

Visual Extension Guide



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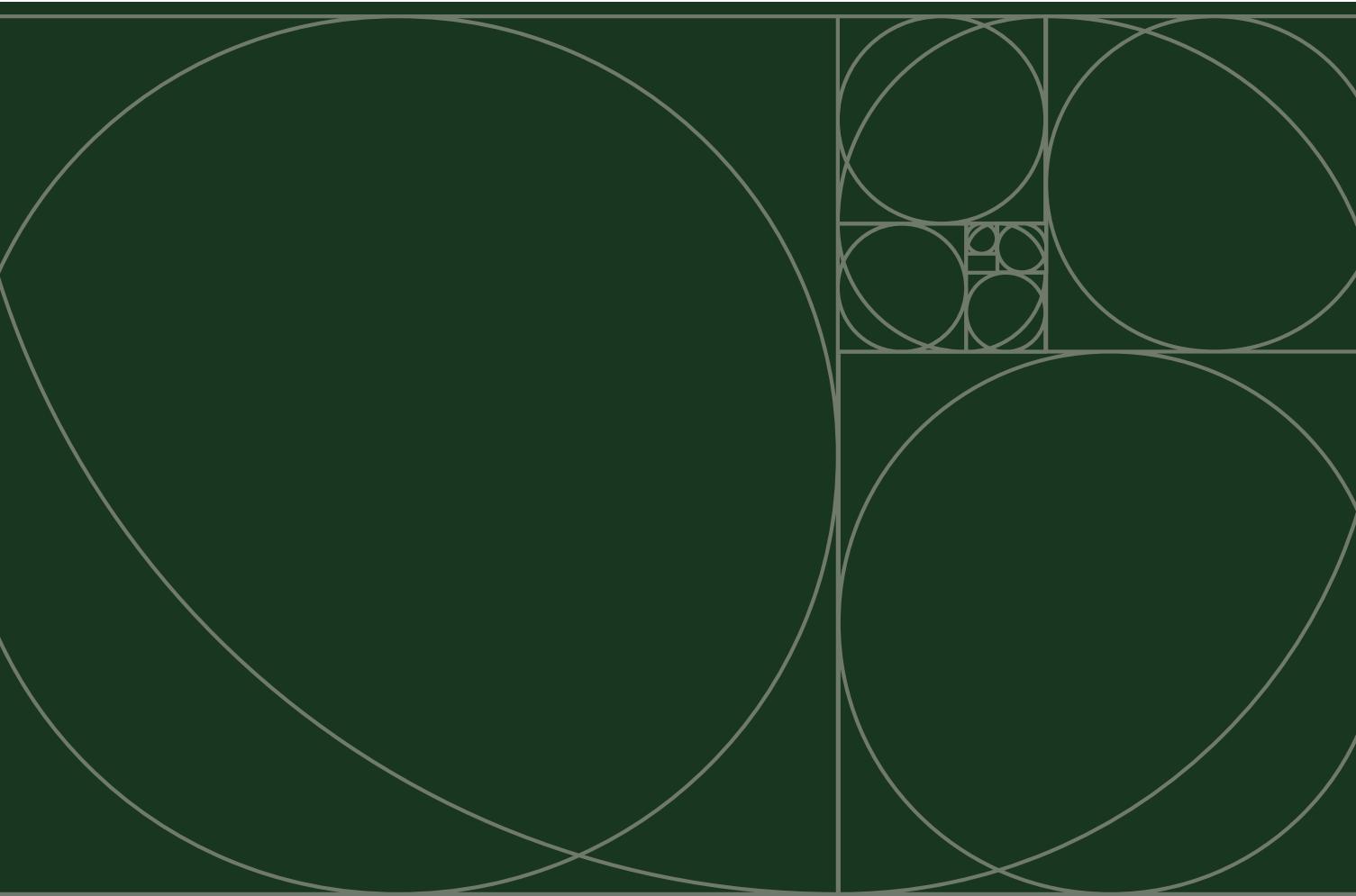
**It's not just
a hobby, but acts of
creativity that shapes
tomorrow.**



