

Visual Extension Guide



Disclaimer: This guide is a student project created for academic purposes and is not affiliated with, endorsed by, or representative of Joann, its products, or its business practices in any way.

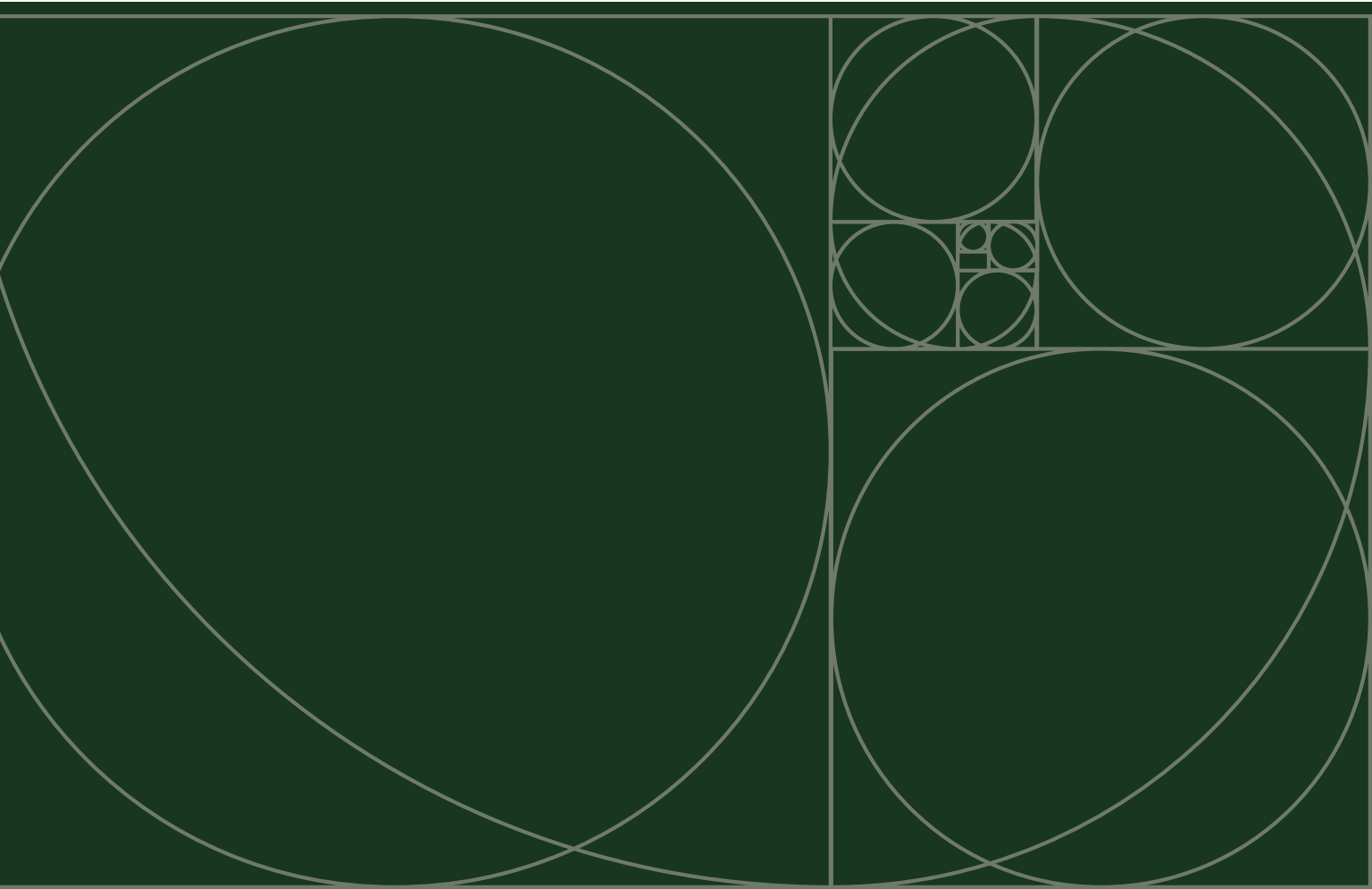
**It's not just
a hobby, but acts of
creativity that shapes
tomorrow.**



Visual Extension Guide

Our Visual Extension Guide showcases how Joann extends beyond its core identity into a wide range of offerings and touchpoints.

By outlining products, services, experiences, environments, educational initiatives, opportunities, events, and co-branding possibilities, it illustrates the full spectrum of ways the brand can come to life. This guide also defines the purpose of the website, clarifying how digital and physical experiences work together to support the brand’s mission. Ultimately, it helps readers understand the brand’s growth potential and ensures that every new extension feels intentional, aligned, and visually cohesive within the larger brand ecosystem.



Mission Statement



Our mission is to empower makers with the resources they need, ensuring their creative drive never falters because **every act of creation sparks the innovation that shapes tomorrow.**

What's Inside

1 Expansion and Growth

Community Impact Rings

Service Expansions

- Habitat to Home
- Create Academy: Education Program
- Renew & Recreate Collection
- Joann Creative Scholars Program
- Joann Materials Exchange Hub
- Joann DesignLab
- Joann SmartTools Collection
- Design with Purpose

2 Website Structure

Expansion and Growth

1



Joann: Envisioning the way ahead.

Types of Offerings

Products [PR]

Any tangible item that can satisfy a customer's needs or wants.

Services [SV]

Support provided to customers including people, processes, information, tools, and technology.

Experiences [EX]

Tangible, in-person, or digital interactions created to shape the customer's overall perception and feelings toward the brand.

Environments [ENV]

A space where a brand is expressed.

Education Opportunities [EDU]

Created opportunities for the public to learn and engage with their subject matter.

Events [EV]

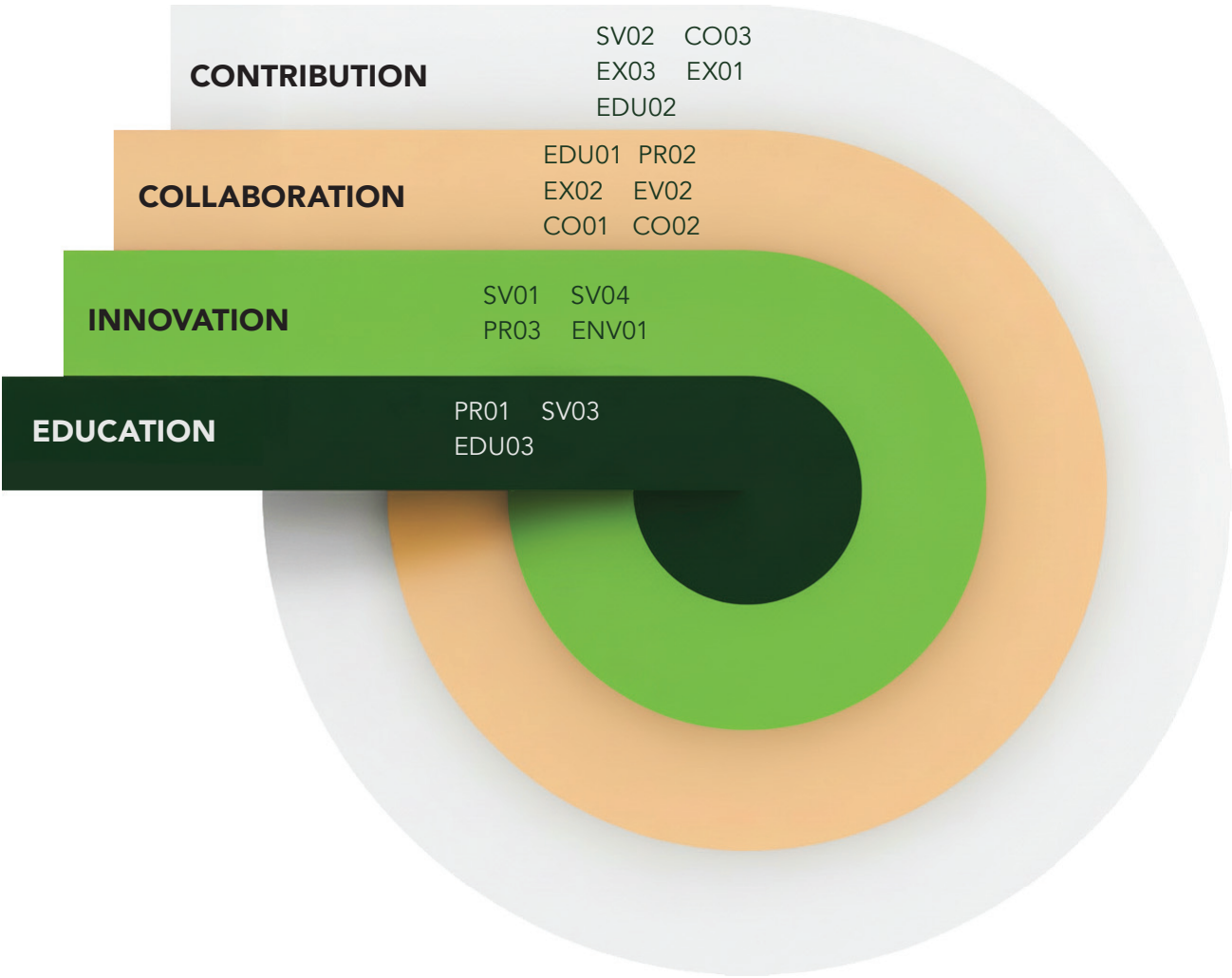
Offer a direct and interactive engagement that build a connection and reinforce brand values.

