

Grace Albert Strings

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Our Client

Grace Albert Strings is a company founded in 2016 by siblings Emmanuel and Frances Borowsky, who are both professional concert artists. They specialize in promoting living, contemporary instrument makers and carry a selection of new violins, violas, cellos, and bows. They also offer a wide range of strings and accessories.



Problem

The existing website's educational content lacks structure, making it difficult for users to find what they need.

Our Instruments & Bows

All violins, violas, cellos, and bows that we offer have gone through a meticulous selection process. This is not merely a once and done cookie cutter process, but rather involves an entire assessment and selection period. Set-up has been optimized to be sure that it fulfills the needs of the most discerning artists. All instruments have been played in major performances, ranging from chamber music recitals to concerto premieres, to ensure that they stand up to the highest demands of any string player.

Product Type

- Violin 2
- Violin Bow 6
- Viola 1
- Viola Bow 2
- Cello 5
- Cello Bow 5

Price

850 22000

Status

- In stock 18
- Sold 2

Search

Search products

Hannah Fenn Violin In Stock

Beautiful!

[More Details](#)

15 1/2 Viola In Stock

Lovely sound, accessible playability, good output and projection.

[More Details](#)

Tête-Bèche Viola Bow \$9,000.00 In Stock

Émile Auguste Ouchard \$20,000.00 In Stock

Instrument Care

"Is it me, or is it my instrument?" Check the below table to gain an overview of common maintenance and set-up issues with string instruments, and how to avoid, identify, and address them for your students and yourself. [Contact us](#) if you have any questions or would like to schedule an appointment.

| Location | What's going on | Solution |
|------------|--|---|
| Pegs | Look: The pegs keep slipping or don't turn . | You can apply peg compound when changing strings. A luthier can refit the pegs |
| Strings | Listen: As strings age, they stretch, become false (cannot keep their pitch), and don't resonate easily. | You can keep track of when you change strings, and set reminders to do so regularly. Remember to change one string at a time, and apply graphite to both the string nut and bridge notches to reduce friction which would cause excessive wear on the string windings (and a whole host of other issues!). |
| String Nut | Look: The depth of string nut (and bridge) notches should be between 3/8-1/2 the thickness of each string. If the notch is too deep, strings can buzz against the fingerboard in the lower positions, and strings may become damaged prematurely by excessive friction when tuning. Look: The height of the string nut above the fingerboard should be about the total thickness of each string (it is therefore lower on the treble side). If it is too high, it can be extremely tiresome to play in low positions. | You can add graphite (from a pencil!) when changing strings to help prevent or slow down the process of strings digging into the string nut. A luthier can help alter the string nut appropriately by shimming (raising) it, reshaping the top for the angle and height, and/or filling in the grooves. |
| | Look: The shape of the string nut should not cause any sharp angles in the string as it passes over and into the pegbox. Any sharp angles will cause stress points on the windings and cause the string to | |

Core Vision

The goal is to help musicians better understand how to choose, care for and connect with their instruments.



Research

Affinity Mapping

Group 1 Inconsistent or vague info

"No clear different answers for different reasons"

"Hard to find extra advice"

Group 2 Lack of interaction

"We need to ask someone before we proceed"

Group 3 Left-handed & physical needs

"No left-handed"

"Needs to show me how"

"Lack of tools for specific situations"

Group 4 Missing beginner support

Beginner-friendly guides and resources

Lack of consistent information

Group 5 Positive side feedback

"Very professional and clear"

"Simple to navigate"

| Insight | Supporting Evidence | Design Opportunity |
|--|--|--|
| Users are overwhelmed by conflicting advice | "Varying info from different sources" | Build a trusted, expert-reviewed core guide |
| Students want clearer answers for their unique needs | "Left-handed"/"Humidity affects my cello" | Add niche filters (e.g., left-handed view, climate tips) |
| Students expect beginner-level support | "Missing beginner-friendly guides" | Create tiered learning levels or beginner toggle |
| Creates tiered learning levels or beginner toggle | "Simple to navigate", "Professional" | Keep base layout, extend with interactive modules |
| Video and interactive tools are most requested | Most users chose tutorials, self-assessment checklists | Prioritize these in MVP scope |