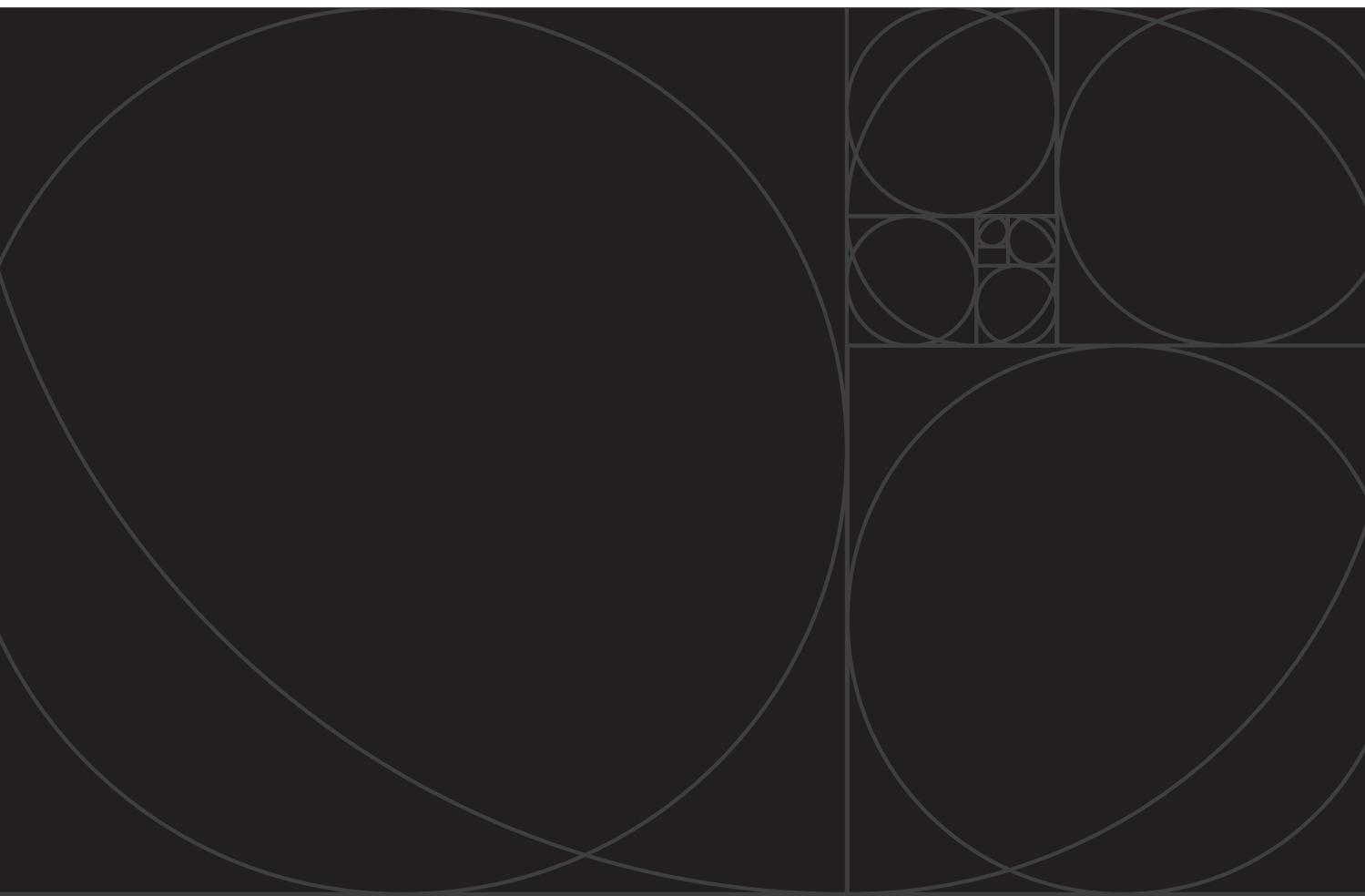
Visual Extension Guide

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.

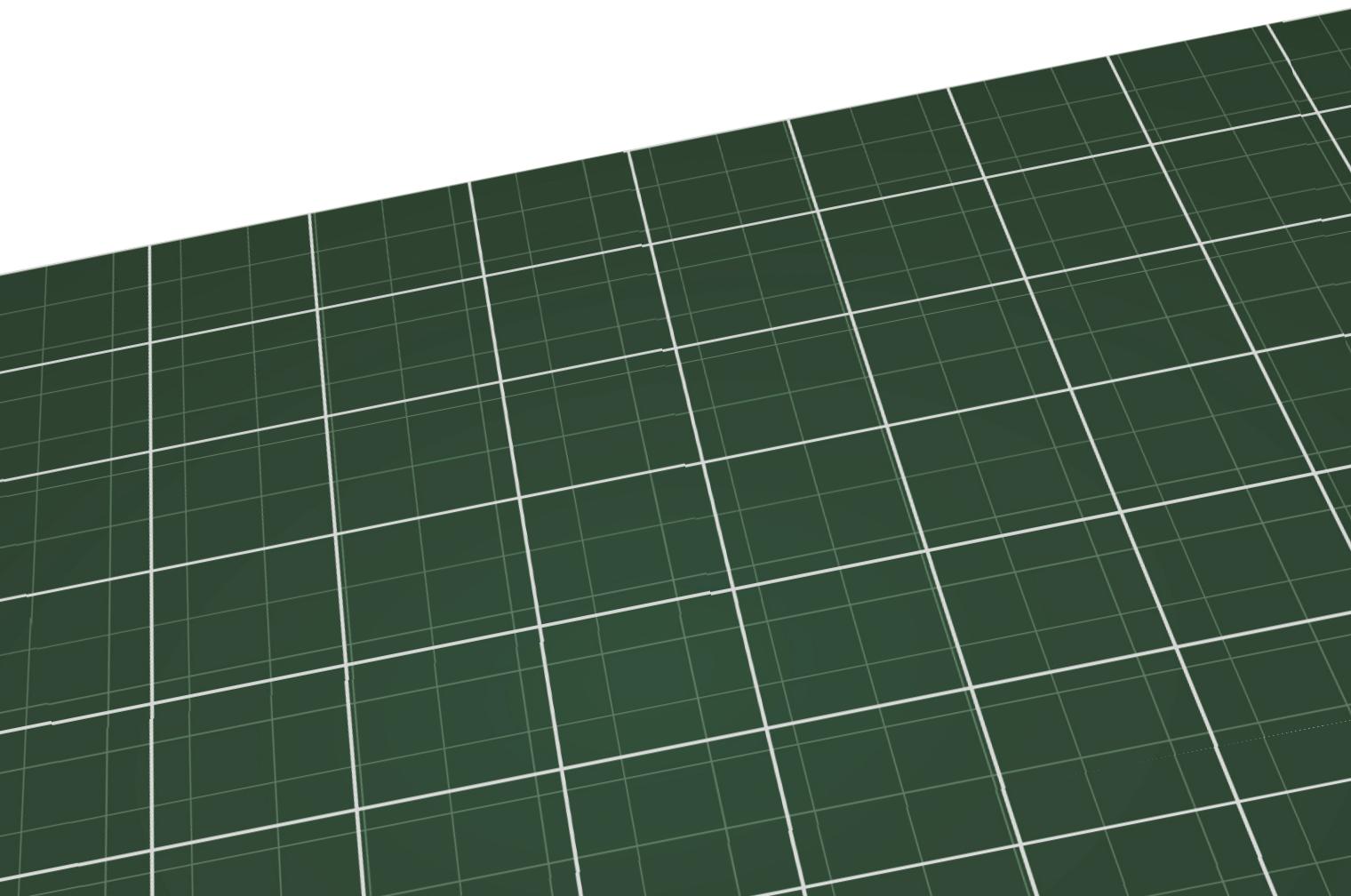


Mission Statement



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]

