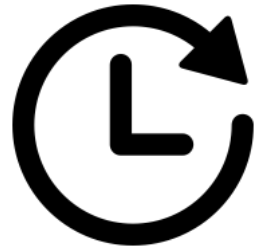


# About Me: Ming Shern, Siew



## Education

- Bachelor of Computer Science at Monash University



## Course duration

- 2017 – 2020



## Experience

- Former Software Engineer Intern
- Former part-time Web Developer



## Current role

- Innovative Gift App Designer under Han Phan Supervision

# Innovative Gift App

What this app do ?



Sell Gift



Delivery  
Gift



Customize  
Gift Box



Customize  
Gift Card

Why choose this app ?



Promote sustainability



Easy to make gift



Saves time for making gift

# Persona: Jessica Clark



**Age:** 22

**Work:** Student

**Relationship:** Single

**Location:** Princes

Hwy, Clayton

## Goals

- To able to snapshot design of gift box.
- To able to customize gift box design.
- To able to quickly find the affordable gifts.

## Frustration

- Wrapping gift box is time consuming.
- Lack of freedom to design gift box.
- Difficulty to keep track of cheap gift.

# Persona: Darren Smith



**Age:** 32

**Work:** Software Developer

**Relationship:** In a  
Relationship

**Location:** Clarkson Court,  
Clayton

## Goals

- To able to easily write content to gift card.
- To able to customize gift card design.
- To able to find Favorite brand product easily.

## Frustration

- Design of gift card is mess and dirty.
- Lack of freedom to customize the design of gift card.
- Unable to find favorite brand product.

# Persona: Albert Jones



**Age:** 66

**Work:** Pensioner

**Relationship:** Married

**Location:** Springvale  
Rd, Glen Waverley

## Goals

- To able to pinpoint delivery destination easily.
- To able to easily find gift with least delivery time
- To able to seek help when trouble arises.

## Frustration

- Unable to deliver gift timely manner.
- Lack of competence in customer service.

# User Story

Student:

Need: Easily decide the design of the gift box

Benefit: design of the gift box matches with how I want the gift box to look like when I purchase it.

Software developer:

Need: Easily decide the design and content of a custom gift card

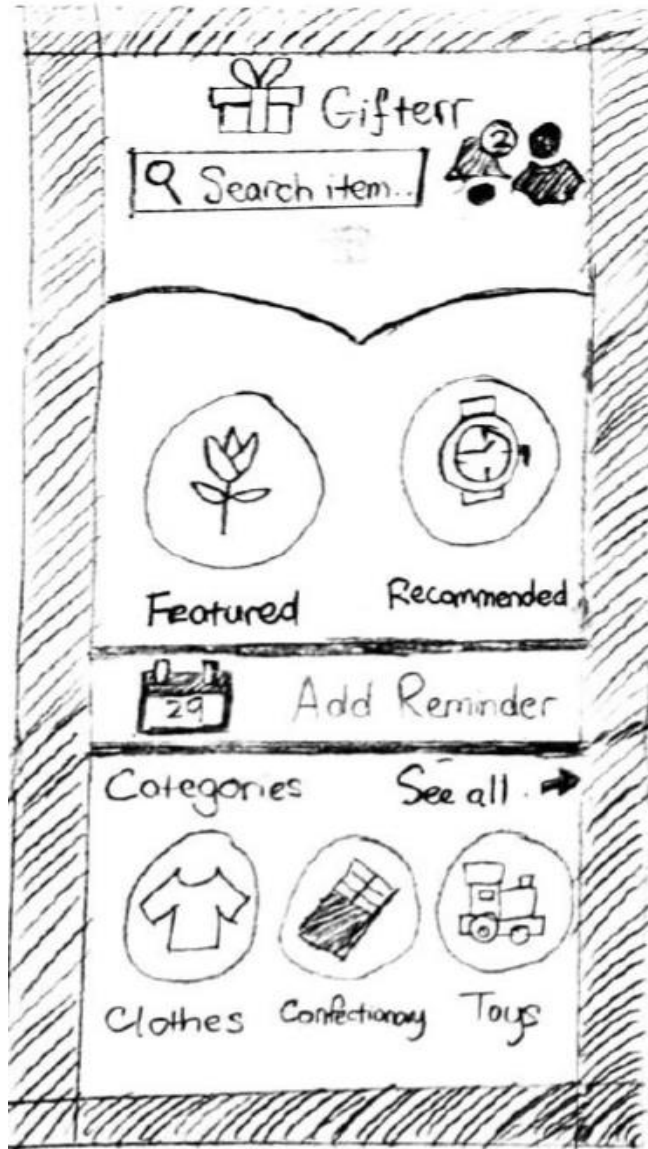
Benefit: design and content of the gift card matches with how I want the gift card to look like when I purchase it.

