

Bespoke Design Project

# Design Thinking Journal

## PART I

Name **Morgan Gibrila**  
Student ID 21033757  
Academic year 2021-2022

---



# USER EXPERIENCE DESIGN

# Table of Contents

<b>1</b>	<b>Introduction to The Design Thinking Journal .....</b>	Error! Bookmark not defined.
1.1	<i>Introduction .....</i>	<i>Error! Bookmark not defined.</i>
1.2	<i>Design team versus individual work.....</i>	<i>Error! Bookmark not defined.</i>
1.3	<i>Format .....</i>	<i>Error! Bookmark not defined.</i>
1.4	<i>Assessment .....</i>	<i>Error! Bookmark not defined.</i>
1.5	<i>Delivering your journal.....</i>	<i>Error! Bookmark not defined.</i>
1.6	<i>Remove Chapter 1, all instruction texts and reflection questions.....</i>	<i>Error! Bookmark not defined.</i>
<b>2</b>	<b>Orientate and prepare (week 11) .....</b>	<b>2</b>
2.1	<i>Meeting your user  .....</i>	2
2.2	<i>Research plan  .....</i>	2
2.2.1	<i>Research questions .....</i>	2
2.2.2	<i>Research techniques  .....</i>	2
2.2.3	<i>Description of the chosen research techniques  .....</i>	3
<b>3</b>	<b>Empathize (week 12).....</b>	<b>4</b>
3.1	<i>Research analysis  .....</i>	4
3.2	<i>'Surprise' preparation  .....</i>	6
<b>4</b>	<b>Define (Week 13) .....</b>	<b>8</b>
4.1	<i>'Surprise' research  .....</i>	8
4.2	<i>User Portrait  .....</i>	9
4.3	<i>Team User Portrait  .....</i>	10
4.4	<i>Design Vision  .....</i>	10
4.5	<i>Review of your Design Thinking Process  .....</i>	11
<b>5</b>	<b>APPENDIX .....</b>	<b>12</b>
Appendix A:	<i>Research protocols and other materials .....</i>	12
Appendix B:	<i>Raw data gathered (images, text, etc.) .....</i>	12
Appendix C:	<i>User Portrait .....</i>	18
Appendix D:	<i>.....</i>	18
<b>6</b>	<b>ANNEX .....</b>	Error! Bookmark not defined.
6.1	<i>About Research Questions .....</i>	<i>Error! Bookmark not defined.</i>
6.2	<i>Meaning of Sinterklaas and the 'surprise' .....</i>	<i>Error! Bookmark not defined.</i>
6.3	<i>Example of "surprises" .....</i>	<i>Error! Bookmark not defined.</i>
6.4	<i>Handout Design Vision.....</i>	<i>Error! Bookmark not defined.</i>

# 1 Orientate and prepare (week 11)

## 1.1 Meeting your user

When I first met my user, we went straight for a small interview style conversation. I asked the first thing that came to my mind and I managed to get relevant information, such as his hobbies what he studied and more...

**Reflect:** How did meeting your user help you get started with the project?

Getting to know my user helped me by giving me a small insight on how the user is. It helped me to base my research questions by giving me things I could want to be research more.

## 1.2 Research plan

### 1.2.1 Research questions

1. How does my user's relationship with the gift giver affect the gift giving experience?
2. If you had to list 3 things that you love the most, what would it be?
3. What does my user value most about receiving a gift? Emotional value or physical experience of opening a gift?
4. What unpleasant aspect would affect the user's experience?
5. How much does my user's culture affect their gift giving experience?

Our research questions will enable us to get to know the user's personal views on receiving and giving a gift which helps us create a more personalized experience for them. The research questions give us a good starting point in getting to know the user, and a clearer direction to head into when designing the experience.