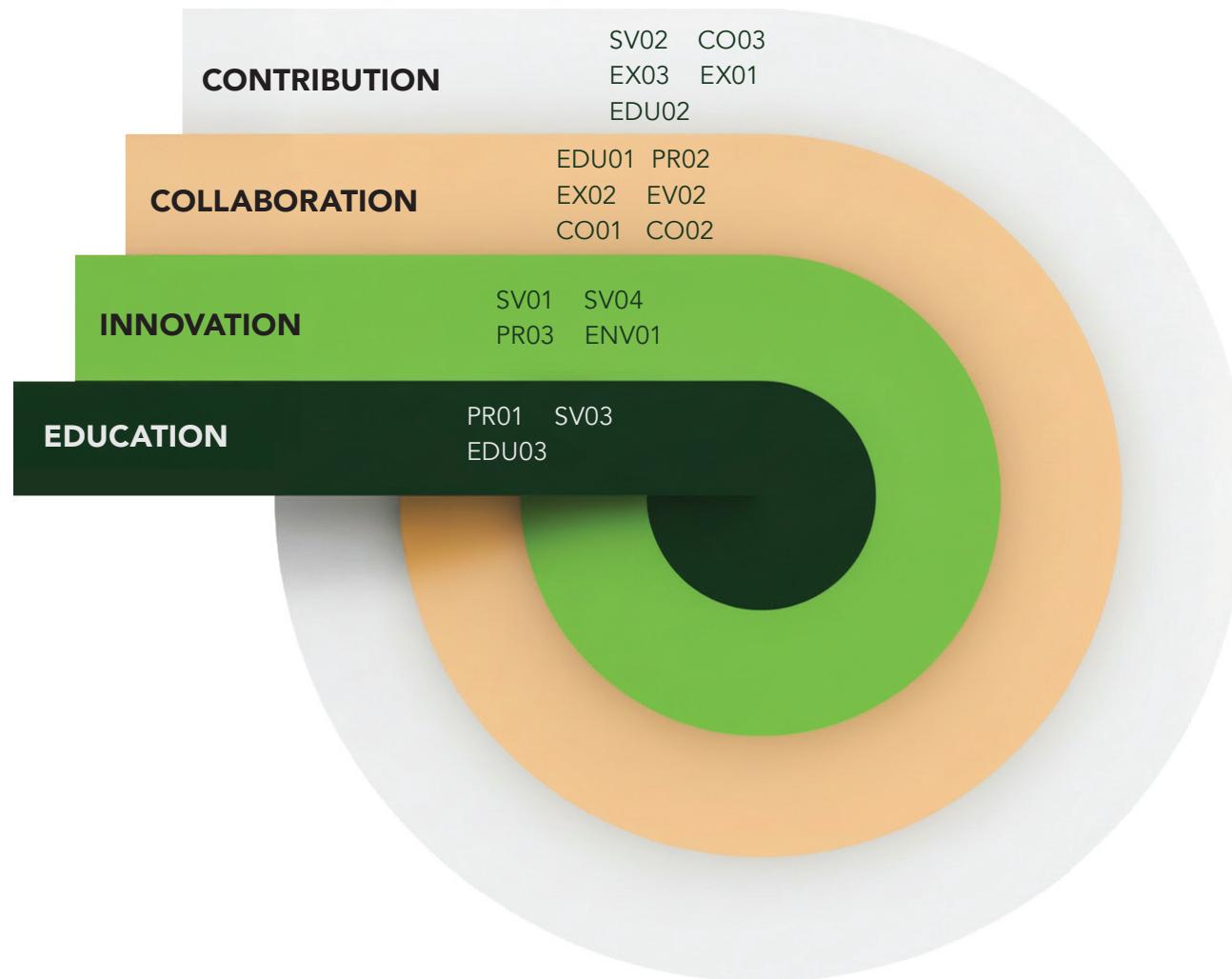
Offer a direct and interactive engagement that build a connection and reinforce brand values.

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

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

Services [SV]

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

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

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

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]

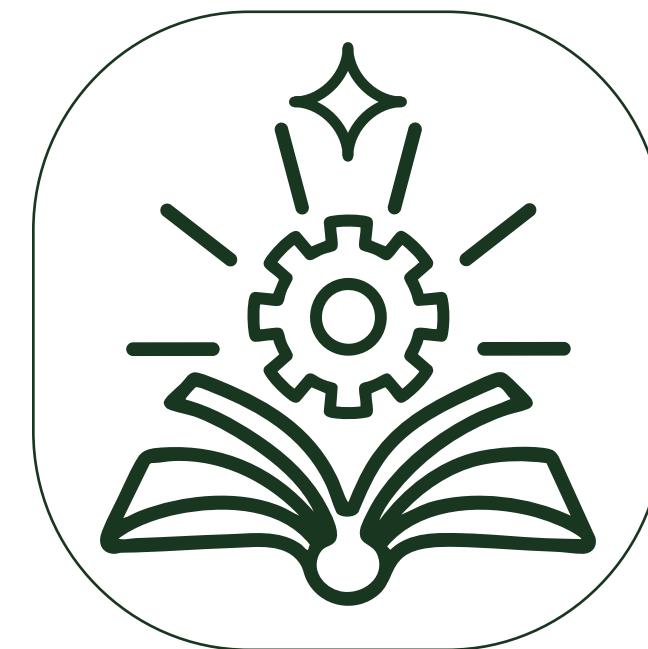
A space where a brand is expressed.

- ENV01 Virtual Maker Studio

Education

The first step in a maker's journey.

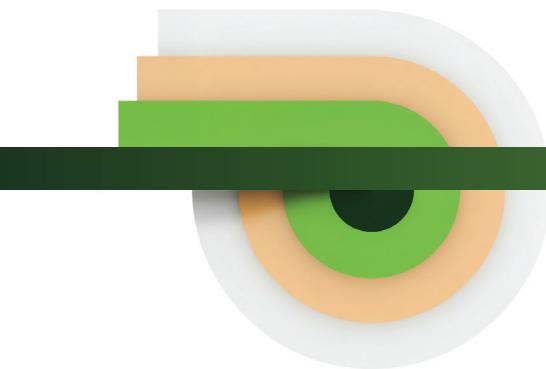
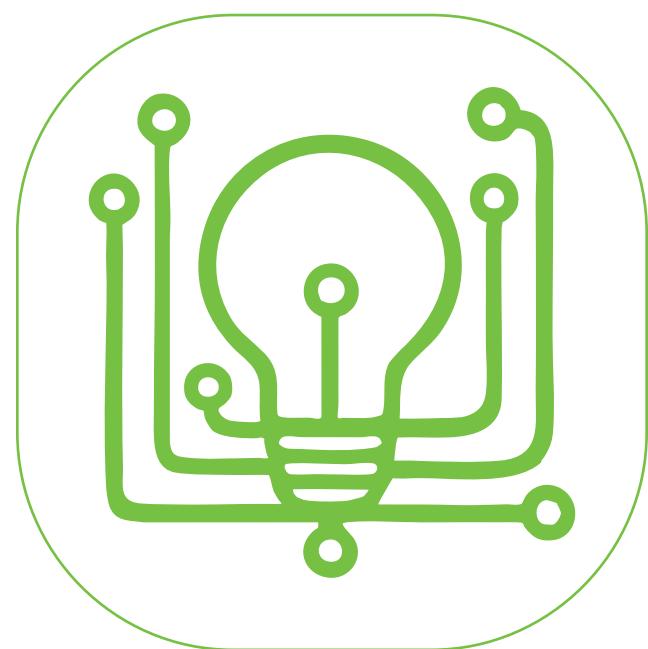
It is the moment when curiosity begins to grow into capability, as makers develop confidence, experiment with new tools, and build essential skills at their own pace. By strengthening their personal creative abilities, makers become more empowered and prepared to step into collaborative spaces, contribute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



Innovation

The second step where makers grow through exploration and discovery.

