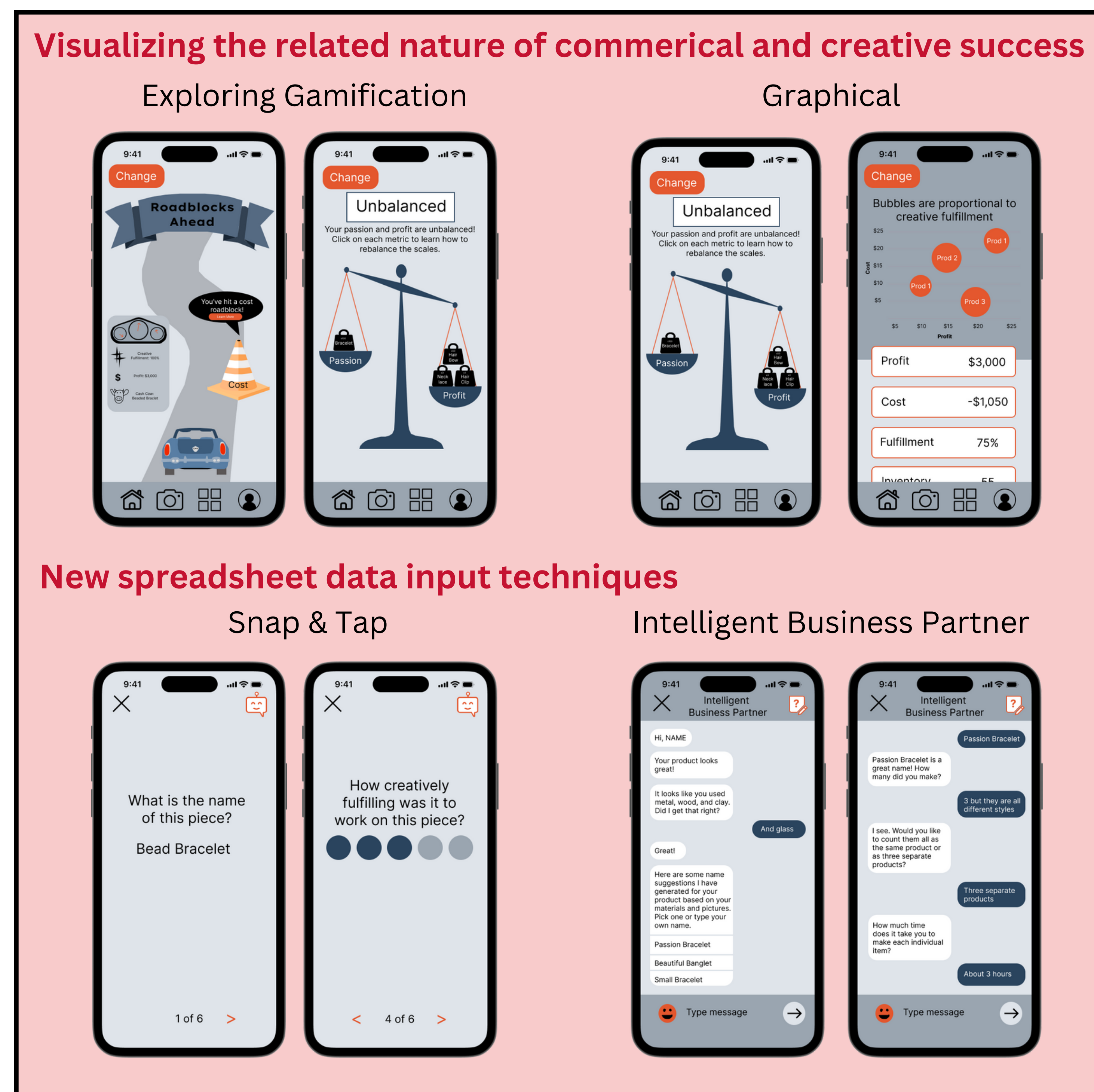
FEATURES mobile-based app[3]

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| <p>1 INPUT PROCESS
Upload product and fill out short survey about its creation process</p> | <p>3 LIST ITEMS
List items on Etsy, where makers hold an online presence</p> |
| <p>2 MANAGE INVENTORY
Easily keep track of all inventory items in one place</p> | <p>4 TRACK KEY METRICS
Visualize the big picture of financial and creative well being</p> |