Co-Branding Opportunities [CO]

Strategies where two or more brands collaborate to create a new product, service, or campaign, sharing resources, expertise, and customer bases.

Community Impact Rings

This graph communicates the ripple effect of Joann’s creative ecosystem— from personal, independent creativity at the center outward to large-scale, community-impact leadership.



Products [PR]

Any tangible item that can satisfy a customer’s needs or wants.

- PR01 Create-A-Project
- PR02 Renew & Recreate Collection
- PR03 Joann SmartTools Collection

Services [SV]

Support provided to customers including people, processes, information, tools, and technology.

- SV01 Joann Creative Support Network (CSN)
- SV02 Joann Maker Mentorship Program
- SV03 Joann Materials Exchange Hub
- SV04 Joann DesignLab

Experiences [EX]

Tangible, in-person, or digital interactions created to shape the customer’s overall perception and feelings toward the brand.

- EX01 Maker’s Market & Creative Showcase
- EX02 Design with Purpose
- EX03 Joann Maker Retreat

Environments [ENV]

A space where a brand is expressed.

- ENV01 Virtual Maker Studio

Education Opportunities [EDU]

Created opportunities for the public to learn and engage with their subject matter.

- EDU01 Create Academy: Education Program
- EDU02 Create & Construct
- EDU03 Joann Creative Scholars Program

Events [EV]

Offer a direct and interactive engagement that build a connection and reinforce brand values.

- EV02 Skill Lab Saturdays

Co-Branding Opportunities [CO]

Strategies where two or more brands collaborate to create a new product, service, or campaign, sharing resources, expertise, and customer bases.

- CO01 Maker Home
- CO02 Blueprint to Beautiful
- CO03 Habitat to Home

Education

The first step in a maker's journey.

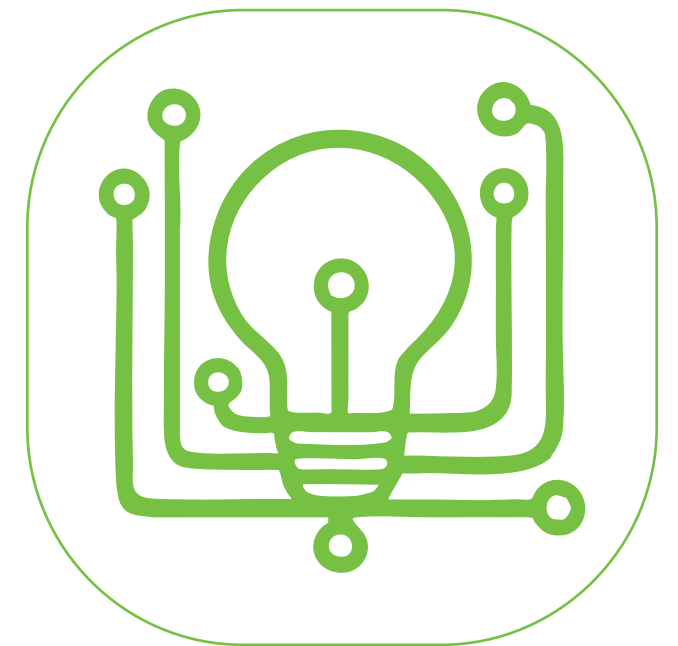
It is the moment when curiosity begins to grow into capability, as makers develop confidence, experiment with new tools, and build essential skills at their own pace. By strengthening their personal creative abilities, makers become more empowered and prepared to step into collaborative spaces, contribute to group projects, and eventually inspire others through their expanding knowledge and experience.



Innovation

The second step where makers grow through exploration and discovery.

Makers move beyond foundational skills and begin embracing tools—especially digital and technology-enhanced ones—that expand what's creatively possible. This stage reflects a shift from simply learning how to make to imagining new ways of making, opening the door to advanced techniques, personalized workflows, and elevated creative outcomes.



Collaboration

From curious, independent exploration into a shared learning with others.

Makers connect with like-minded peers who offer guidance, mentorship, and support, creating an environment where everyone learns with and from one another. This collective exchange strengthens skills, deepens understanding, and transforms individual curiosity into a sense of community and co-creation.



Contribution

From learning to actively contributing.

After gaining confidence through shared experiences and peer support, individuals move toward purposeful engagement—using their skills to uplift others, lead initiatives, and strengthen the creative community as a whole. This stage aligns with the outer tier of community impact, marking the moment when makers transform from participants to contributors, channeling their creativity into mentorship, service, and broader social impact.



- Education
- Innovation
- Collaboration
- Contribution

Services



SV01 ●

Joann Creative Support Network (CSN)

A resource hub that helps makers through expert advice, smart tools, and real-time creative support.

Description

The Joann Creative Support Network connects customers with expert guidance, real-time assistance, and smart tools that simplify every stage of making, from idea to completion.

Mission Focus

Joann Creative Support Network reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters because every act of creation sparks the innovation that shapes tomorrow. By combining expert guidance, smart tools, and accessible digital resources, it provides makers with the knowledge, confidence, and support they need to turn ideas into inspired creations.

Similar To

Michaels Makerspace, Craftsby, Home Depot DIY Workshops

Differentiators

The CSN stands out by integrating in-store expertise, digital tools, and AR design into one platform, offering personalized guidance and mentorship that turn creative support into an empowering experience.

SV02 ●

Joann Maker Mentorship Program

A guided mentorship network connecting aspiring makers with skilled artisans and instructors.

Description

The Joann Maker Mentorship Program pairs customers with experienced artisans, designers, and educators for personalized guidance across various crafts and skill levels.

Mission Focus

Joann Maker Mentorship reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters because every act of creation sparks the innovation that shapes tomorrow by connecting learners directly with experts. This connection transforms guidance into growth, giving makers the confidence to experiment, refine their skills, and discover their unique creative voice.

Similar To

MasterClass, Skillshare, Michaels Classes

Differentiators

Unlike other online learning platforms, the Joann Maker Mentorship Program emphasizes live, personal interaction and local community building—bridging in-store experiences with digital mentorship to create lasting relationships.

- Education
- Innovation
- Collaboration
- Contribution

Services

SV03 ●

Joann Materials Exchange Hub

A community-driven platform for sharing, trading, and donating surplus craft and fabric materials.

Description

The Joann Materials Exchange Hub allows makers to give unused supplies a second life by connecting them with others who need them.

Mission Focus

The Joann Materials Exchange Hub reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters because every act of creation sparks the innovation that shapes tomorrow by promoting mindful making and material sharing. By giving unused supplies a second life, the platform removes barriers to creativity, encourages sustainable practices, and fosters a culture of generosity within the maker community.

Similar To

Freecycle, Buy Nothing Project, Craft ReStore

Differentiators

Unlike donation-only programs, the Exchange Hub blends sustainability with creativity—providing both physical spaces and digital tools for makers to share, trade, and connect, turning leftover materials into new possibilities.

SV04 ●

Joann DesignLab

A digital innovation platform where makers use AI-driven tools to design, their projects before they begin.

Description

Joann DesignLab integrates AI-powered pattern generators, 3D visualization, and augmented-reality previews to help makers plan and personalize their projects digitally.

Mission Focus

The DesignLab reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters because every act of creation sparks the innovation that shapes tomorrow by merging technology with artistry and innovation. Through AI-powered design tools, real-time visualization, and intuitive digital planning, the DesignLab gives creators the ability to experiment, refine, and customize their ideas.

Similar To

Canva, Adobe Express, Spoonflower Custom Design Studio

Differentiators

Unlike other digital design tools, Joann DesignLab connects directly to Joann’s product ecosystem—allowing makers to visualize, customize, and instantly source the exact materials they need, turning digital ideas into real, ready-to-create projects.

- Education
- Innovation
- Collaboration
- Contribution

Products



PR01 ●

Create-A-Project

A hands-on learning program that helps people build confidence and creativity through guided craft kits and digital project tutorials.

Description

Create-A-Project connects making with learning through customizable Project-in-a-Box sets and digital pattern subscriptions. Each project provides guided materials and tutorials that help makers of all levels learn new skills, gain confidence, and create something uniquely their own.

Mission Focus

Create-A-Project reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters because every act of creation sparks the innovation that shapes tomorrow. By blending hands-on learning with accessible materials and guided instruction, it inspires confidence, nurtures skill development, and transforms every project into an opportunity for growth and creative discovery.