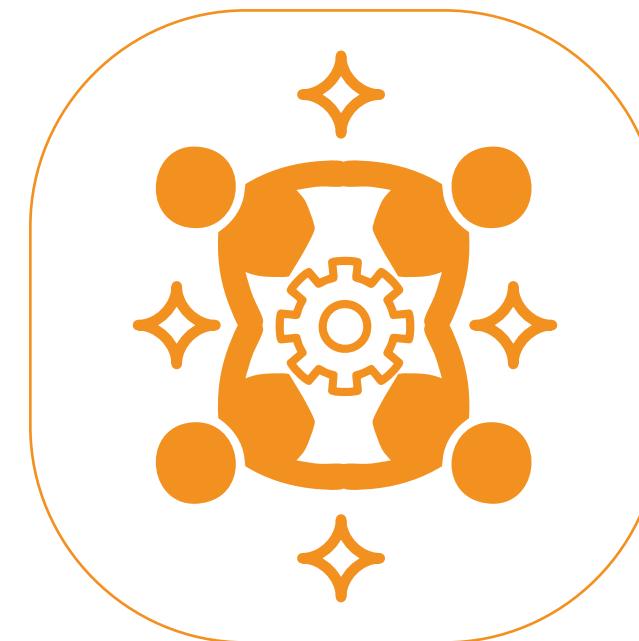
Makers move beyond foundational skills and begin embracing tools—especially digital and technology-enhanced ones—that expand what's creatively possible. This stage reflects a shift from simply learning how to make to imagining new ways of making, opening the door to advanced techniques, personalized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



Services

- Education
- Innovation
- Collaboration
- Contribution



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, Craftsy, 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.

Products

- Education
- Innovation
- Collaboration
- Contribution

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.



Events



- Education
- Innovation
- Collaboration
- Contribution

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



PRO2

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.



JOANN

Creat
Schola



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



Photo Credit: Kaitlyn Rae Fraser Art



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.

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



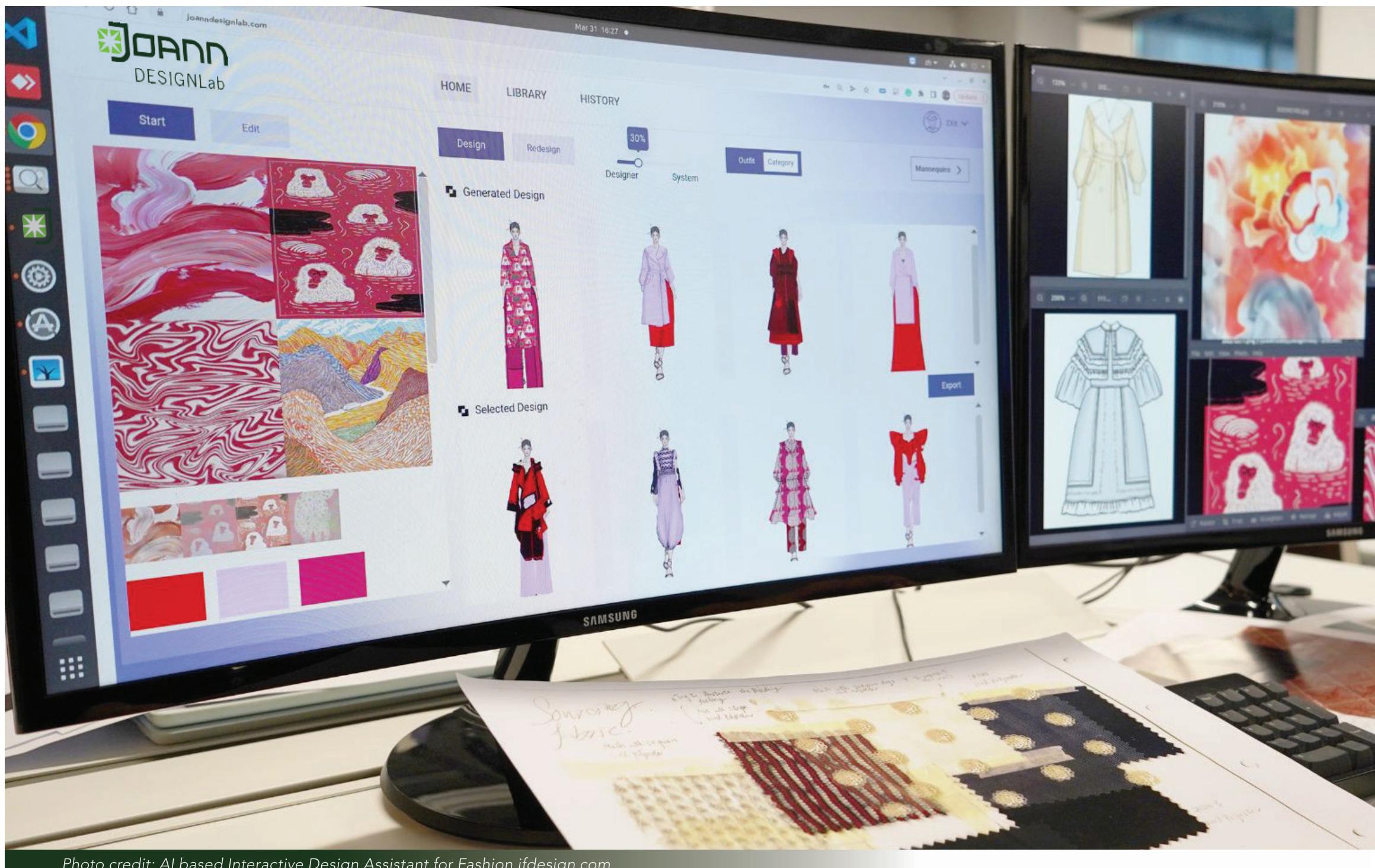
SV04

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.