### 1.2.2 Research techniques

Research techniques (in order of execution)	Why did you choose it?	Which RQs does it answer?	Planning: When and where will you gather the data?
Desk Research/Secondary Research	Good starting point to get to know the user's self-representation on social media, and their cultural heritage.	5	Social Media, and cultural research
Personal inventory	This will allow us to have a good idea of the things our user is into and more information about their personality	2	During the upcoming weeks
Interview using notes	Give us a large amount of info about their preferences.	1,2,3,4,5	Sometime in week 12
Directed Storytelling	Storytelling would supply us with info about their	1,3,4	

	personal experiences with opening gifts		
--	---	--	--

### 1.2.3 Description of the chosen research techniques

**Desk research:** Desk Research would be optimum to gather information about the user's preferences through an indirect way such as their social media. Having indirect research that represents the user would allow us to approach designing the experience from every possible angle. Moreover, desk research would allow us to get an insight into the user's cultural values that may be used to tailor the experience towards them. Desk research concerning the user's social media will be done through various social media apps with the consent of the users. Another proportion of the research will address the user's culture which will be done using the internet.

**Interview:** interview is the optimal way together primary data. They allow to get the answer to questions that may not be answered by desk research or observations. For the interview we will each do our own set of questions, as we have separate users to gather information on.

**Personal inventory:** personal inventory will help get an understanding on what type of person they are. We can see if they are a simple person who only need the necessary or are they a more show person who like to have everything? All these can affect what type of experience they expect if they want a flashy presentation or a simple one.

**Directed Story telling:** The storytelling of previous gift experiences would help us note any positive/negative aspects that faced the user at the time. A story is a great way to tell how the user felt, and reacted to the gift giving experience; hence, in our design we could focus on what made it a wholesome experience and avoid anything that would make it an unpleasant experience.

**Reflect:** In what way did the creation of your RQs help you within this project?

Creating the RQs helped me in the project by giving me and my partner options to choose a path of research for this project.

**Reflect:** How did the detailing of your research plan (connecting techniques to RQs, making protocols, planning) help you make a thorough research set-up?

The detailed plan of my project helped me by paving the path I need to do my proper research. Having the RQs helps me stay on topic and the protocol helps me plan my next task so that I don't end up having to think of it on the spot.

**Reflect:** How did the collaboration with your partner help you with the creation of your research plan?

Having a partner to help me do this assignment helps have different point of views on things, maybe they come up with something I didn't think about or vice versa. We also divide the tasks on the collaborative section allowing use to work faster and have less things to worry about.