Similar To

Pop Shop America, Creativebug

Differentiators

Unlike Creativebug and Pop Shop America, Joann stands out by offering fully customizable projects for all skill levels, with higher-tier subscriptions providing expert tutorials and personalized mentorship from professional artisans.

PR02 ●

Renew & Recreate Collection

A sustainable craft program that teaches people how to upcycle discarded materials into creative, functional projects.

Description

This curated collection provides reclaimed materials, design templates, and step-by-step tutorials that teach upcycling and creative reuse. Each kit encourages makers to reimagine waste as a resource, combining sustainability with self-expression while promoting a culture of mindful making.

Mission Focus

Renew & Recreate Collection reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters because every act of creation sparks the innovation that shapes tomorrow. By transforming reclaimed materials into creative opportunities, it encourages sustainable making, teaches resourcefulness, and inspires a new generation of makers to see possibility and beauty in what already exists.

Similar To

Patagonia Worn Wear, FabScrap Reclaimed Fabric Bundles, TerraCycle Craft Boxes

Differentiators

Joann’s Renew & Recreate Collection makes upcycling easy and inspiring with ready-to-use kits that teach sustainable crafting, empowering makers to create with purpose and reduce waste creatively.

- Education
- Innovation
- Collaboration
- Contribution

Products

PR03 ●

Joann SmartTools Collection

A line of tech-enhanced crafting tools designed to elevate precision, efficiency, and creative confidence.

Description

The Joann SmartTools Collection brings innovation to the maker’s workspace with Bluetooth-enabled cutting mats, digital measuring tapes, heat-sensitive rulers, and app-connected craft tools.

Mission Focus

The Joann SmartTools Collection reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters because every act of creation sparks the innovation that shapes tomorrow by integrating smart technology with traditional craftsmanship. These tools simplify complex steps, enhance precision, and provide real-time support, allowing makers to focus more fully on creativity rather than technical barriers.

Similar To

Cricut Smart Products, Glowforge Accessories, Brother ScanNCut Tools

Differentiators

Unlike other smart crafting tools, the Joann SmartTools Collection connects directly to Joann’s digital ecosystem—offering pattern syncing, project tracking, and personalized tool recommendations, transforming every workspace into a connected creative studio.



Environments

ENV01 ●

Virtual Maker Studio

A platform that lets makers design, learn, and personalize projects virtually and through augmented-reality tools.

Description

Virtual Maker Studio blends physical and virtual creativity, offering interactive classes and integrated augmented-reality design tools that let makers visualize and personalize their projects from anywhere.

Mission Focus

Virtual Maker Studio reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters because every act of creation sparks the innovation that shapes tomorrow. By connecting technology with artistry, it builds an inclusive digital community that inspires learning, experimentation, and shared creativity.

Similar To

MasterClass, Canva Community Hub, Michaels Online Classes

Differentiators

Unlike other digital learning platforms, Virtual Maker Studio centers on interactive making and real-world creation, not just passive learning. Through AR tools, live collaboration, and user-driven challenges, Joann creates a dynamic space where digital inspiration directly fuels hands-on creativity.



- Education
- Innovation
- Collaboration
- Contribution

Events

EV02 ●

Skill Lab Saturdays

Weekly workshops where makers learn new techniques, and create together in a collaborative, hands-on environment.

Description

Skill Lab Saturdays offers weekly hands-on classes where makers of all levels can learn new techniques, access quality materials and tools, and create alongside others in a collaborative, workshop-style environment.

Mission Focus

Skill Lab Saturdays reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters, because every act of creation sparks the innovation that shapes tomorrow. By offering accessible, hands-on classes led by experienced instructors, it cultivates creativity, builds confidence, and fosters a sense of community where learning and inspiration thrive.

Similar To

Michaels Make Break, The Home Depot DIY Workshops, CraftJam

Differentiators

Joann’s Skill Lab Saturdays stands out by combining artistry and education in hands-on workshops that emphasize both creativity and skill mastery, fostering a supportive community where makers learn, create, and grow together.



Education Opportunities

EDU01 ●

Create Academy: Education Program

A mobile education program that brings hands-on art and craft experiences to underserved communities.

Description

Create Academy is a mobile art and craft program that brings hands-on learning to underserved communities, providing materials, workshops, and guidance to help students discover creativity and confidence through making.

Mission Focus

Create Academy: Education Program reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters because every act of creation sparks the innovation that shapes tomorrow. By delivering hands-on art experiences to communities with limited access, it nurtures creativity at an early age, builds confidence through making, and inspires lifelong curiosity and innovation.

Similar To

The Craft Bus, The Imagination Station, Maker Mobile

Differentiators

Create Academy stands out by blending hands-on creativity with structured learning, offering take-home kits and mentorship from Joann instructors to build lasting connections and inspire continued creativity beyond each visit.

- Education
- Innovation
- Collaboration
- Contribution

Education Opportunities

EDU02 ●

Create & Construct

A community workshop program that teaches people to combine design and construction.

Description

Create & Construct merges design, innovation, and construction through hands-on workshops that teach participants how to plan, build, and finish creative projects, developing both technical skills and design thinking in an accessible, community-based setting.

Mission Focus

Create & Construct reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters because every act of creation sparks the innovation that shapes tomorrow. By combining design principles with hands-on building experience, it equips participants with the confidence, technical skill, and creative mindset to transform ideas into purposeful, well-crafted works.

Similar To

Girls Garage, The Crucible, Shop Class

Differentiators

Create & Construct stands apart by combining design thinking with hands-on construction, guiding makers of all ages from concept to completion through community partnerships and mobile workshops that merge creativity, craftsmanship, and mentorship.

EDU03 ●

Joann Creative Scholars Program

An educational initiative that provides scholarships, workshops, and mentorship opportunities for students.

Description

The Joann Creative Scholars Program supports emerging artists and designers through a mix of financial aid, project-based grants, and professional mentorship.

Mission Focus

The Joann Creative Scholars Program reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters because every act of creation sparks the innovation that shapes tomorrow by investing in creative education. Through scholarships, mentorship, and access to essential tools, the program supports emerging makers as they build foundational skills and pursue their creative goals.

Similar To

Adobe Creative Residency, Vans Checkerboard Fund, Michaels Craft Education Foundation

Differentiators

Unlike traditional scholarship programs, Joann Creative Scholars integrates hands-on learning with mentorship and material access—helping students not only afford education but also experience the full creative process from concept to creation.

- Education
- Innovation
- Collaboration
- Contribution

Co-Branding Opportunities



CO01 ●

Maker Home: Joann & Lowes

A partnership program that merges home-improvement skills with creativity through DIY kits using building and craft materials.

Description

Maker Home is a co-branded initiative between Joann and home improvement retailers that combines craftsmanship and creativity through curated DIY kits, pairing materials like wood, fabric, yarn, and hardware.

Mission Focus

Maker Home reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters because every act of creation sparks the innovation that shapes tomorrow. By bridging construction and creativity, the program empowers customers to design homes that reflect their individuality, craftsmanship, and imagination.

Similar To

Home Depot DIY Workshops, Michaels x Cricut Collabs, Magnolia Home

Differentiators

Maker Home stands out by blending construction and design through multi-material DIY projects that combine building and artistic finishes, turning home improvement into a creative, hands-on experience.

CO02 ●

Blueprint to Beautiful

Co-branded campaign that teaches people how to turn home improvement projects into personalized, creative designs.

Description

From Blueprint to Beautiful is a co-branded campaign with home improvement retailers that guides customers through the entire creative process—from construction to decoration—teaching them how to turn practical builds into personalized, beautiful designs.

Mission Focus

From Blueprint to Beautiful reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters because every act of creation sparks the innovation that shapes tomorrow. By uniting craftsmanship and creativity, the collaboration celebrates the full spectrum of making—from construction to customization.

Similar To

HGTV Home Makeover Series, Lowe’s x Magnolia Network, The Home Depot DIY Channel

Differentiators

This partnership stands out by uniting craftsmanship and artistry, showcasing the full creative process where every project becomes both practical and inspiring.

- Education
- Innovation
- Collaboration
- Contribution

Co-Branding Opportunities

CO03 ●

Habitat to Home

Partnership between Joann and Habitat for Humanity that pairs home construction with custom-crafted décor.

Description

Habitat to Home is a partnership between Joann and Habitat for Humanity where Joann volunteers collaborate with new homeowners to create personalized décor that adds warmth and character to their newly built homes.

Mission Focus

Habitat to Home reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters because every act of creation sparks the innovation that shapes tomorrow. By bridging construction and creativity, Habitat to Home provides meaningful opportunities for volunteers to build, craft, and connect. It encourages future homeowners to take part in creating their own décor, fostering a sense of pride and belonging while inspiring a pay-it-forward spirit that strengthens communities for years to come.

Similar To

The American Legion, Whirlpool

Differentiators

Unlike other partners who focus on donations or construction support, Joann engages homeowners in the creative process—helping them design and craft personalized décor that transforms each house into a true home.