FUTURE WORK

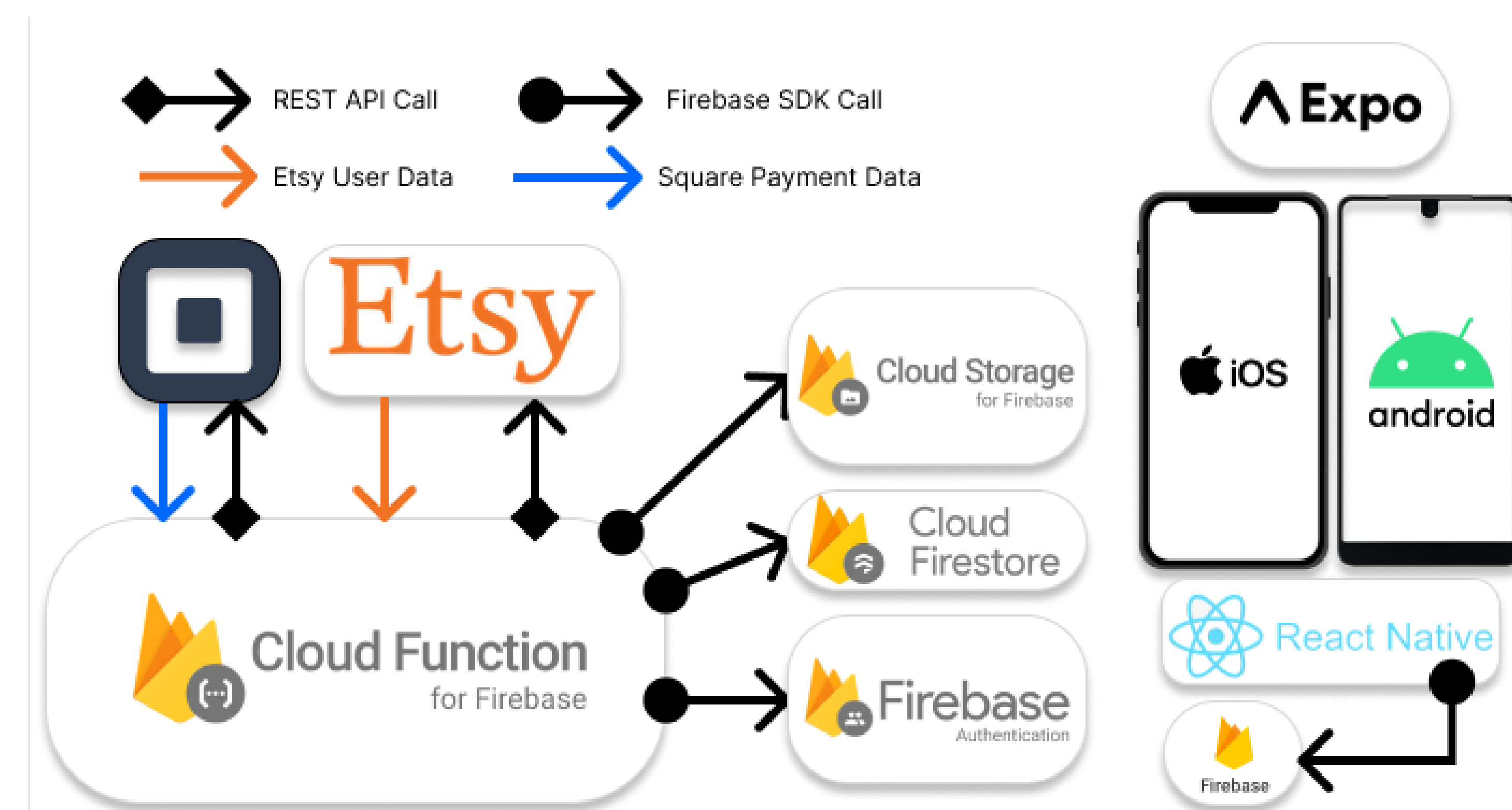
- Moderated think-aloud study to understand and improve upon current visualizations
- Finish development of initial app prototype
- Pilot initial prototype

DESIGN HIGHLIGHTS



DEVELOPMENT

Simplify the Spreadsheet is in development, and will provide the necessary infrastructure to test the implications of different design decisions within makers' workflow, and facilitate the collection of product-based, temporal creative fulfillment data for maker entrepreneurs.



Questions?

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References

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- [2] Kotturi, Y., Blasing, A., Fox, S., and Kulkarni, C. (2021). The unique challenges for creative small businesses seeking feedback on social media. *Proceedings of the ACM on Human-Computer Interaction*, 4(CSCW3).
- [3] Pew Research (2019). *Demographics of Mobile Device Ownership and Adoption in the United States*. Library Catalog: www.pewresearch.org Section: Fact Sheets.