## 2 Empathize (week 12)

### 2.1 Research analysis

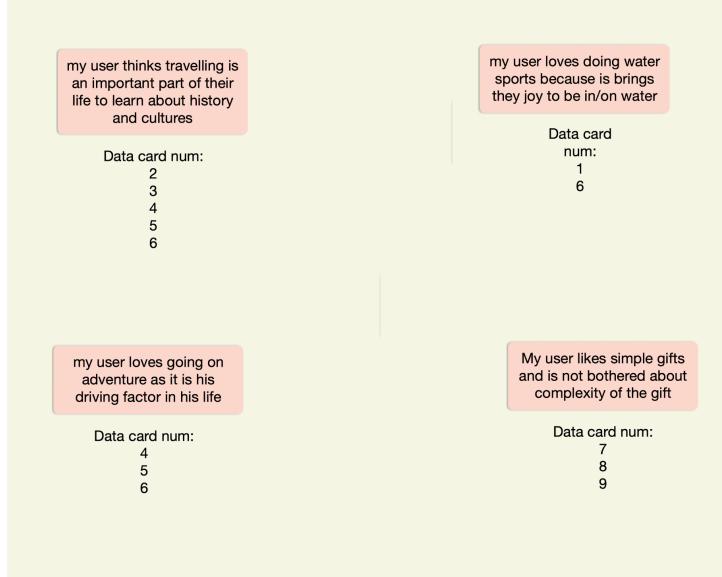
#### 2.1.1 Data overview

Statement <i>(Your interpretation of the data. Why did you find it interesting?)</i>	Raw data <i>(The exact information found. For example: part of a transcript, piece of observation, a picture, a quote from desk research, etc.)</i>	Place of origin <i>(Where did you get the data? In case you need to go back to the raw data)</i>	#
<i>He like water sports and more specifically diving – his hobby</i>	<i>"My favourites sports are water sports, but my favourite water sport is diving"</i>	<i>Interview notes</i>	1
<i>He likes history and reads historical books and watches historical movies – interest</i>	<i>"When I'm bored, I watch historical movies or read biographies about famous historical people."</i>	<i>Interview notes</i>	2
<i>Studies 3 year of history in university – previous study</i>	<i>"I study history before"</i>	<i>Interview notes</i>	3
<i>he visited 66 countries – travels</i>	<i>"I went to 66 countries in the world"</i>	<i>Interview notes</i>	4
<i>He went from England to Australia by car and took 6 months – adventurous, personality</i>	<i>"I tried to go from England to Australia by car. I went from London to Singapore in 6 months and stopped there"</i>	<i>Interview notes</i>	5
<i>He likes to travel by boat – preference to wards water</i>	<i>"I think the best way to travel is by boat"</i>	<i>Interview notes</i>	6
<i>He is a simple person and anything goes for a gift if it is useful – simplicity</i>	<i>"For me anything is good... I like useful presence"</i>	<i>Interview notes</i>	7
<i>Prefers physical use over emotional value</i>	<i>"I think I prefer physical use of emotional value"</i>	<i>Interview notes</i>	8
<i>Joke presents are not a good experience</i>	<i>"the worst present is when someone gives me"</i>	<i>Interview notes</i>	9
<i>Most important people for him</i>	<i>"Most important people in my life are mother, son, father, brother"</i>	<i>Interview notes</i>	10
<i>Describe himself in 3 words</i>	<i>"adventure, determination, fearless"</i>	<i>Interview notes</i>	11
<i>Favourite colours</i>	<i>My favourite colours are: sky blue, sea blue, and green</i>	<i>Interview notes</i>	12
<i>Bring small gift in Poland – culture</i>	<i>"the Polish gift giving custom is to bring a small host/hostess gift, such</i>	<i>Desk research</i>	13

	<i>as flowers, pastries or sweets, or a bottle of wine"</i>		
<i>Gift has to be opened now - culture</i>	<i>"When receiving a gift, it should be opened immediately.</i>	<i>Desk research</i>	14
<i>Best gifts are very simple - preference</i>	<i>"My best gift was Christmas... it was a perfume and shaving kit... it was the only gift I got... because I was in Germany with my cousins and not in Poland</i>	<i>Directed storytelling</i>	15

### 2.1.2 Process of analysing

I decide to group the data that were most similar or about the same topics and those became my insights. I did so by doing an affinity diagram.



### 2.1.3 Insights gained

		Data#
Insight 1	My user thinks travelling is an important part of the user's life.	1
Insight 2	My user loves doing water sport because it brings them joy	2
Insight 3	My user loves going on adventure as it is his driving factor	3
Insight 4	My user likes simple gifts and is not bothered about complexity of the gift	4