Experiences

EX01 ●

Maker’s Market & Creative Showcase

An event where makers can learn, create, and connect through live demos, mini-classes, and hands-on craft experiences.

Description

Joann hosts a lively, community-driven event featuring live demos, maker booths, and mini-classes where customers can create take-home projects, explore curated crafts, and celebrate creativity at every skill level.

Mission Focus

Maker’s Market & Creative Showcase reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters, because every act of creation sparks the innovation that shapes tomorrow. By transforming its space into an interactive hub of learning and collaboration, it invites customers to connect, create, and share their passion for making in a way that strengthens both skill and community.

Similar To

LEGO Build Events, Maker Faire, Etsy Made Local

Differentiators

Joann’s Maker’s Market & Creative Showcase stands out by combining retail, education, and community in one interactive event where customers can make, learn, and shop alongside instructors and local artisans, turning the store into a collaborative creative space.

- Education
- Innovation
- Collaboration
- Contribution

Experiences

EX02 ●

Design with Purpose

A creative experience that uses guided craft projects to help people through the power of making.

Description

Through guided craft sessions and collaborative projects, participants use creativity to rediscover purpose and community—showing how design can inspire personal growth and positive change.

Mission Focus

Design with Purpose reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters because every act of creation sparks the innovation that shapes tomorrow. By using creativity to heal, teach, and unite, it transforms making into a meaningful practice that uplifts individuals and strengthens communities.

Similar To

The Art Therapy Project, Wounded Warrior Project Creative Arts, Scrap Creative Reuse Workshops

Differentiators

Design with Purpose combines creativity, wellness, and sustainability by partnering with veteran groups, therapists, and educators to use making as a powerful tool for healing, connection, and empowerment.

EX03 ●

Joann Maker Retreat

An immersive creative experience that combines workshops, collaboration, and inspiration in a retreat-style setting.

Description

The Joann Maker Retreat invites participants to step away from their daily routines and immerse themselves in a weekend of creativity, learning, and community.

Mission Focus

The Joann Maker Retreat reinforces Joann’s mission to empower makers with the resources they need, ensuring their creative drive never falters because every act of creation sparks the innovation that shapes tomorrow by fostering deep creative engagement and shared experiences. Through hands-on workshops, collaborative projects, and immersive learning environments, the retreat offers makers uninterrupted time to explore new techniques, refine their craft, and connect with others who share their passion.

Similar To

Craftcation, The Makerie, Michaels Camp Creativity

Differentiators

Unlike other craft events, the Joann Maker Retreat combines education, inspiration, and relaxation in one immersive experience. Participants not only learn new skills but also co-create projects, connect with mentors, and leave recharged with renewed creative purpose.



Image created by Leti Ortiz using Adobe Firefly and Adobe Photoshop.



(C003)

Habitat to Home

Partnership between Joann and Habitat for Humanity that pairs home construction with custom-crafted décor.



Image created by Leti Ortiz using Adobe Firefly

Description

Habitat to Home is a partnership between Joann and Habitat for Humanity where Joann volunteers collaborate with new homeowners to create personalized décor that adds warmth and character to their newly built homes.

Similar To

The American Legion, Whirlpool

Differentiators

Unlike other partners who focus on donations or construction support, Joann engages homeowners in the creative process—helping them design and craft personalized décor that transforms each house into a true home.



Image created by Leti Ortiz using Adobe Firefly and Adobe Photoshop.



Photo Credit: Afterschool scholars are having a blast with The Art Bus by Silvi. PropelSchool.Org



EDU01

Create Academy: Education Program

A mobile education program that brings hands-on art and craft experiences to underserved communities.



Photo Credit: jacinthapayne.com "5 Creative Things You Can Paint With Your Kids"

Description

Create Academy is a mobile art and craft program that brings hands-on learning to underserved communities, providing materials, workshops, and guidance to help students discover creativity and confidence through making.

Similar To

The Craft Bus, The Imagination Station, Maker Mobile

Differentiators

Create Academy stands out by blending hands-on creativity with structured learning, offering take-home kits and mentorship from Joann instructors to build lasting connections and inspire continued creativity beyond each visit.



Image created by Leti Ortiz using Adobe Firefly and Adobe Photoshop.



Photo Credit: "Tin Can Bowling" by Wilco www.loveproperty.com



PR02

Renew & Recreate Collection

A sustainable craft program that teaches people how to upcycle discarded materials into creative, functional projects.



Image created by Leti Ortiz using Adobe Firefly and Adobe Photoshop.

Description

This curated collection provides reclaimed materials, design templates, and step-by-step tutorials that teach upcycling and creative reuse. Each kit encourages makers to reimagine waste as a resource, combining sustainability with self-expression while promoting a culture of mindful making.

Similar To

Patagonia Worn Wear, FabScrap Reclaimed Fabric Bundles, TerraCycle Craft Boxes

Differentiators

Joann's Renew & Recreate Collection makes upcycling easy and inspiring with ready-to-use kits that teach sustainable crafting, empowering makers to create with purpose and reduce waste creatively.



Photo Credit: Revamp your wardrobe: Tips to use upcycled denim. www.newsbytesapp.com



Photo Credit: Visual Arts Denison.edu



EDU03

Joann Creative Scholars Program

An educational initiative that provides scholarships, workshops, and mentorship opportunities for students.



Photo credit: Carlos Avendaño

Description

The Joann Creative Scholars Program supports emerging artists and designers through a mix of financial aid, project-based grants, and professional mentorship.

Similar To

Adobe Creative Residency, Vans Checkerboard Fund, Michaels Craft Education Foundation

Differentiators

Unlike traditional scholarship programs, Joann Creative Scholars integrates hands-on learning with mentorship and material access—helping students not only afford education but also experience the full creative process from concept to creation.



Youth Programs Comics and Characters class. Photo by Damian Hickey



SV03

Joann Materials Exchange Hub

**A community-driven platform for sharing,
trading, and donating surplus craft and
fabric materials**

Photo Credit: Kaitlyn Rae Fraser Art



Photo credit: ReClaim it Portland Materials Donations - Art Supplies

Description

The Joann Materials Exchange Hub allows makers to give unused supplies a second life by connecting them with others who need them.

Similar To

Freecycle, Buy Nothing Project, Craft ReStore

Differentiators

Unlike donation-only programs, the Exchange Hub blends sustainability with creativity—providing both physical spaces and digital tools for makers to share, trade, and connect, turning leftover materials into new possibilities.



Image created by Leti Ortiz using Adobe Firefly and Adobe Photoshop.



Photo Credit: generativeai.pub



SV04

Joann DesignLab

A digital innovation platform where makers use AI-driven tools to design, their projects before they begin.



Image created by Leti Ortiz using Midjourney.

Description

Joann DesignLab integrates AI-powered pattern generators, 3D visualization, and augmented-reality previews to help makers plan and personalize their projects digitally.

Similar To

Canva, Adobe Express, Spoonflower Custom Design Studio

Differentiators

Unlike other digital design tools, Joann DesignLab connects directly to Joann’s product ecosystem, allowing makers to visualize, customize, and instantly source the exact materials they need, turning digital ideas into real, ready-to-create projects.

