

Your mission: **Redesign the gift-giving experience ...for your partner.**
Start by gaining empathy.

1 Interview

8min (2 sessions x 4 minutes each)

Notes from your first interview

Q What are your hobbies or passions?

A I like drawing, painting, baking, and taking photos

Q What is the one you think you prefer?

A Either drawing or taking photos

Q When was the last time you did this?

A Just before NYE

d. 🌟🌟🌟🌟🌟

Switch roles & repeat Interview 1.

2 Dig deeper

8min (2 sessions x 4 minutes each)

Notes from your second interview

Q Why do you like taking photos?

A I like to capture the moment and keep memories

Q Are there any particular photos you like more than others?

A I like happy moments

Q What do you do with the photos?

A I put them on my Instagram and FB.

Q Why?

A I like to share my moments with friends, and is a way of keeping

Track

Switch roles & repeat Interview 2.

Reframe the problem.

3 Capture findings 3min

needs: things they are trying to do*

*use verbs

needs to "take photos"
needs to store and keep track
needs to share them

insights: new learnings about your partner's feelings/
worldview to leverage in your design*

*make inferences from what you heard

She is a positive artistic person
who likes to use social media
to share happy moments of
her life

4 Define problem statement 3min



Shin

partner name/description

needs a way to share and keep track
user's need
of her photos

Surprisingly // because // but...

[circle one]

she likes to share them
with friends
insight


Ideate: generate alternatives to test.

5 Sketch at least 5 *radical* ways to meet your user's needs. 4min

8 SHARE AND KEEP TRACK OF PHOTOS

write your problem statement above

physical album



A photo album sharing book store?

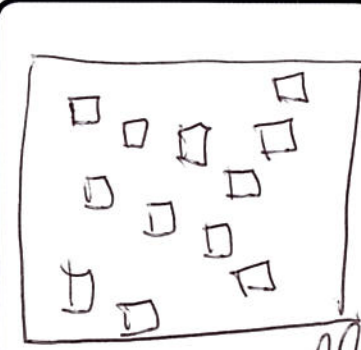




photo wall?



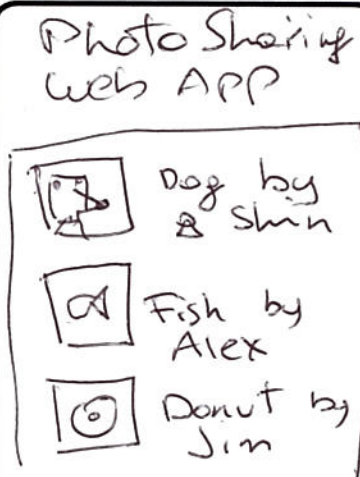
Map application with photos

Blog style



Comment

Photo Sharing web APP



Dog by & Shm

Fish by Alex

Donut by Jim

6 Share your solutions & capture feedback. 8min (2 sessions x 4 minutes each)

Notes

The first two seem to do style. The map is nice, but not complete, it has a good point, she can track where she has been.

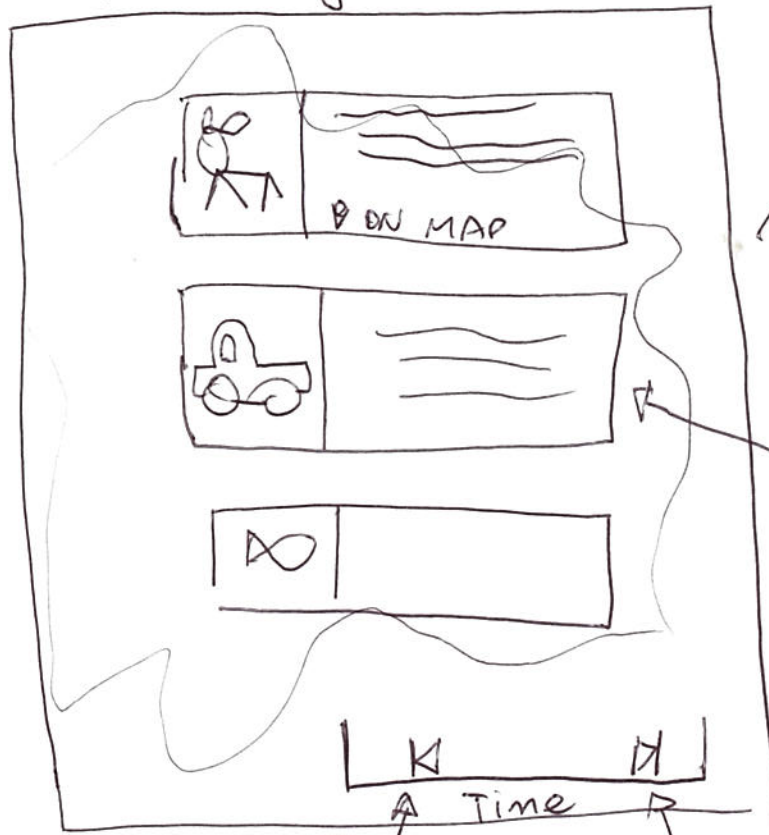
The blog is a good idea. The photo sharing app is beyond her intentions

Iterate based on feedback.

7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!

Mix Things up



Decrease card size

Photo cluster for a location

Use the Map and timeline to "Filter" the photo entries.

Build and test.

8 Build your solution.

Make something your partner can interact with!

SKIP

[not here]

10min

9 Share your solution and get feedback.

+ What worked...

The map
The photo cards
with comments

- What could be improved...

Maybe find a better
way for the photos
to be allocated
on the screen

? Questions...

//

! Ideas...

Maybe we can
make a
Google map plug
in out of this

8min (2 sessions x 4 minutes each)