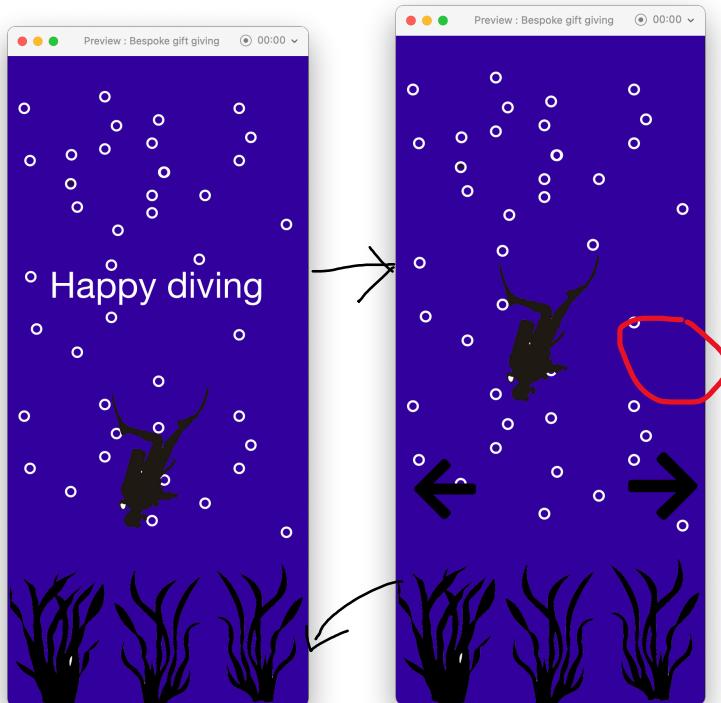
The most important insight I had for the design of the surprise was insight 2. It is the one that described my user the best from the little information I was able to get.

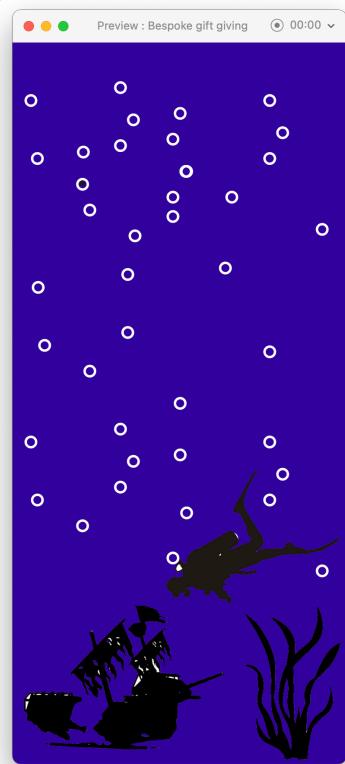
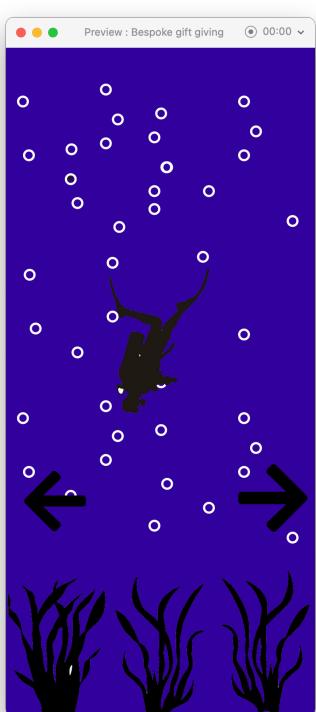
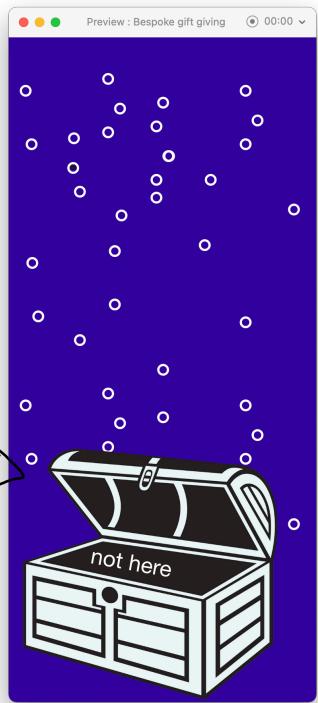
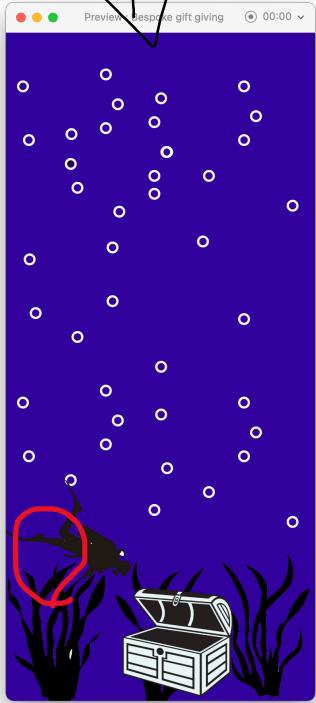
Reflect: How was the processing of the raw data and the analysis? What struggles and/or successes did you have? Which techniques worked, which could have been executed better in the future? How?