Pensioner:

Need: Fast Delivery

Benefit: I can obtain my gift as early as possible.

# Sketch

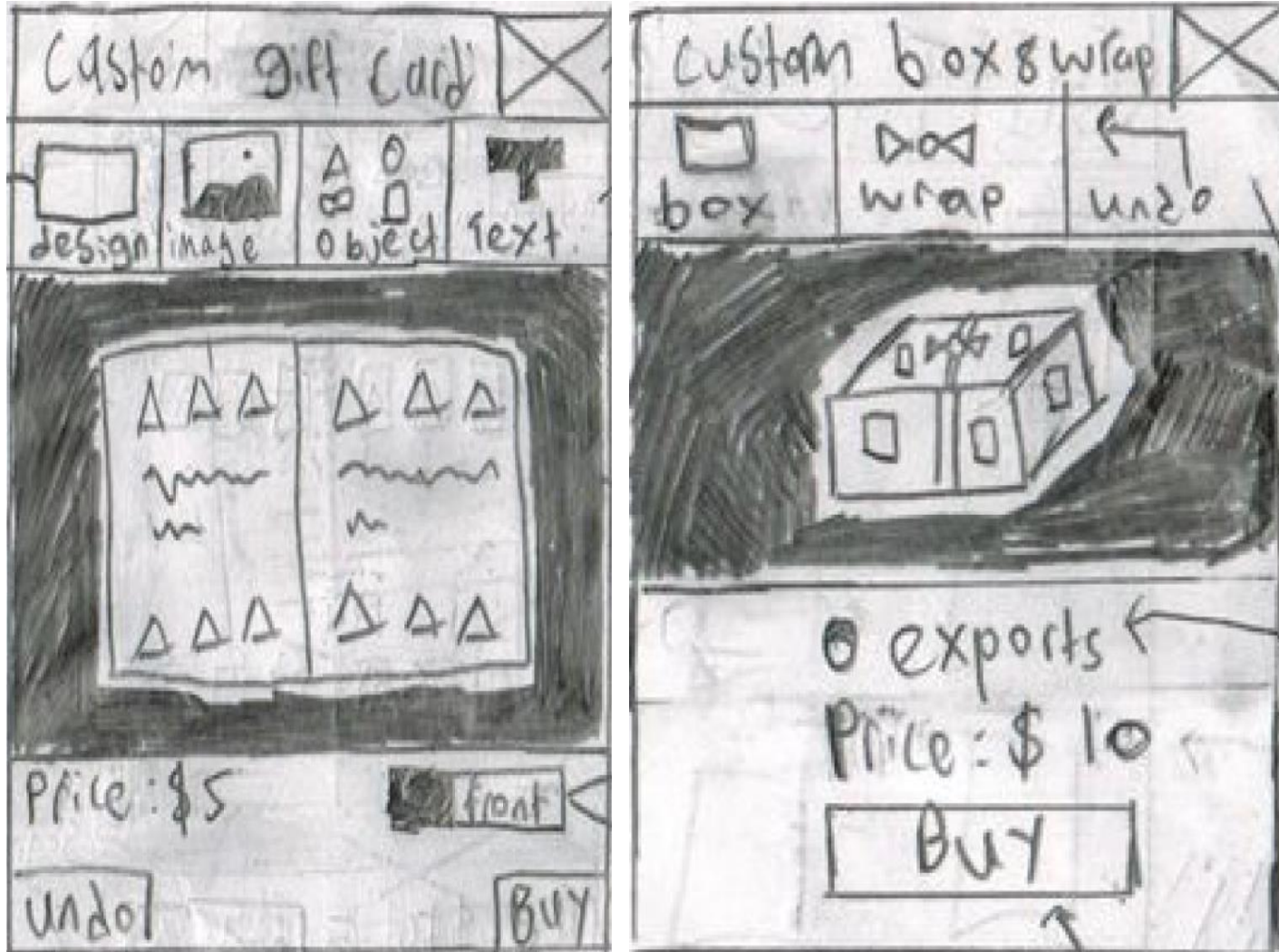


Issue:

