**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**
   * Name/nickname
   * Relationship type
   * Occasion & milestone tag
   * Age & gender (optional)
3. **Psychological Personalization**
   * Quick personality & love language quiz (2–3 questions)
   * Decision style selector
4. **Intent & Context Inputs**
   * Emotional message prompt
   * Shared memory input (optional)
5. **Giver Input (optional)**
   * Include shared interests or the giver’s personality
6. **Results Display (link to websearch and AI-Refined + Structured Result)**
   * Curated gift list (3–5 items)
   * Emotional tone label
   * Comparison support tools
7. **Refinement Option**
   * Ask for more like X / See more / Change intent
8. **Save, Share, or Purchase**
   * Integration with e-commerce or wishlist tools
9. **Feedback Loop**
   * Optional rating on satisfaction
   * 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**](https://giftlist.com/genie)