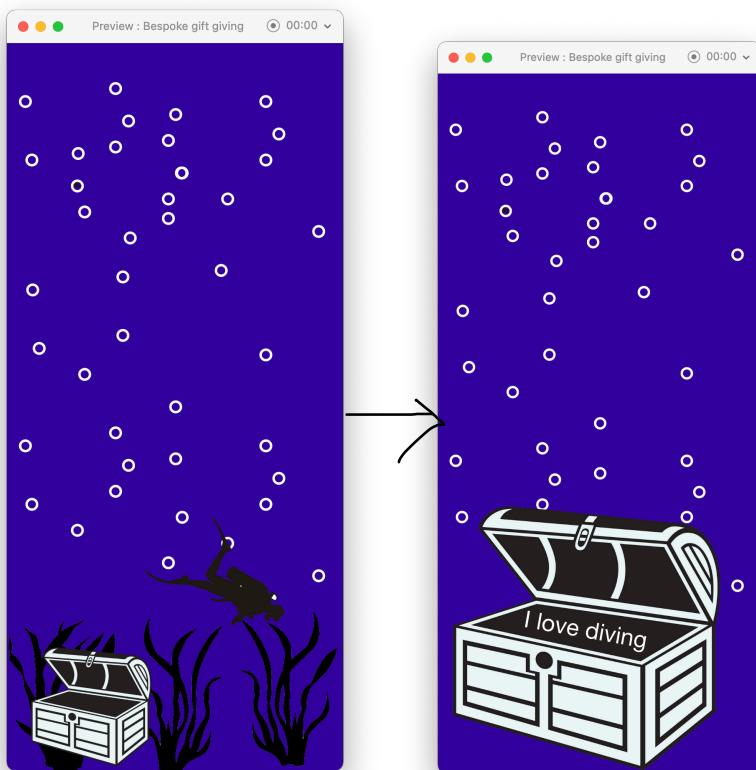
*My main struggle was getting enough information from my user. My user was not very cooperative at times or did not understand the question I would ask in any form I put it. One technique that works the most was the interview and one that was not helpful in my case was the personal inventory.*

## 2.2 ‘Surprise’ preparation

For the surprise I decide to create a very small game on Adobe XD, where my user looks for a key sentence. If the sentence is given to me then I will give my user a letter and 3 chocolates. The game is based around diving, it is a treasure hunt under water. Depending on the side the user presses then he will be brought to a chest. There are two chests, one is the correct one and one is a decoy.