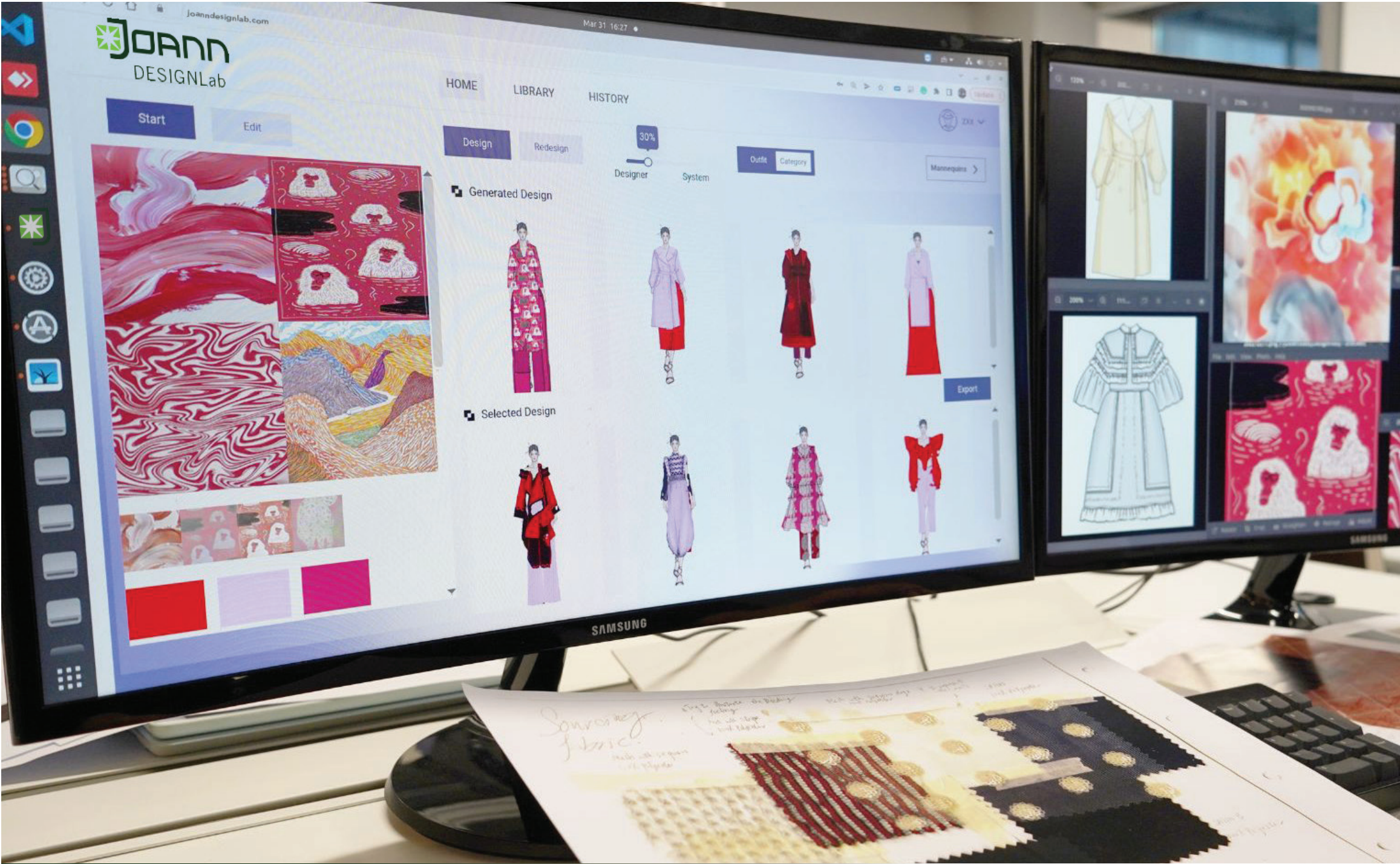


Photo credit: AI based Interactive Design Assistant for Fashion ifdesign.com



PR03

Joann SmartTools Collection

**A line of tech-enhanced crafting tools
designed to elevate precision, efficiency,
and creative confidence.**

Image created by Leti Ortiz using Adobe Firefly and Adobe Photoshop.

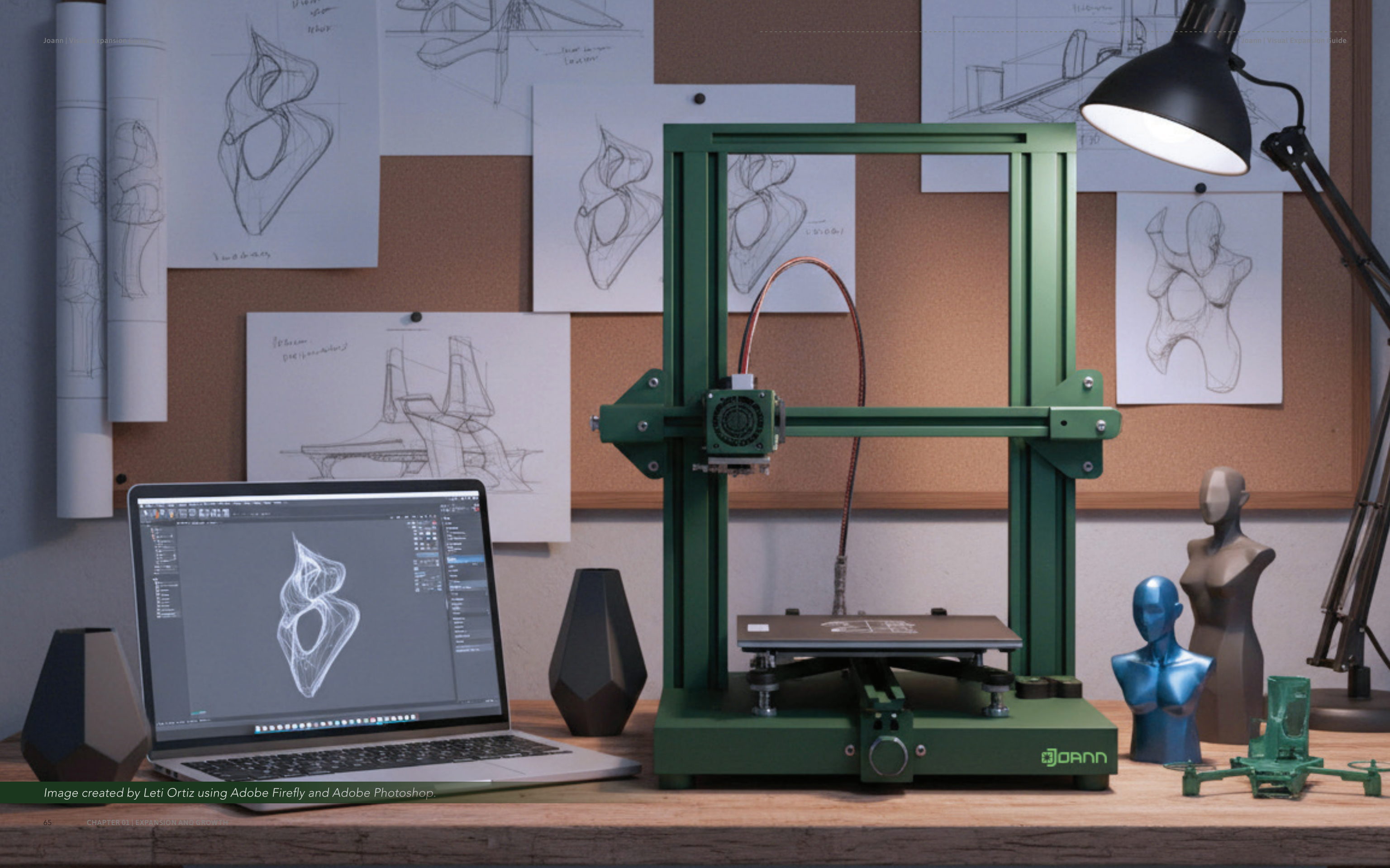


Image created by Leti Ortiz using Adobe Firefly and Adobe Photoshop.

Description

The Joann SmartTools Collection brings innovation to the maker's workspace with Bluetooth-enabled cutting mats, digital measuring tapes, heat-sensitive rulers, and app-connected craft tools.

Similar To

Cricut Smart Products, Glowforge Accessories, Brother ScanNCut Tools

Differentiators

Unlike other smart crafting tools, the Joann SmartTools Collection connects directly to Joann's digital ecosystem—offering pattern syncing, project tracking, and personalized tool recommendations, transforming every workspace into a connected creative studio.



Image created by Leti Ortiz using Adobe Firefly and Adobe Photoshop.



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EX02

Design with Purpose

A creative experience that uses guided craft projects to help people through the power of making.



Image created by Leti Ortiz using Adobe Firefly.

Description

Through guided craft sessions and collaborative projects, participants use creativity to rediscover purpose and community—showing how design can inspire personal growth and positive change.

Similar To

The Art Therapy Project, Wounded Warrior Project Creative Arts, Scrap Creative Reuse Workshops

Differentiators

Design with Purpose combines creativity, wellness, and sustainability by partnering with veteran groups, therapists, and educators to use making as a powerful tool for healing, connection, and empowerment.



Image created by Leti Ortiz using Adobe Firefly and Adobe Photoshop.



EX03

Joann Maker Retreat

An immersive creative experience that combines workshops, collaboration, and inspiration in a retreat-style setting.

Image created by Leti Ortiz using Adobe Firefly.



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Description

The Joann Maker Retreat invites participants to step away from their daily routines and immerse themselves in a weekend of creativity, learning, and community.

Similar To

Craftcation, The Makerie, Michaels Camp Creativity

Differentiators

Unlike other craft events, the Joann Maker Retreat combines education, inspiration, and relaxation in one immersive experience. Participants not only learn new skills but also co-create projects, connect with mentors, and leave recharged with renewed creative purpose.



Image created by Leti Ortiz using Adobe Firefly and Adobe Photoshop.

