

Gift Giving Project

Saturday, August 20, 2016 1:02 PM

1. First interview

Name - Shu-Yi

Age - 35

From - Taiwan

- Gives gifts fairly often.
- Would like to be able to give more gifts.
- Only barrier is not enough money.

2. Dig Deeper

- Money is not only barrier
- Selecting the right gift is difficult.
- Don't know enough about recipient to make a good choice.

3. Goals and Wishes

What is subject trying to accomplish through gift giving.

- Express gratitude.
- Celebrate important moments in recipient's life

4. Take a stand with a point of view

Shu-Yi needs an efficient easy to use way to select a gift because she'd like to be more generous but can find it difficult to come up with ideas and when she does, often she cannot afford them.

Blockers

- Short on money
- Not enough information about recipient to make informed choice.