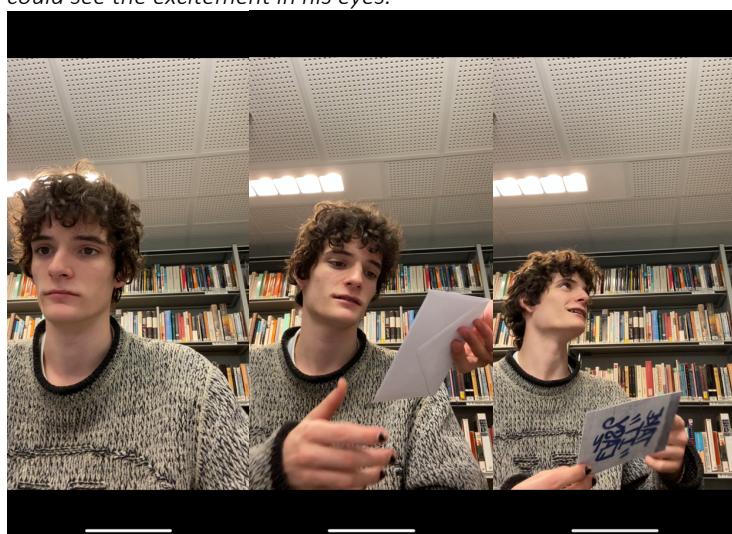




### 3 Define (Week 13)

#### 3.1 ‘Surprise’ research

*My user and I had difficulties therefore I was given the go ahead to do the surprise with someone else, the user that helped me with this was very happy and did not know what to expect from the surprise I could see the excitement in his eyes.*



*Reflect: In what way did the 'Surprise' research technique help you discover new things about your user?*

*Due to some difficulties with my user, I was allowed to do the surprise with someone else, therefore I do not know if the reaction that I should have gotten would have given me any more information.*

### 3.2 User Portrait



Name: Mariusz Pawlowski  
Age: 45 year old  
Nationality: Polish  
Religion: catholic orthodox



About:

Mariusz pawlowski is Polish. He left Poland after graduating in 1995. Since, he has been going around the world, he has been to a total of 66 countries and lived in 6 different countries. During one of his longest trip he managed to go from London to Singapore by car. He took an interest in diving 14 years ago and became a teacher. With that he started liking water sports, he personally thinks that traveling by boat is the best way to travel. With Covid he decided to come study UXD and started to look into cryptomining. Prior to UXD he did a history degree



Hobbies

- Diving
- Water sport
- Mining crypto
- Watches football
- History
- Traveling

Favorite colors

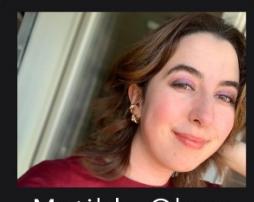


*Reflect: What was the use of making the User Portrait for you? How did it support you throughout the rest of your design process?*

*The user portrait helped me by giving me an overview of the more relevant things. I used it to prepare the surprise and get an expected reaction.*

### 3.3 Team User Portrait

**About:**



**Matilde Olsen**

**Personality**

Eclectic	Modest	Chill
Creative	Vibrant	

**Nationality**

Norwegian	Italian
	

**Quote**

"I could receive candy I like and I will appreciate it as a gift but even more if that person remembered that it was the candy I liked"

**Ambition**

Matilde's aim is to pick up a job that requires her to travel and experience the different areas of the world.

**Most Memorable Gift**

"When I received a gift from my volleyball team when I was moving away from Italy. They had a pizza party and gave me a volleyball signed by all of them. It was a surprise party too which would have been enough"

**Gift impressions**

Matilde's Gift Ethics are Simple

1. "It's the thought that counts" Remebering the occasion is enough
2. Remembering what she likes
3. Gifts that reflect sentimental value and memories
4. If the build up is too long she might get anxious

**Hobbies**

Gaming	
Twitch/YouTube	
Travelling	
Sewing	

**Music**

Elton John	
BTS	
Bastille	
Fall out Boys	

**Color**



All kinds of Purple

**Values**

Family	
Friends	
Putting Effort	
Her Freedom	

Sponsored By







### 3.4 Design Vision

The User

Matilde could be described to be a person who appreciates the effort put into the journey and the outcome rather than the outcome itself. She enjoys her relationships as long as the time and energy is being put from both sides. Matilde also dedicates time to her favourite gaming communities on Twitch, YouTube, and Discord as it provides her with enjoyment and friendships with other people that share her interests. Her friends who live in different areas of the world meet up every few months to go to conventions, or concerts where they gift each other, but unfortunately with the pandemic it became more difficult. She appreciates when people remember what she likes and show that in a gift as it becomes more personalized and thoughtful of her as a person.

