

Interactive Visual Item: A Valentines Day Card





"Valentine's Day is a special occasion for us, and we wanted to find a card that truly captures our love and connection."

Design Brief

Project Goal

The goal of this project is to design and develop an innovative and interactive Valentine's Day card that provides a unique and memorable experience for recipients. This interactive card will combine traditional heartfelt sentiments with modern technology to create a delightful and engaging surprise.

Timeline

Interactive Visual Ideas
September 18

Design Brief/ Persona
September 20

Flowchart
September 20

Final Project
October 2

Target Audience

1. *Romantic Partners*

Individuals in romantic relationships who want to express their love and affection to their significant other in a unique and heartfelt way

2. *Family and Friends*

Family members and friends who wish to convey love and affection to their parents, siblings, or children in an interactive and memorable manner.





"Valentine's Day is a reminder that my love for my girlfriend is like the joy of gift-giving – heartfelt, beautiful, and endless."

Carlos Diaz

About

Carlos Diaz, a 34-year-old Californian male, is a passionate and driven individual with a diverse range of interests and talents. Born and raised in the Golden State, he has been shaped by the unique culture and opportunities that California has to offer.

Daily Routine

Carlos's daily routine reflects his deep love and commitment to his girlfriend. After a productive day at the office, he often dedicates time to share activities with his girlfriend, whether it's a romantic dinner, exploring local art galleries, or taking leisurely walks on the beach. Carlos values these moments as opportunities to strengthen their bond and create lasting memories together.

Pain points

Carlos's recurring pain point is the annual challenge of finding the perfect Valentine's Day card for his girlfriend, whom he deeply loves and prioritizes. He believes in expressing his affection through unique and heartfelt gifts, but he often finds store-bought cards to be too generic and lacking the personal touch he desires when expressing his love and appreciation.

Values

Carlos places the utmost importance on his family and his relationship with his girlfriend. He believes that these bonds are the cornerstone of a fulfilling life. He prioritizes quality time with his loved ones and is unwavering in his commitment to nurturing and sustaining these relationships.

Flowchart