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



PRO3

Joann SmartTools Collection

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

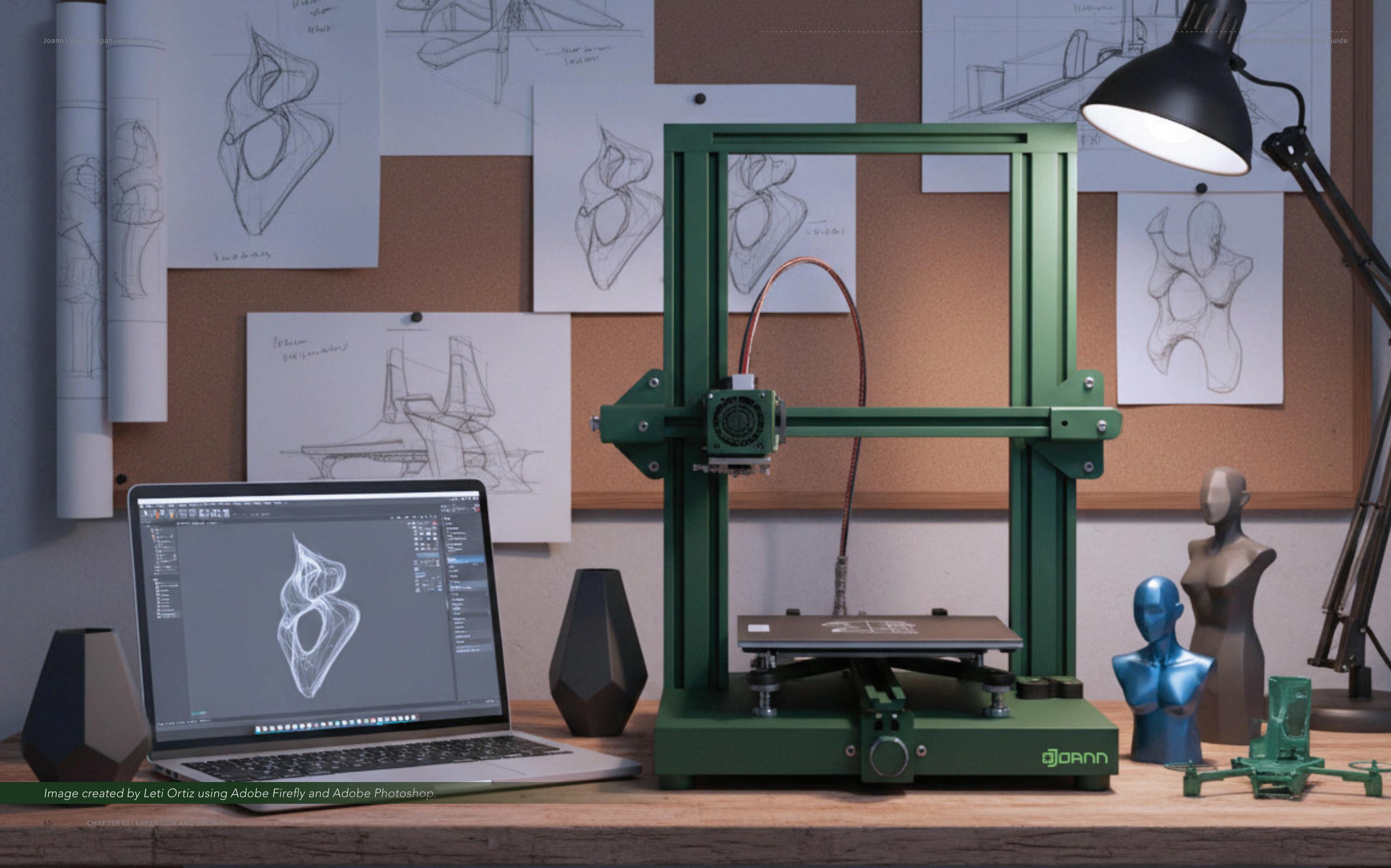


Image created by Leti Ortiz using Adobe Firefly and Adobe Photoshop.

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.



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



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.



Image created by Leti Ortiz using Adobe Firefly.



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.



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

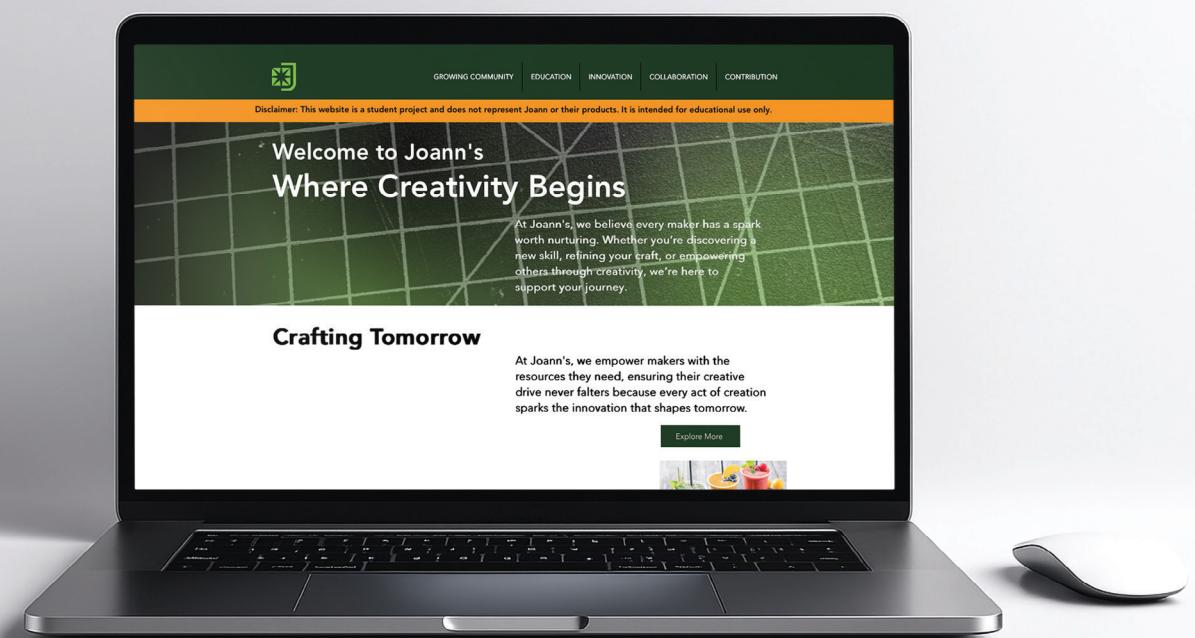
Differentiators

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



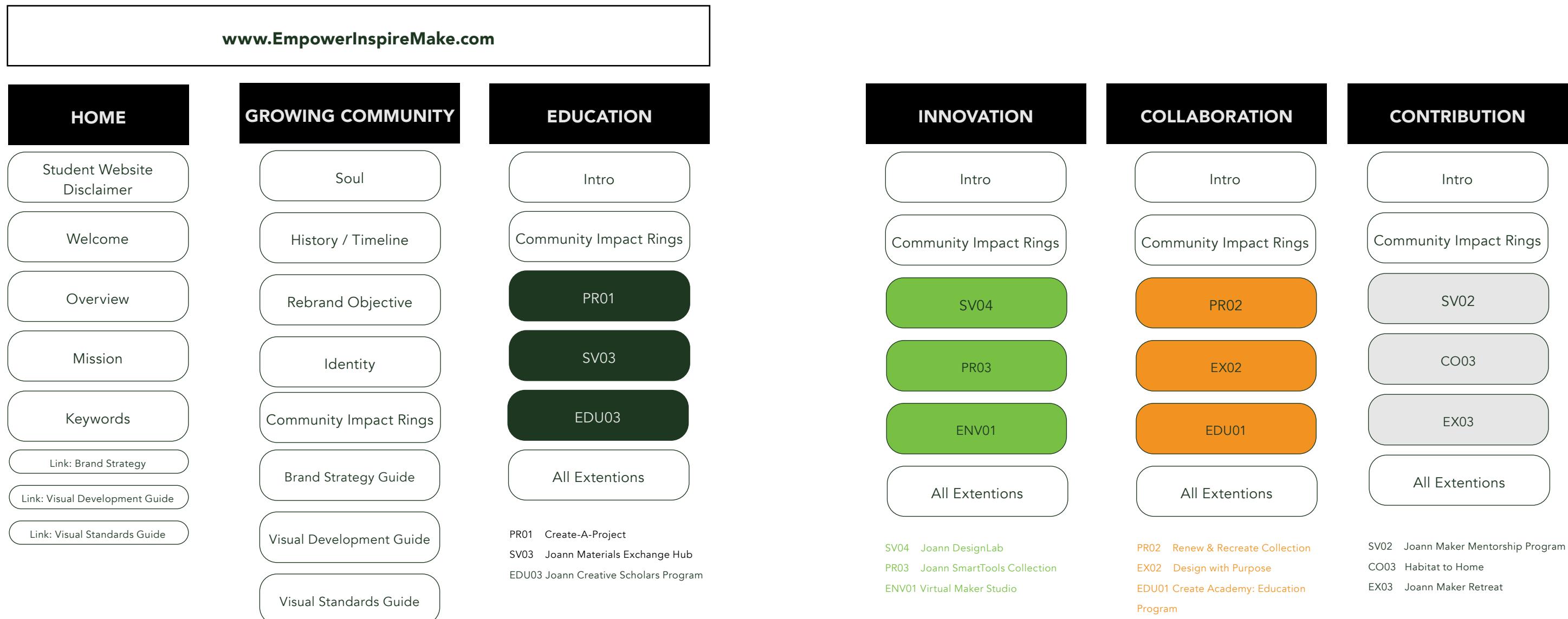
The digital presence.