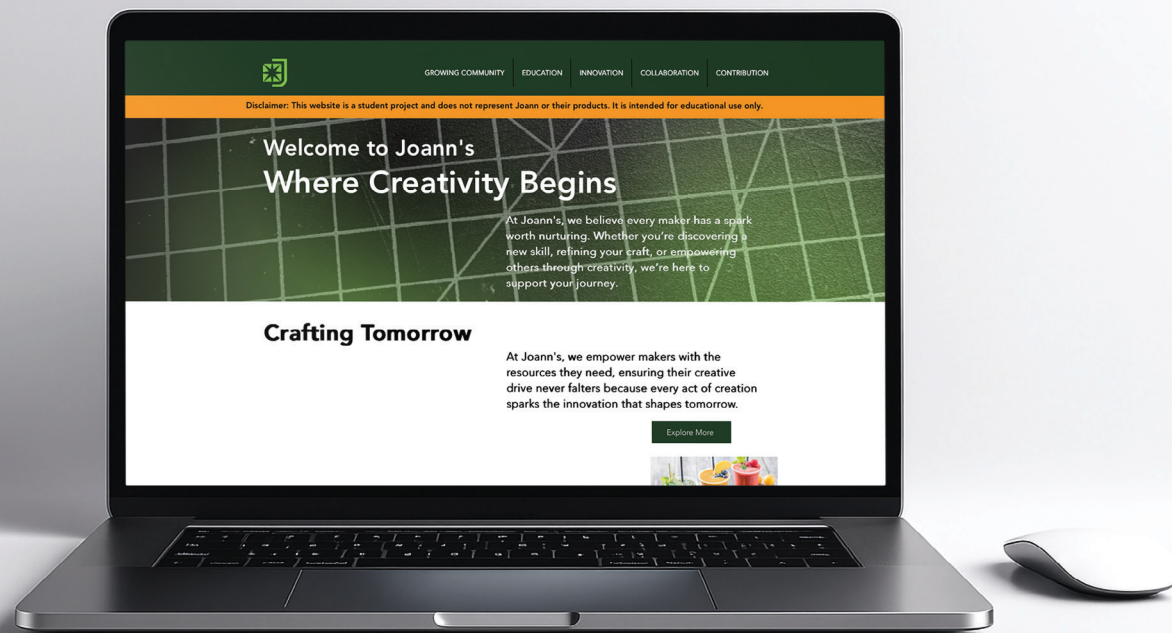
Website Structure

2

The digital presence.

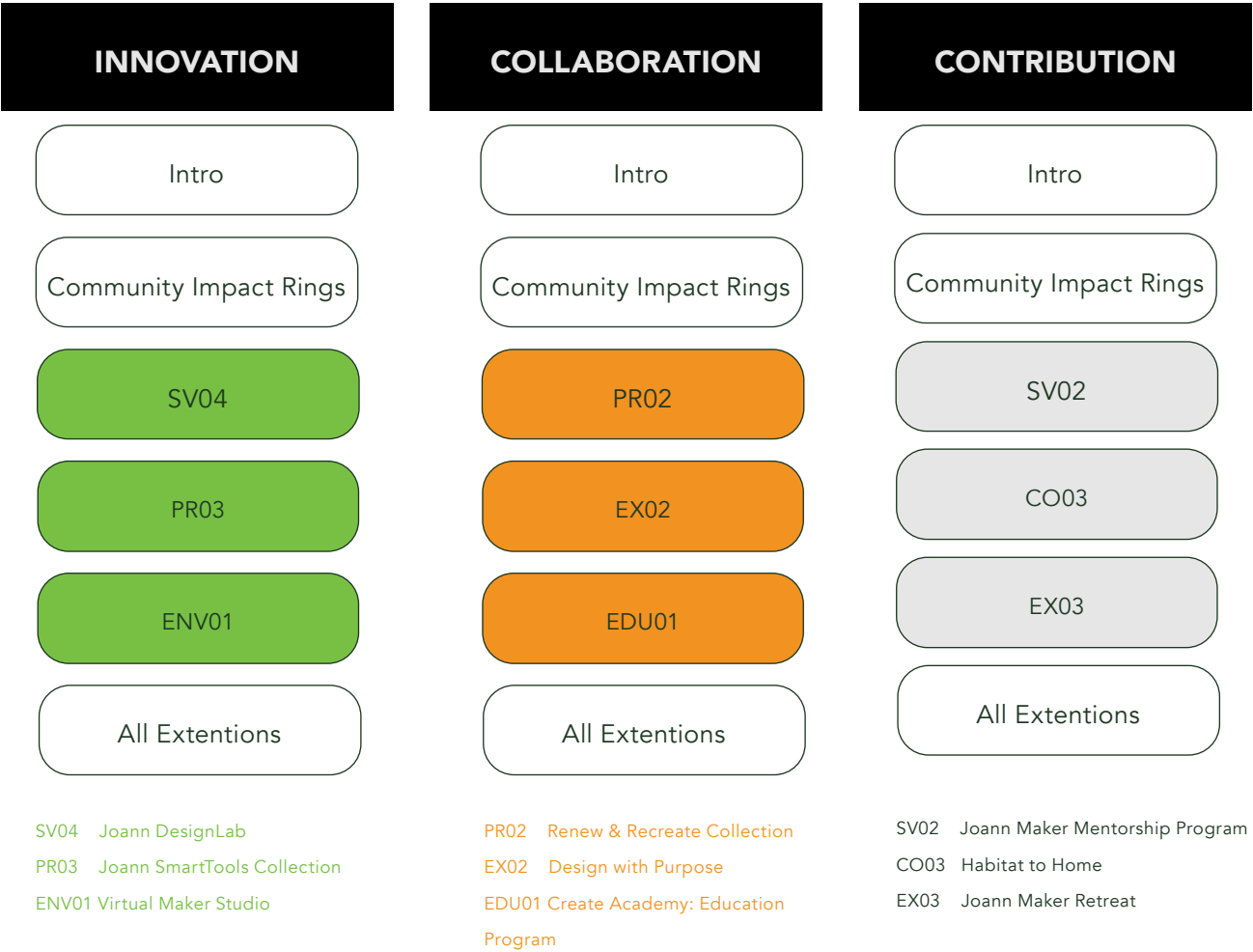
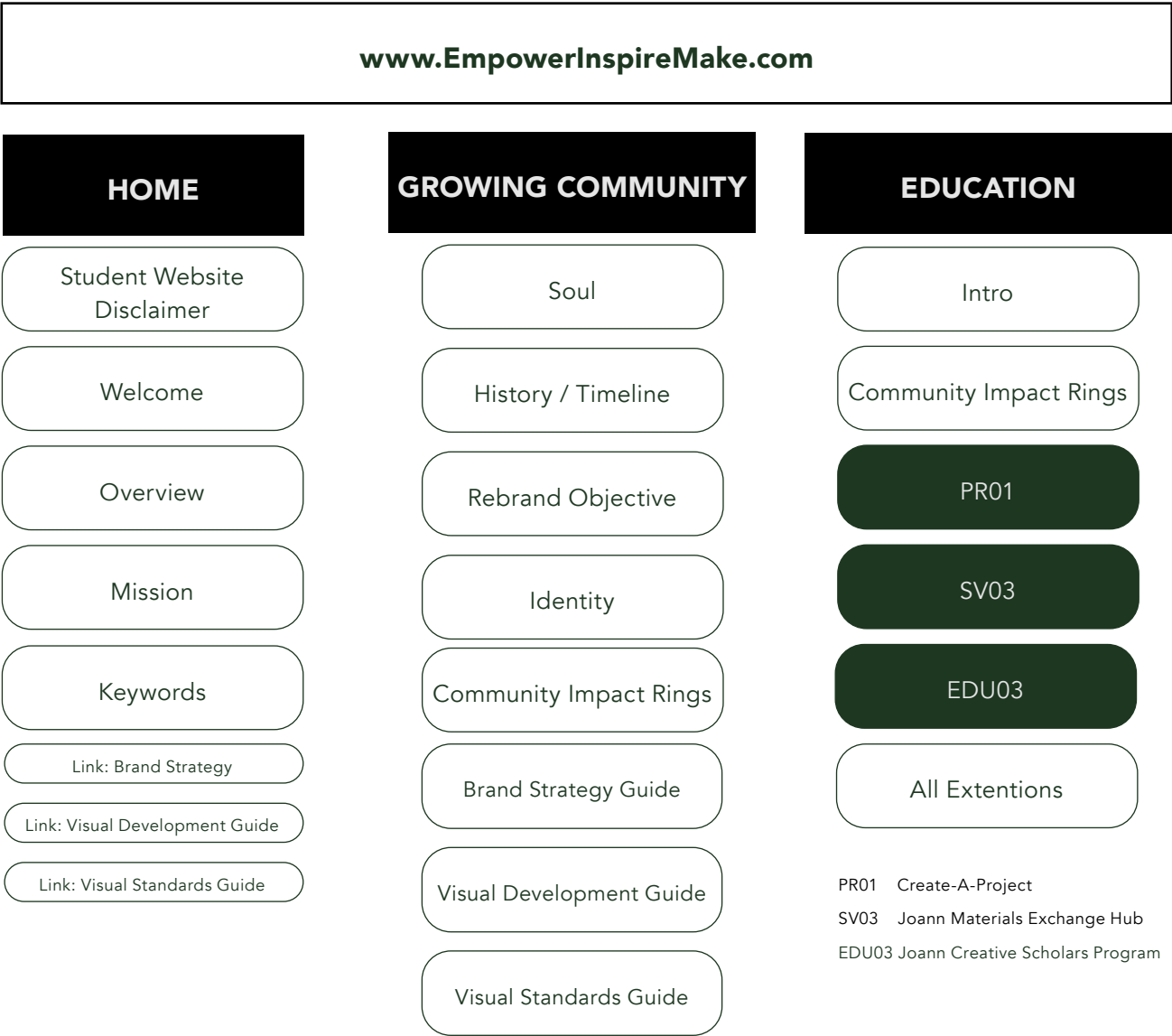
In an era where makers connect, learn, and shop across digital and physical touchpoints, the website becomes more than a destination; it becomes an extension of the brand itself.