The Gift, Occasion, and Giver

The giver will be one of her friends living abroad who shares her interest in the gaming community who knows what she specifically enjoys in the community. As for the occasion it will be based upon the meet ups she has with her friends where they gift each other upon seeing one another after a long period of time. Lastly, the gift will consist of a subscription to Matilde's most watched streamer, so that she will be able to enjoy their subscriber only content.

Design Direction: Autonomy, Freedom, and Belongness in an entertaining video game

We want to create an experience that would allow our user to make their own choice and do what they want at any time; giving them a sense of freedom and autonomy while exploring the experience (insight 4). We would like to link the experience to one of the communities she feels part of to give her a sense of belonging, as she enjoys the feeling of inclusivity within the communities of people who share the same interests as her (insight 1). The announcement of the gift should make her feel a sense of

*belonging, such as: an invite to a game she plays with her friends, or a notification that someone from one of her twitch/discord communities has sent her a message. when opening the notification, she will be put in an environment that she can explore and decide when to get the gift giving her a sense of autonomy and freedom. The reveal would be similar to receiving an item in a video game as she enjoys playing and watching video games. at the end of the unwrapping, she will have an option to send back a message, a gift of her own, or call the gift giver.*

*The UX factors that fit the user most would be Autonomy, Relatedness, and Recognition*

*Autonomy – Matilde prefers having control over the choices and paths she wants to take in life. That is reflected in her choice to pursue a career that requires her to travel*

*Relatedness – Matilde enjoys the feeling of belonging to a community filled with people who share her interests on a certain subject*

*Recognition – Matilde's appreciates when her likes and values are recognized by friends and family especially when receiving gifts or celebrating an occasion*

**Reflect:** In what way did the creation of the design direction help you throughout the rest of your design process?

*It laid out the information for us and we got a clear idea of where we are going with the design of the experience.*

### 3.5 Review of your Design Thinking Process

*Getting to know my user helped me by giving me a small insight on how the user is. It helped me to base my research questions by giving me things I could want to research more.*

*Creating the RQs helped me in the project by giving me and my partner options to choose a path of research for this project.*

*The detailed plan of my project helped me by paving the path I need to do my proper research. Having the RQs helps me stay on topic and the protocol helps me plan my next task so that I don't end up having to think of it on the spot.*

*Having a partner to help me do this assignment helps have different points of view on things, maybe they come up with something I didn't think about or vice versa. We also divide the tasks on the collaborative section allowing us to work faster and have less things to worry about.*

*My main struggle was getting enough information from my user. My user was not very cooperative at times or did not understand the question I would ask in any form I put it. One technique that works the most was the interview and one that was not helpful in my case was the personal inventory.*

*Due to some difficulties with my user, I was allowed to do the surprise with someone else, therefore I do not know if the reaction that I should have gotten would have given me any more information.*

*The user portrait helped me by giving me an overview of the more relevant things. I used it to prepare the surprise and get an expected reaction.*

*It laid out the information for us and we got a clear idea of where we are going with the design of the experience.*

## 4 APPENDIX

Appendix A: Research protocols and other materials

Appendix B: Raw data gathered (images, text, etc.)

### Bespoke interview

about him

- he is from Poland
- he has lived outside of Poland for 20 years
- he is catholic orthodox

hobbies

- sports
- likes diving and has been diving for 14 years
- he likes water sport
- he doesn't dive in Netherlands
- he watches football
- he tried: surfing, wind surfing, yachting
- currently building a crypto miner
- intellectual
- he likes history
- he is currently reading the Napoleon biography and before that we read Leonardo Da Vinci
- he watches historical movies and documentaries
- he studies history for 3 years before UXD

living and visiting

- he has been to 66 countries
- he tried to travel from England to Australia
- went from London to Singapore in 6 months
- he lived in 6 different countries
- he likes to travel by boat "the best is to travel by boat"