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.



Wireframe Greyscale

HOME

Welcome

Student Website Disclaimer

Overview

Mission

Link: Brand Strategy | Link: Visual Development Guide | Link: Visual Standards Guide

Student Website Disclaimer

GROWING COMMUNITY

Soul

History / Timeline

Rebrand Objective

Identity

Community Circles

Brand Strategy Guide | Visual Development Guide | Visual Standards Guide

Student Website Disclaimer

EDUCATION

Individual Learning

PR01

Joann DesignLab

SV03

Joann SmartTools Collection

EDU03

Virtual Maker Studio

Student Website Disclaimer

INNOVATION

Innovative Independents

SV04

Joann DesignLab

PR03

Joann SmartTools Collection

ENV01

Virtual Maker Studio

Student Website Disclaimer

COLLABORATION

Collaborative Making

Design with Purpose

Renew & Recreate Collection

PR02

Skill Lab Saturdays

EV02

Student Website Disclaimer

CONTRIBUTION

Community Impact

SV02

Joann DesignLab

CO03

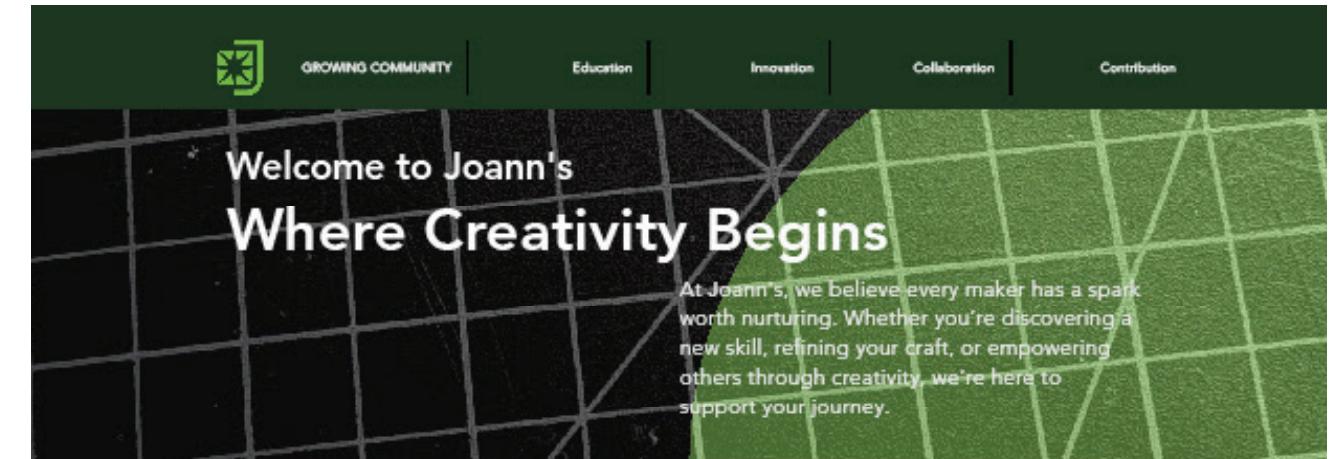
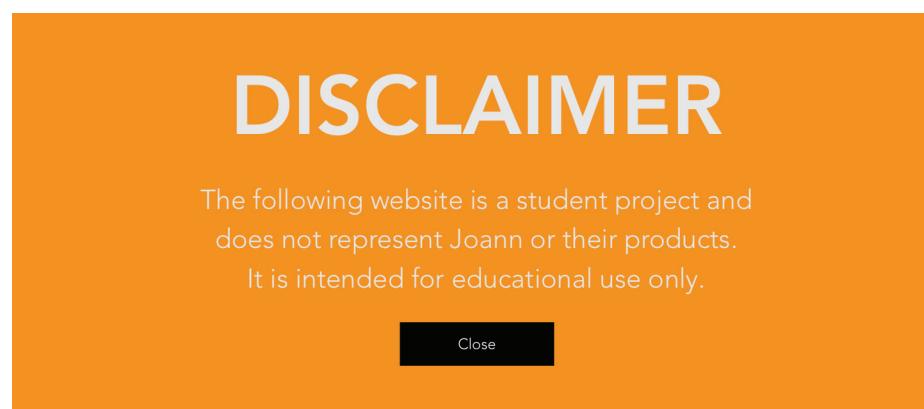
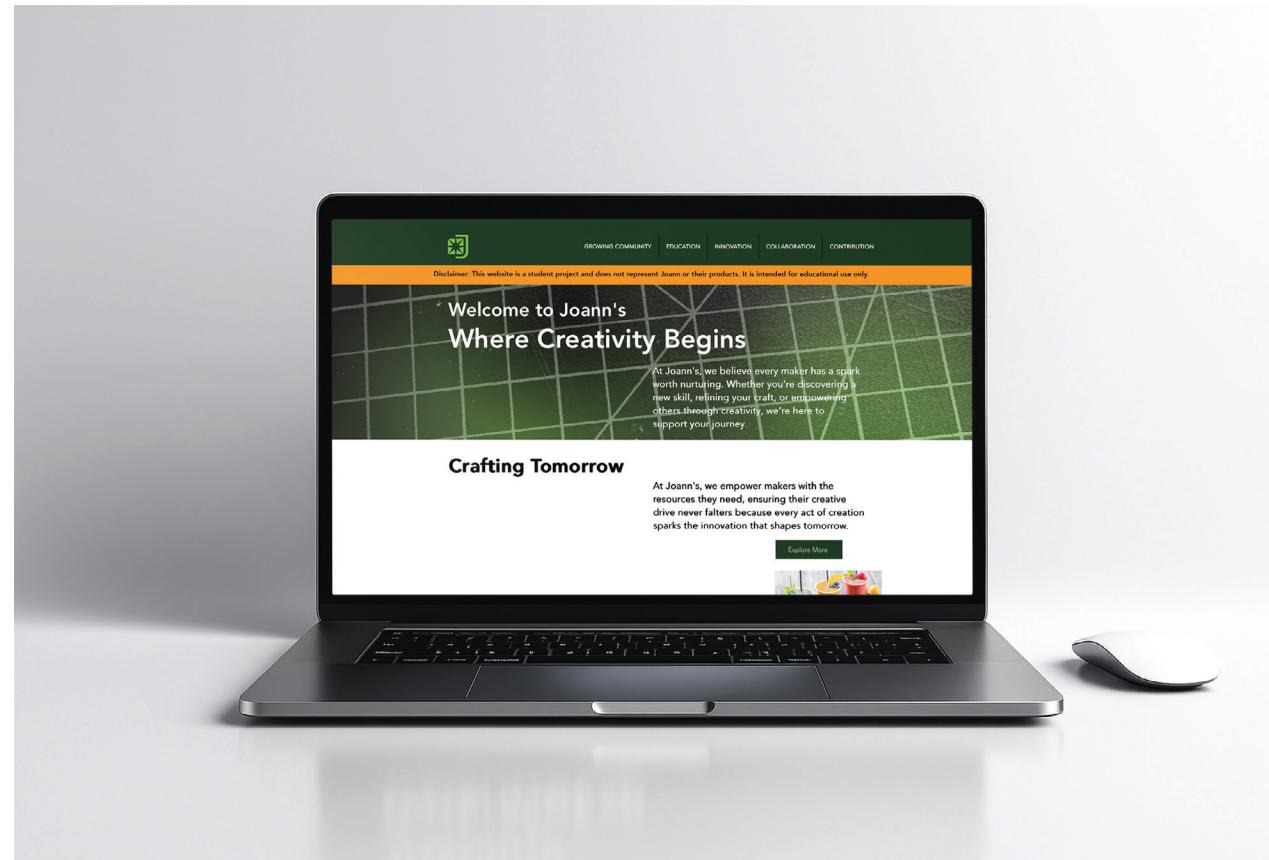
Joann SmartTools Collection