The website is Joann's digital home, uniting the brand's identity, mission, and offerings in one clear, user-friendly space. Its structure draws from the four core brand guides to ensure consistency in voice and visuals. Future-focused content like products, services, and experiences. Together, these elements form a cohesive framework that guides users and presents Joann as a modern, creative hub.



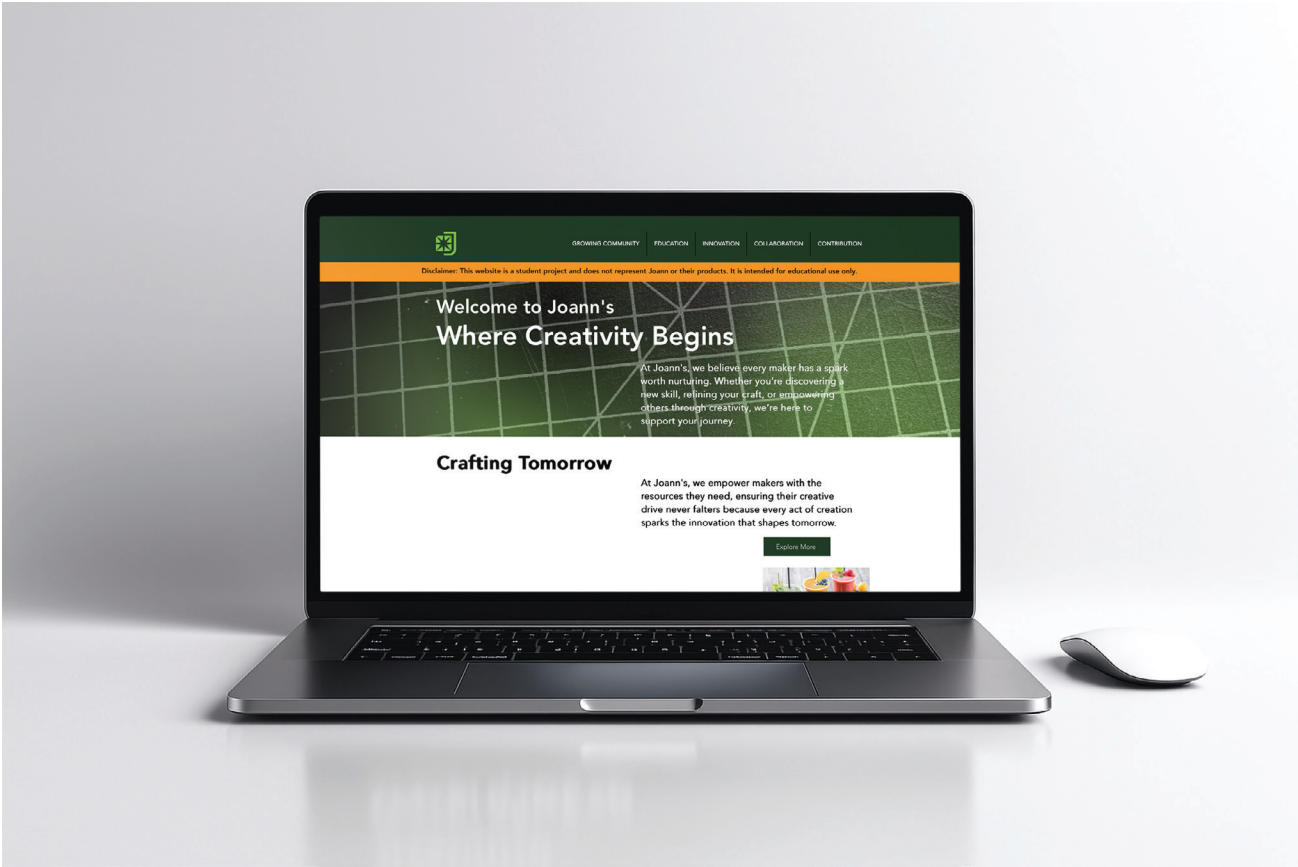
Structure Shapes Interaction

The wireframes establish the structural foundation of the reimagined digital experience, outlining how information is organized and how users navigate through the platform.



The image displays a series of eight wireframe mockups for the Joann website, arranged in a row. Each mockup represents a different page or section, featuring a consistent navigation bar at the top with the Joann logo and links for 'Individual Learning', 'Innovative Independents', 'Collaborative Making', and 'Community Impact'. The pages are: 1. HOME: A dark green page with a 'Welcome' section, a 'Student Website Disclaimer' box, and a 'Mission' section. 2. GROWING COMMUNITY: A dark green page with a 'Soul' section, a 'History / Timeline' section, a 'Rebrand Objective' section, an 'Identity' section, and 'Community Circles'. 3. EDUCATION: A light gray page with an 'Individual Learning' section, 'Joann DesignLab' (PR01), 'Joann SmartTools Collection' (SV03), and 'Virtual Maker Studio' (EDU03). 4. INNOVATION: An orange page with an 'Innovative Independents' section, 'Joann DesignLab' (SV04), 'Joann SmartTools Collection' (PR03), and 'Virtual Maker Studio' (ENV01). 5. COLLABORATION: A green page with a 'Collaborative Making' section, 'Design with Purpose' (EX02), 'Renew & Recreate Collection' (PR02), and 'Skill Lab Saturdays' (EV02). 6. CONTRIBUTION: A dark green page with a 'Community Impact' section, 'Joann DesignLab' (SV02), 'Joann SmartTools Collection' (CO03), and 'Virtual Maker Studio' (EX03). Each page includes placeholder text, images, and a 'Student Website Disclaimer' box at the bottom.

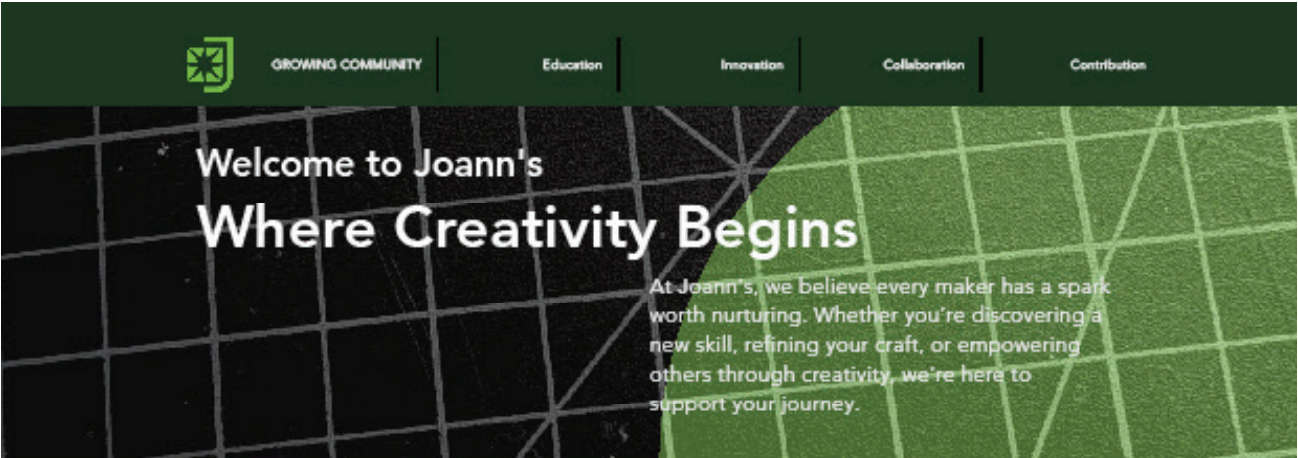
www.EmpowerInspireMake.com



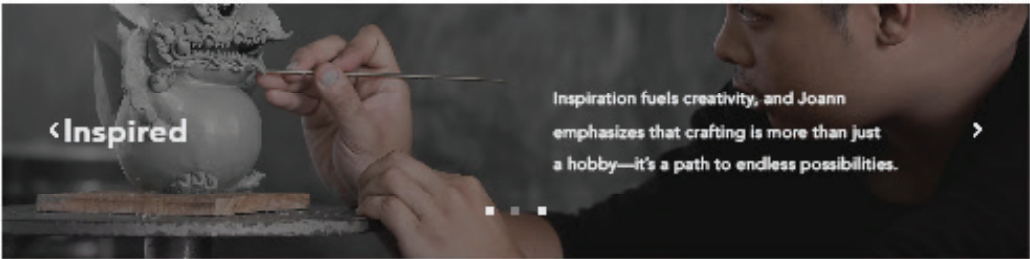
DISCLAIMER

The following website is a student project and does not represent Joann or their products. It is intended for educational use only.