- 'add reminder' functionality can be quite unclear
- 'see all' button functionality is not clear



# Sketch



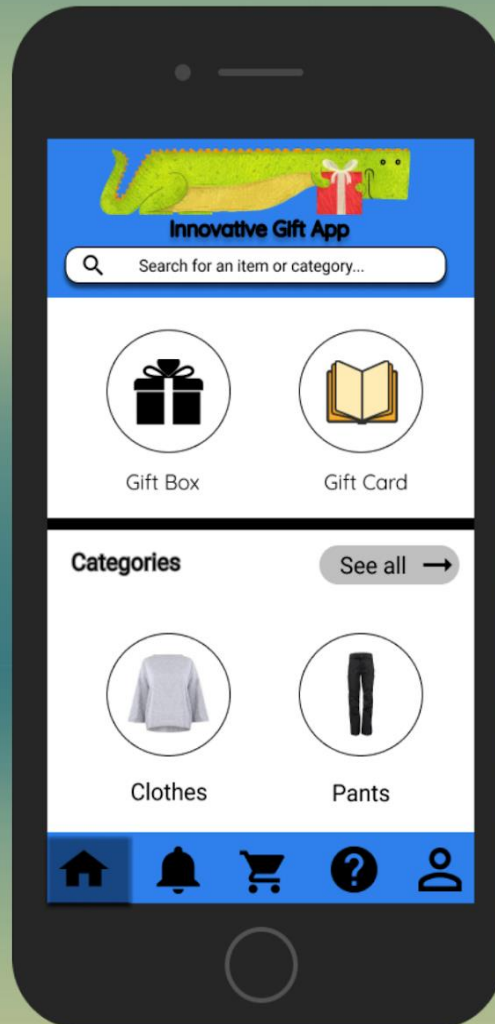
Issue:

- no consistency between gift card layout and gift box layout.
- no sign of feedback for users when design is changed.