Birthday preferences

- anything goes for him
- mostly does parties
- no surprise party
- giving presents:

- girls:
- perfume
- clothes
- bag
- boys:
- alcohol
- DVD
- receiving presents
- anything useful
- no preference on simplicity or flashiness
- physical use over emotional value
- a bad experience is when someone gives him something as a joke

Best gift

- christmas
- shaving kit and perfume
- from cousins

important people in his life

- mother
- father
- son
- brother

describe with 3 objects

- Adventure
- continue / determined
- not scared of anything / fearless

Languages spoken

- fluently
- english, Russian and polish
- knows a bit
- spanish and thai

Favorite color

- sky blue, sea blue
- green

happy about nothing

- passport
- laptop
- phone

Physical use > emotional value

When someone gives a present as a gift

left polar in 95

No the physical value doesn't affect the experience

blue, green

Stay blue or sensible

was diving

- diving watch calculate how long underwater deep mix in tank
- diving equipment
- wetsuit

family

- mother
- son
- father
- brother

Describe with 3 objects

- telephone
- container / container
- Not scared of new things.

Story

- Christmas
- perfume / perfume kit
- cousins
- the only gift

Bespoke interview

- likes diving

dived for 11 years

because he likes water sport

here no but in warm countries yes

- 66 countries

no connection

travels through country

6 month to go from London to Singapore

- history

Now read napoleon book

reading the biography ↑

Leonard was before ↑

watch historical movies and documentary

Studied history for 3 years

- football is fav sport
- watersport diving
  - tried: surfing, wind surfing, yachting
  - likes to travel on boat
- "The best is to travel by boat"
- Poland
- 20 years
- catholic orthodox
- anything for a bday
  - mostly party
  - no surprise party

### Languages

- fluent english and romanian, polish
- spanish, thai

gift

- girl perfume / clothes / bags

- boys. alcohol / DVD

- want useful presents

like:

- building a crypto miner

& graphic card

ergo

no preference on simplicity or flashiness of present.

## Appendix C: User Portrait



Name: Mariusz Pawlowski  
Age: 45 year old  
Nationality: Polish  
Religion: catholic orthodox

**About:**

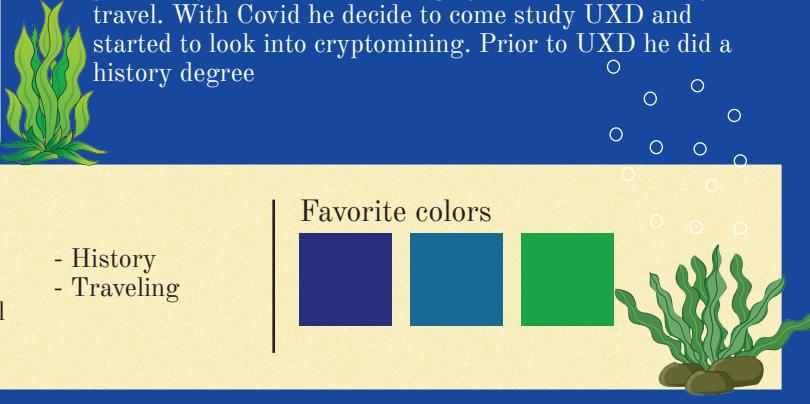
Mariusz pawlowski is Polish. He left Poland after graduating in 1995. Since, he has been going around the world, he has been to a total of 66 countries and lived in 6 different countries. During one of his longest trip he managed to go from London to Singapore by car.

He took an interest in diving 14 years ago and became a teacher. With that he started liking water sports, he personally thinks that traveling by boat is the best way to travel. With Covid he decided to come study UXD and started to look into cryptomining. Prior to UXD he did a history degree

**Hobbies**

- Diving
- Water sport
- Mining crypto
- Watches football
- History
- Traveling

**Favorite colors**



## Appendix D: ...