Basic information



Sophie

"Archetype"

- Age: 15
- Occupation: Student
- Instrument: Violin
- Experience: 2-3 years

Needs:

- Understand if setup issues come from her or her instrument
- Learn setup basics independently at home
- Get consistent and beginner-level help

Pain Points:

- Overwhelming/conflicting online info
- No left-handed visuals
- Frustrated when tools or guides are too vague

Preferred Learning Style:

- Video > Text
- Interactive > Checklists

Handwritten notes and sketches of a violin and bow.

Handwritten notes and sketches of a digital interface for a music app.

Insights

Users are overwhelmed
by conflicting advice



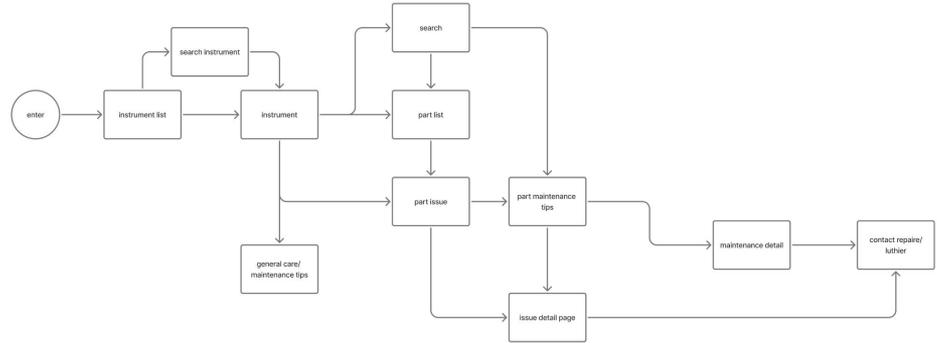
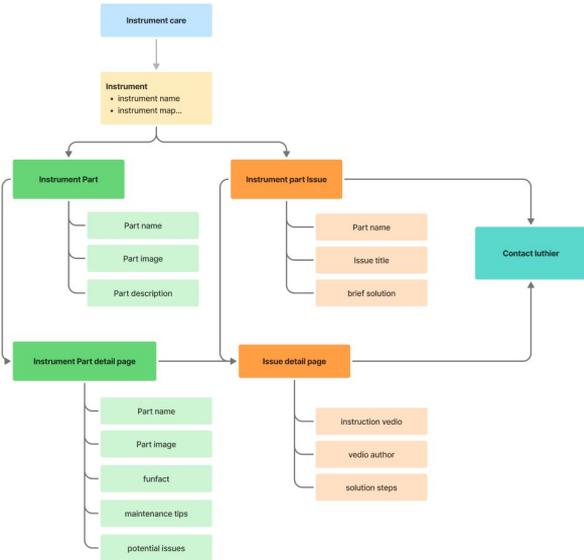
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Opportunities



Demo

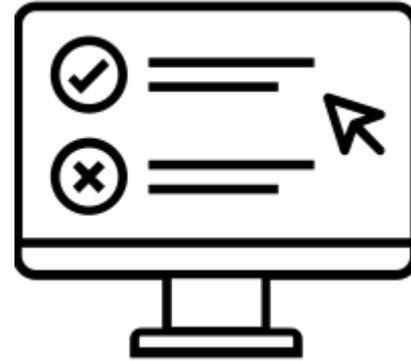
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All instruments/**Violin**

| Instruments | Parts | Instrument Map | Issues |
|---|-------------|--|--------|
|  Violin | Pegs |  | |
|  Viola | Scroll | | |
|  Cello | Pegbox | | |
| | Neck | | |
| | Heel | | |
| | Strings | | |
| | Fingerboard | | |
| | Bridge | | |
| | Tuners | | |
| | Endpin | | |

What you would do differently



Next steps

- Extend features to other parts of the website
- Consistency and updated layout

Thank you!