Design Brief: Gift Recommendation Wrapper App Incorporating Behavioural Insights

Project Overview: This app is a consumer-facing AI-powered wrapper for gift recommendation that integrates deep behavioural insights to create a personalized, emotionally resonant, and cognitively easy gifting experience. It wraps around an LLM (e.g., ChatGPT or other AI APIs) and integrates personalization modules that reflect psychological theories and behavioural science principles.

Core Functional Objectives:

- Deliver high-quality, meaningful gift suggestions.
- Reduce decision fatigue and choice overload.
- Support users in making emotionally intelligent and socially attuned gift choices.

Key Behavioural Design Dimensions for Integration:

1. Personality Profiling (Recipient)

- Prompt the user to answer a quick set of questions about the recipient using simplified Big Five dimensions (Openness, Conscientiousness, Extraversion, Agreeableness, Neuroticism).
- Use visual scales or short scenarios for lightweight profiling.
- Example: "Is your friend more of a planner or a go-with-the-flow person?"
- Outcome: AI tailors suggestions to recipient's trait-aligned preferences (e.g., adventurous gifts for high-openness individuals).

2. Love Language Identification (Recipient)

- Ask the giver how the recipient best receives appreciation: Words of Affirmation, Acts of Service, Quality Time, Gifts, or Physical Touch.
- Outcome: Guide recommendations toward gifts that resonate with that love language (e.g., Quality Time -> experience gifts).

3. Giver's Decision Style

- Offer a short prompt or setting: "Would you like a few top suggestions or a broader set to browse?"
- Implement UI paths for "satisficers" (Top 3 gifts) vs. "maximizers" (browse 20 options).
- Include filters like "Show me the best one" or "Let me compare choices."

4. Personalization for the Giver

- Allow the giver to optionally indicate their own interests or shared experiences.
- Enable suggestions that reflect both parties (e.g., "You love photography and so does your sister — consider this collaborative photo project kit").

5. Contextual Awareness of Occasion

- Identify if the event is a micro-occasion or milestone.
- Include prompts: "Is this a milestone (e.g., 30th birthday, first Mother's Day, post-breakup)?"
- Context-specific recommendation filters (e.g., "Meaningful", "Uplifting", "Romantic").

6. Emotional Intent of the Gift

- Ask the giver: "What feeling do you want your gift to evoke?"
- Suggested options: Sentimental, Nostalgic, Funny, Celebratory, Comforting, Surprising.
- Map emotion types to gift themes, tone, and product categories.

7. Story and Memory Integration

- Optional input: "Describe a favorite memory you share with the recipient."
- Use NLG (natural language generation) and AI tagging to connect with symbolic or memory-relevant gifts.
- Allow multimedia or text upload to personalize results (e.g., location-based gifts, quote-themed keepsakes).

8. Relationship Closeness and Dynamic

- Slider or question: "How close are you to the recipient?"
- Examples: Acquaintance, Colleague, Good Friend, Close Family, Romantic Partner.
- Adjust tone and gift intimacy level accordingly (e.g., neutral vs. emotionally deep suggestions).

9. Curated Option Sets with Comparison Aids

- Limit initial display to 3–5 distinct ideas.
- Add comparison prompts: "Which of these fits the recipient better?" to guide AI refinement.
- Provide expandable details: Pros/cons, emotional tone, uniqueness, and reviews.
- Add AI-generated labels like "Most Sentimental," "Most Practical," "Easiest to Ship."

Suggested User Journey (Flow Outline):

1. **Start**: Welcome screen with mission statement.
2. **Recipient Info Collection**
   o Name/nickname
   o Relationship type
   o Occasion & milestone tag
   o Age & gender (optional)
3. **Psychological Personalization**
   o Quick personality & love language quiz (2–3 questions)

o   Decision style selector
4. **Intent & Context Inputs**
   o   Emotional message prompt
   o   Shared memory input (optional)
5. **Giver Input (optional)**
   o   Include shared interests or the giver's personality
6. **Results Display (link to websearch and AI-Refined + Structured Result)**
   o   Curated gift list (3–5 items)
   o   Emotional tone label
   o   Comparison support tools
7. **Refinement Option**
   o   Ask for more like X / See more / Change intent
8. **Save, Share, or Purchase**
   o   Integration with e-commerce or wishlist tools
9. **Feedback Loop**
   o   Optional rating on satisfaction
   o   Tag which emotion it conveyed successfully

Design Guidelines

- Use warm, emotionally engaging UI with conversational prompts.
- Prioritize cognitive ease with clean layouts, big touch targets, and progressive disclosure.
- Include toggle for "Quick Gift Mode" (minimal input) vs. "Personalized Journey."
- Ensure mobile-first responsiveness and fast-loading components.

Developer Notes:

- AI engine should be able to map user inputs to a semantic database of gift themes and real-time product feeds.
- Memory/story inputs should trigger symbolic keyword recognition (e.g., "camping in Yosemite" => stargazing map, camping gear, trail journal).
- Maintain privacy and data minimization by avoiding unnecessary personal data capture unless explicitly opted in.

Reference App (Visual):

https://giftlist.com/genie