Think & Feel

"I want to learn more about Bulgarian embroidery!"

"Is it hard to learn embroidery?"

Motivated

"I can't wait to learn a new skill!"

Intimidated by how hard and complicated embroidery appears

"Where do I find good reliable sources?"

Interested in learning new embroidery style.

Excited

See

Many webpages repeating similar information

Not much availability of translated information for Bulgarian clothing and embroidery

Many tutorials on embroidery for beginners

Complex Bulgarian embroidery designs

Say & Do

Speak to friends and relatives for advice and guidance

Research and evaluate available resources

Purchase embroidery kit and tools

Pain Points

No previous experience with embroidering

Unsure of accuracy of information on the internet

Not used to learning from online sources