EX03

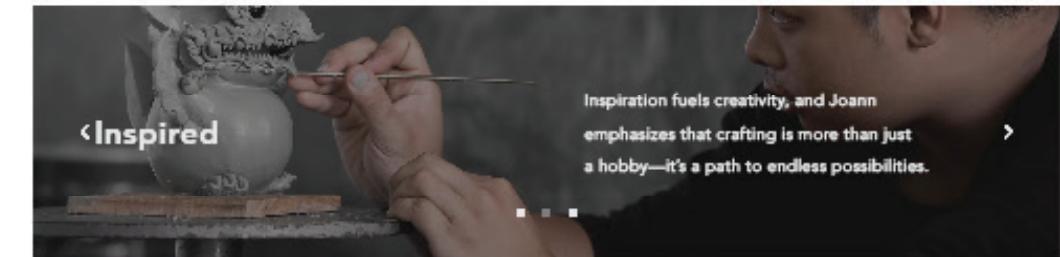
Virtual Maker Studio

Student Website Disclaimer

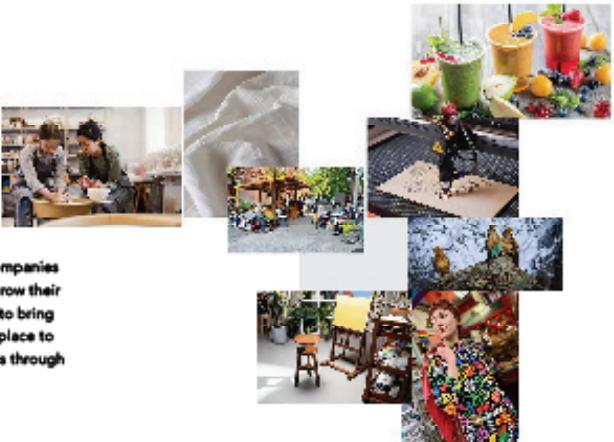
www.EmpowerInspireMake.com



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.



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





About Us

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

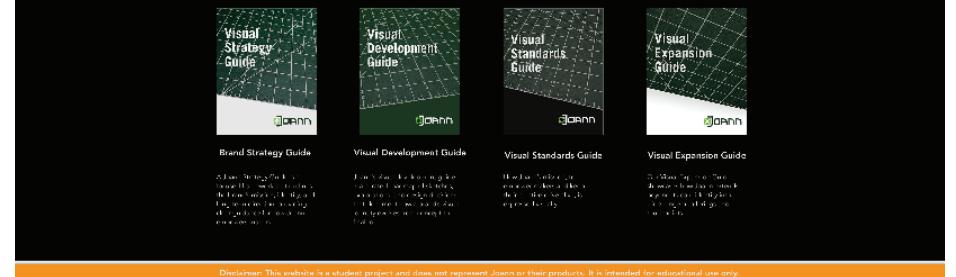
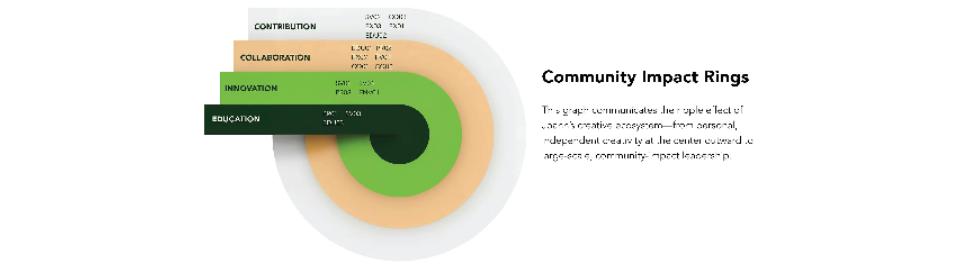
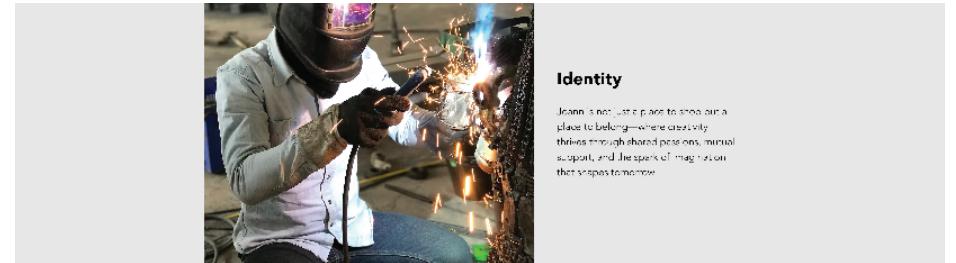
Joann grew from a small 1943 fabric shop in Cleveland into the nation's largest fabric and craft retailer, offering materials, tools, and inspiration for sewing, crafting, floral design, home decor, and more. Over the decades, the company expanded to more than 800 stores and a vibrant online presence, broadening its assortment from fabric and patterns to include yarns, notions, seasonal decor, and creative project essentials. With the introduction of its "superstore" format, Joann became a true one-stop shop, providing not just products but ideas, guidance, and inspiration to help makers bring projects to life.