Close



At Joann's, we empower makers with the resources they need, ensuring their creative drive never falters because every act of creation sparks the innovation that shapes tomorrow.

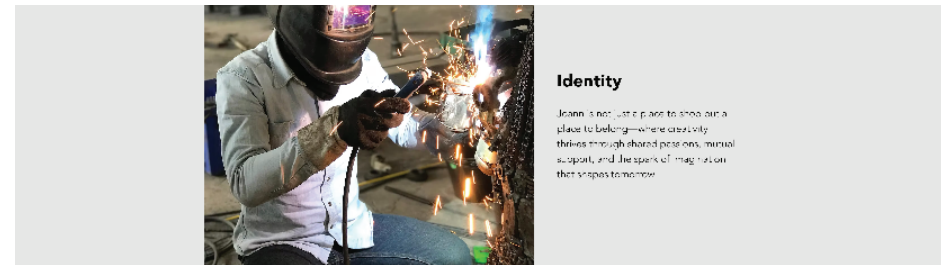


By fostering collaboration with communities and companies that share its values, Joann empowers creators to grow their skills, innovate with confidence, and find new ways to bring ideas to life. In this future state, Joann is not just a place to shop but a place to belong—where creativity thrives through shared passions, mutual support, and the spark of imagination that shapes tomorrow.



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EDUCATION

The first step in a maker's journey.

The first step in a maker's journey is to explore a wide variety of resources, develop confidence, experiment with the tools, and build a strong foundation. This can be done by attending workshops, taking classes, or simply exploring the Joann website and social media channels. The goal is to gain a basic understanding of the maker community and the tools and materials available.

Joann Creative Scholars Program (EDU03)

An educational initiative that provides workshops, workshops, and mentorship opportunities for students.

Description: The Joann Creative Scholars Program is a program that provides students with hands-on learning experiences and mentorship opportunities. Students can participate in workshops, classes, and projects that are designed to help them develop their creative skills and build a strong foundation for their future careers.

Benefits: The Joann Creative Scholars Program offers students a variety of benefits, including access to Joann's resources, mentorship opportunities, and the chance to work on real-world projects. Students can also gain valuable experience in a professional setting and build a strong network of contacts.

Joann Materials Exchange Hub (SV03)

A community-driven platform for sharing, trading, and donating surplus craft and fabric materials.

Description: The Joann Materials Exchange Hub is a platform that allows users to share, trade, and donate surplus craft and fabric materials. This is a great way to reduce waste and save money on materials. Users can post listings for their surplus materials and browse through listings from other users.

Benefits: The Joann Materials Exchange Hub offers users a variety of benefits, including the ability to save money on materials, reduce waste, and build a strong community of makers. Users can also gain valuable experience in a professional setting and build a strong network of contacts.

Create-A-Project (PR01)

A hands-on learning program that helps people build confidence and creativity through guided craft kits and digital project tutorials.

Description: The Joann Create-A-Project program is a hands-on learning program that helps people build confidence and creativity through guided craft kits and digital project tutorials. This is a great way to learn new skills and build a strong foundation for your future career.

Benefits: The Joann Create-A-Project program offers users a variety of benefits, including access to Joann's resources, mentorship opportunities, and the chance to work on real-world projects. Users can also gain valuable experience in a professional setting and build a strong network of contacts.

INNOVATION

The second step where makers grow through exploration and discovery.

Makers move beyond the initial stage of exploration and discovery to the second stage of innovation. This is where makers begin to explore new ideas, experiment with new tools and materials, and build a strong foundation for their future careers. The goal is to gain a basic understanding of the maker community and the tools and materials available.

Joann DesignLab (SV04)

A digital innovation platform where makers use AI-driven tools to design, test, and iterate on their projects.

Description: The Joann DesignLab is a digital innovation platform where makers can use AI-driven tools to design, test, and iterate on their projects. This is a great way to reduce the time and cost of prototyping and build a strong foundation for your future career.

Benefits: The Joann DesignLab offers users a variety of benefits, including access to Joann's resources, mentorship opportunities, and the chance to work on real-world projects. Users can also gain valuable experience in a professional setting and build a strong network of contacts.

Joann SmartTools Collection (PR03)

A line of advanced cutting tools designed for precision and efficiency.

Description: The Joann SmartTools Collection is a line of advanced cutting tools designed for precision and efficiency. This is a great way to reduce the time and cost of cutting and build a strong foundation for your future career.

Benefits: The Joann SmartTools Collection offers users a variety of benefits, including access to Joann's resources, mentorship opportunities, and the chance to work on real-world projects. Users can also gain valuable experience in a professional setting and build a strong network of contacts.

Virtual Maker Studio (ENV01)

A platform that lets makers design, test, and prototype projects virtually and in real life.

Description: The Joann Virtual Maker Studio is a platform that allows users to design, test, and prototype projects virtually and in real life. This is a great way to reduce the time and cost of prototyping and build a strong foundation for your future career.

Benefits: The Joann Virtual Maker Studio offers users a variety of benefits, including access to Joann's resources, mentorship opportunities, and the chance to work on real-world projects. Users can also gain valuable experience in a professional setting and build a strong network of contacts.

COLLABORATION

From curious, independent exploration into a shared learning with others.

Makers move from the second stage of innovation to the third stage of collaboration. This is where makers begin to work with others, share their ideas, and build a strong foundation for their future careers. The goal is to gain a basic understanding of the maker community and the tools and materials available.

Renew & Recreate Collection (PR02)

A sustainable craft program that teaches people how to upcycle discarded materials into creative, functional projects.

Description: The Joann Renew & Recreate Collection is a sustainable craft program that teaches people how to upcycle discarded materials into creative, functional projects. This is a great way to reduce waste and save money on materials. Users can also gain valuable experience in a professional setting and build a strong network of contacts.

Benefits: The Joann Renew & Recreate Collection offers users a variety of benefits, including access to Joann's resources, mentorship opportunities, and the chance to work on real-world projects. Users can also gain valuable experience in a professional setting and build a strong network of contacts.

Design with Purpose (EX02)

A creative experience that combines workshops, collaboration, and mentorship to help people explore the power of making.

Description: The Joann Design with Purpose program is a creative experience that combines workshops, collaboration, and mentorship to help people explore the power of making. This is a great way to learn new skills and build a strong foundation for your future career.

Benefits: The Joann Design with Purpose program offers users a variety of benefits, including access to Joann's resources, mentorship opportunities, and the chance to work on real-world projects. Users can also gain valuable experience in a professional setting and build a strong network of contacts.

Create Academy: Education Program (EDU01)

A virtual education program that teaches hands-on and craft experiences to help people develop their skills.

Description: The Joann Create Academy: Education Program is a virtual education program that teaches hands-on and craft experiences to help people develop their skills. This is a great way to learn new skills and build a strong foundation for your future career.

Benefits: The Joann Create Academy: Education Program offers users a variety of benefits, including access to Joann's resources, mentorship opportunities, and the chance to work on real-world projects. Users can also gain valuable experience in a professional setting and build a strong network of contacts.

CONTRIBUTION

From learning to actively contributing.

All makers eventually move from the third stage of collaboration to the fourth stage of contribution. This is where makers begin to share their ideas, build a strong foundation for their future careers, and contribute to the maker community. The goal is to gain a basic understanding of the maker community and the tools and materials available.

Habitat to Home (CO03)

A partnership between Joann and Habitat for Humanity that helps people build affordable housing.

Description: The Joann Habitat to Home program is a partnership between Joann and Habitat for Humanity that helps people build affordable housing. This is a great way to give back to the community and build a strong foundation for your future career.

Benefits: The Joann Habitat to Home program offers users a variety of benefits, including access to Joann's resources, mentorship opportunities, and the chance to work on real-world projects. Users can also gain valuable experience in a professional setting and build a strong network of contacts.

Joann Maker Retreat (EX03)

An intensive creative experience that combines workshops, collaboration, and mentorship to help people explore the power of making.

Description: The Joann Maker Retreat is an intensive creative experience that combines workshops, collaboration, and mentorship to help people explore the power of making. This is a great way to learn new skills and build a strong foundation for your future career.

Benefits: The Joann Maker Retreat offers users a variety of benefits, including access to Joann's resources, mentorship opportunities, and the chance to work on real-world projects. Users can also gain valuable experience in a professional setting and build a strong network of contacts.

Joann Maker Mentorship Program (SV02)

A guided mentorship program that helps people develop their skills and build a strong foundation for their future careers.

Description: The Joann Maker Mentorship Program is a guided mentorship program that helps people develop their skills and build a strong foundation for their future careers. This is a great way to learn new skills and build a strong foundation for your future career.

Benefits: The Joann Maker Mentorship Program offers users a variety of benefits, including access to Joann's resources, mentorship opportunities, and the chance to work on real-world projects. Users can also gain valuable experience in a professional setting and build a strong network of contacts.



For more information,
please visit our website
www.EmpowerInspireMake.com