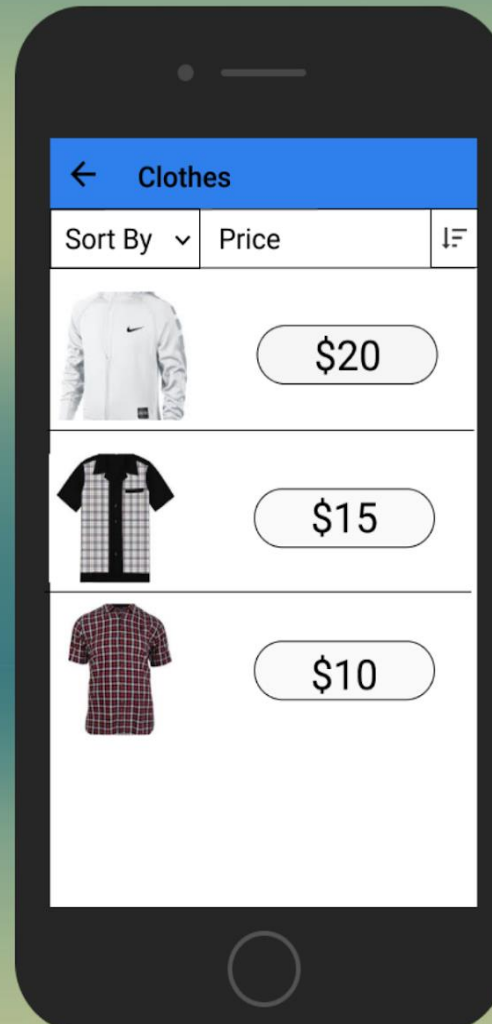


# Prototype

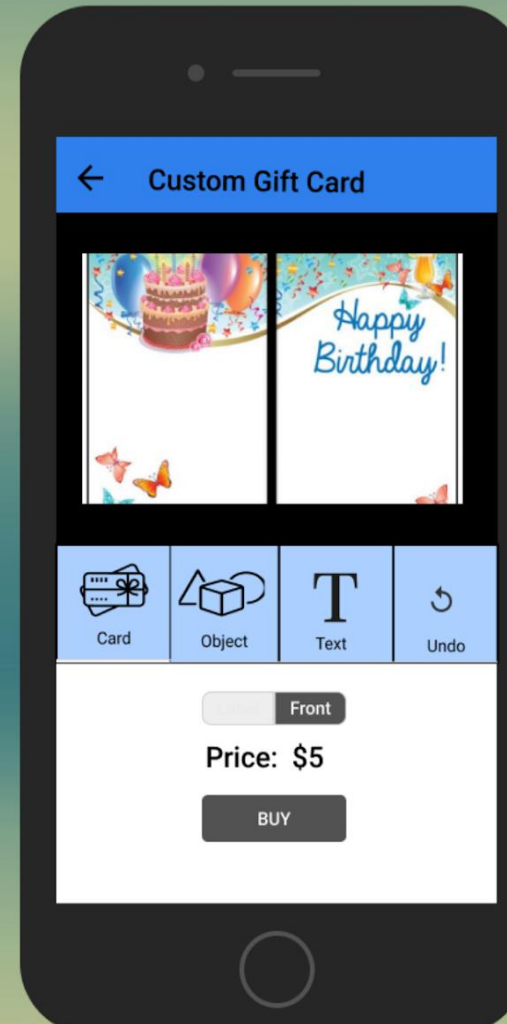
## Quickly browse gift



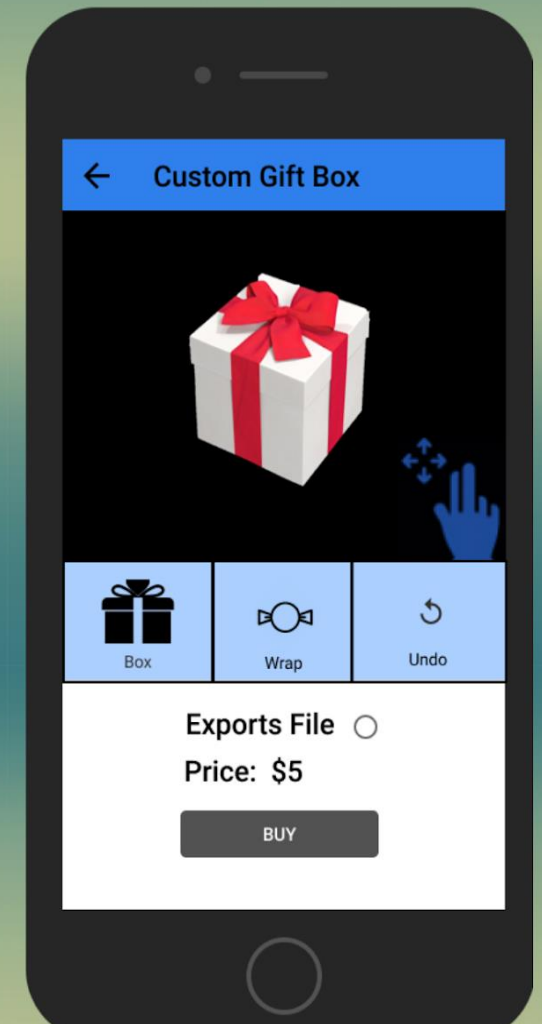
## Choose suitable gift with either affordable price or fast delivery



## Customize design of gift card



## Customize design of gift box



# Evaluation Plan

## Usability Testing:



# Evaluation Plan

## Data Collection

### Quantitative data

- Rate of success that a participant completes a task.
- Time taken for a participant to complete a task.

### Qualitative data

- Joint down participants' thoughts on their actions.
- Satisfaction scale made by participants

# Evaluation Result

## **Prototype positive feedback**

- User can interpret meaning of gift box icons and use it
- User can interpret meaning of category icons and use it
- User can interpret meaning of sorting feature and use it
- User can use back button to switch to previous interface.

# Evaluation Result

## **Prototype negative feedback**

- User cannot interpret meaning of tab bar icons
- User cannot change design of gift box
- User cannot find sorting feature
- User cannot use sorting feature

# Recommendation

- 1) Improve textual representation to be more meaningful and understandable.
- 2) Onboard interface should be an option at all interface screens.
- 3) Provide feedback when user will encounter error or incomplete module in app.
- 4) Accessible sorting feature at home page.

# Lesson

- 1) Don't rely on assumptions when designing for users.
- 2) Persona serves as a useful guide to design an app.
- 3) User onboarding reduce chance of user drop off rate.



# Contact

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