Early Days

In the early days, Joann was a neighborhood fabric shop in a basement, serving local families and their creativity. It was a place where people could come together to share ideas and support each other. The company has continued to evolve, introducing new products and services, adapting to different design trends, and creating new categories. Joann is now a global leader in the craft and hobby industry, providing resources and inspiration for people to express their creativity and bring their ideas to life.

Rebranding Objective

The new Joann's will do more than just sell craft supplies. We want to help you discover new resources and tools to grow by providing access to a community of skilled artisans. Connecting your companies and communities that align with your interests and journey will help you improve your skills, grow your talents, and build a supportive network.



Disclaimer: This evidence is a student project and does not represent Joann or their products. It is intended for educational use only.

EDUCATION

The first step in a maker's journey.

In the first step of our journey, we learn the basics of our craft, build confidence, and learn how to use tools. We build a foundation of knowledge and skills that makes makers more experienced and prepared to step into the second step: innovation. This step is about learning, creating, and sharing your ideas through your supporting knowledge and expertise.

Joann Creative Scholars Program (EDU03)

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

Description
The Joann Creative Scholars Program provides emerging makers and students with the tools and resources to pursue their passion and purpose.

Differentiation
Offering a unique educational experience, Joann Creative Scholars provides a space for students to learn and grow in their craft, while also providing opportunities for them to showcase their talents and interests.

Differentiation
Offering a unique educational experience, Joann Creative Scholars provides a space for students to learn and grow in their craft, while also providing opportunities for them to showcase their talents and interests.

INNOVATION

The second step where makers grow through exploration and discovery.

Making innovation happens through trial and error, learning, failure, and success. This step is about makers using their skills and knowledge to create something new and unique. This step is about makers using their skills and knowledge to create something new and unique.

Joann DesignLab (SV04)

A digital innovation lab where makers use 3D printers to design, print, and test their projects before they begin.

Description
Joann DesignLab is a digital innovation lab that provides makers with the tools and resources to design, print, and test their projects before they begin.

Differentiation
Offering a unique digital innovation lab, Joann DesignLab provides makers with the tools and resources to design, print, and test their projects before they begin.

COLLABORATION

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

Making innovation happens through trial and error, learning, failure, and success. This step is about makers using their skills and knowledge to create something new and unique. This step is about makers using their skills and knowledge to create something new and unique.

Renew & Recreate Collection (PR02)

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

Description
The Renew & Recreate Collection is a sustainable craft program that teaches people how to upcycle discarded materials into creative, functional projects.

Differentiation
Offering a unique sustainable craft program, Joann Renew & Recreate Collection teaches people how to upcycle discarded materials into creative, functional projects.

CONTRIBUTION

From learning to actively contributing.

At the final step of our journey, we learn how to give back to our community. This step is about makers using their skills and knowledge to contribute to their community and make a difference. This step is about makers using their skills and knowledge to contribute to their community and make a difference.

Habitat to Home (CO03)

A partnership between Joann and Habitat for Humanity that partners home construction with custom-crafted decor.

Description
Habitat to Home is a unique partnership between Joann and Habitat for Humanity where Joann volunteers collaborate with new homeowners to create custom, eco-friendly, and sustainable decorations for their newly built homes.

Differentiation
Offering a unique partnership between Joann and Habitat for Humanity where Joann volunteers collaborate with new homeowners to create custom, eco-friendly, and sustainable decorations for their newly built homes.

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 allows users to connect with each other to share, trade, and donate surplus craft and fabric materials.

Differentiation
Offering a unique community-driven platform for sharing, trading, and donating surplus craft and fabric materials.

Joann SmartTools Collection (PR03)

A line of tech-enhanced crafting tools.

Description
The Joann SmartTools Collection is a line of tech-enhanced crafting tools that make it easier for makers to work with their craft and fabric materials.

Differentiation
Offering a unique line of tech-enhanced crafting tools that make it easier for makers to work with their craft and fabric materials.

Design with Purpose (EX02)

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

Description
Design with Purpose is a creative experience that uses guided craft projects to help people through the power of making.

Differentiation
Offering a unique creative experience that uses guided craft projects to help people through the power of making.

Joann Maker Retreat (EX03)

An immersive creative experience that combines workshops, co-creation, and exploration in a retreat-style setting.

Description
The Joann Maker Retreat invites participants to step away from their day-to-day lives and immerse themselves in a weekend of creativity, learning, and fun.

Differentiation
Offering a unique immersive creative experience that combines workshops, co-creation, and exploration in a retreat-style setting.

Create-A-Project (PR01)

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

Description
Create-A-Project is a hands-on learning program that helps people build confidence and creativity through guided craft kit and digital project tutorials.

Differentiation
Offering a unique hands-on learning program that helps people build confidence and creativity through guided craft kit and digital project tutorials.

Virtual Maker Studio (ENV01)

An online platform that lets makers design, learn, and participate in projects virtually and through community-based events.

Description
Virtual Maker Studio is a virtual platform that lets makers design, learn, and participate in projects virtually and through community-based events.

Differentiation
Offering a unique virtual platform that lets makers design, learn, and participate in projects virtually and through community-based events.

Create Academy: Education Program (EDU01)

An online education program that brings hands-on art and craft experiences to underserved communities.

Description
Create Academy: Education Program is an online education program that brings hands-on art and craft experiences to underserved communities.

Differentiation
Offering a unique online education program that brings hands-on art and craft experiences to underserved communities.

Joann Maker Mentorship Program (SV02)

An immersive mentorship program that helps makers develop their skills and expertise.

Description
The Joann Maker Mentorship Program is an immersive mentorship program that helps makers develop their skills and expertise.

Differentiation
Offering a unique immersive mentorship program that helps makers develop their skills and expertise.



JOANN

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

