Hand out

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DE HAAGSE

HOGESCHOOL

Persona

DAPHNE RAPHAELLA
CAROLINE VAREKAMP

FAVOURITE ACTIVITIES

LISTETNING TO MUSIC
GOING TO CONCERTS
GOING TO BARS
ANIMAL RIGHTS
YOUTUBE COMMENTARY VIDEOS
NETFLIX
MAKING MEMES
TRAVELLING
DRAWING
WATER POLO

PERSONALITY TRAITS

CALM
CARING
CLEVER
ORGANIZED,
EMPATHETIC
CREATIVE
FRIENDLY
FUN-LOVING
HUMOUROUS
HEARTY
GRNUINE

FAVOURITE COLORS

BLACK   RED   OAKER

"I HATE CHEAPSKATES"
"MUSIC IS LITERALLY 90% OF
MY DAY"
"MY FRIENDS ARE SUPER IM-
PORTANT TO ME"

SKILLS

ADOBE CC
KRITA
PROGRAMMING
FIRST AID
DRAWING
MEME GODESS

GIFT PREFERENCES

FITTING HER LIFESTYLE
GOOD AESTHETICS
SANTIMENTAL
PERSONAL ATTENTION OVER VALUE

PAPA ROACH

ANIMAL RIGHTS

Design Vision

Introduction

After carefully breaking down of all the data I received from researching my user in many different ways I concluded on a draft of the design vision. There are a few things that my user finds immensely important that I need to take into consideration during this process. She likes loves nature, her friends, parties, metal music, traveling and joking around. When it comes to gift giving, she does hold her friends and family to a certain standard. She doesn't like wasting money and time, but she does love a little personal twist to her presents. The present doesn't need to be very expensive but it does need to have a straightforward and personal gesture so she knows for sure that her friends and family care about her. The experience and the gift itself will be relatable and personal.

The Card Personalization Tool

The giver will need structured attributes on this end of the design, because the receiver, Daphne, definitely knows what she wants and they shouldn't be distracted from this goal. Aesthetics are not a big priority with this part, mostly ease-of-use, efficiency and flow. I will design something that the giver could effectively use quickly. The general experience needs to be to the point and therefor it must be pragmatic.

Digital Unwrapping

Over these weeks I found a couple of insights that describe my user almost perfectly. I concluded that I need to give my user a relatable experience. With all the information I found online I came to the conclusion that she has a certain way of representing herself and I need to compliment this by reinforcing the same features into the design. I will achieve this by taking into account music, colors, hobbies and her preferred aesthetic. I will make the design with a dark color scheme with small hints of red scattered around, because these two are her favorite colors. Furthermore, it will depend which program I will use to prototype the unwrapping, but I might also add her most liked songs on the background. It will be an immersive story that has an organized narrative. There will be a clear storyline without any confusing attributes, because she dislikes wasting her time. I will add a small interaction with the user and the program, but mostly she can watch, listen and read the unwrapping. I will probably add her friends in the experience as well and incorporate certain memories and make the general experience useful and logical. Like letting her friends add quotes or wishes so she feels closer to them. Of course the experience needs to be personal and this will be done by giving my user a sense of purpose while digitally unwrapping the gift.

Recommendations

1. QR-codes
Coming back to the digitalization of the upcoming generations, a lot of other companies are working with QR-codes to improve their brand. We think with adding these codes Hallmark would enhance the overall experience and motivate users to also send a card back. If users also use their phones when receiving a card then they there would be more engagement.
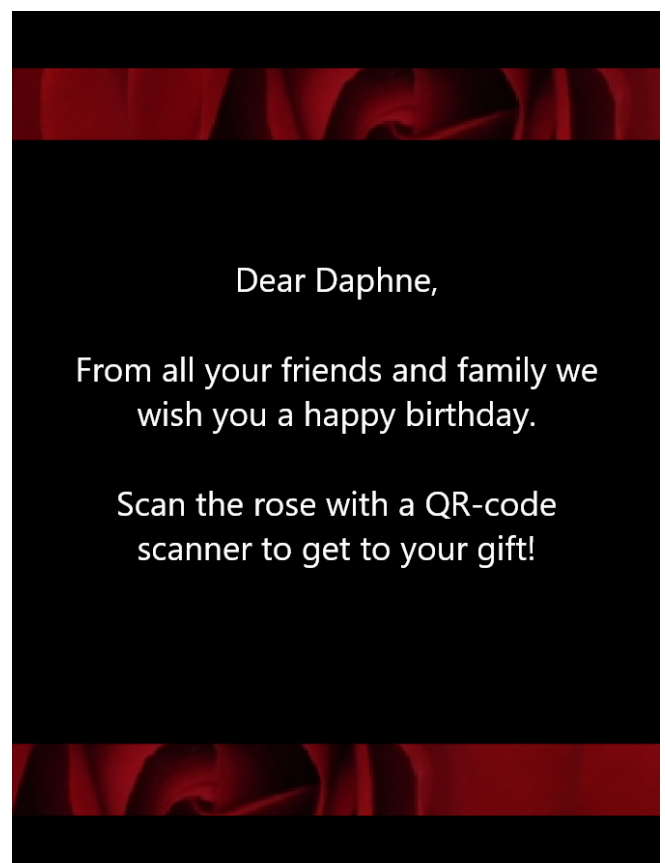
2. Audio
Nowadays, cards that contain small parts of songs or music are already available, however Hallmark themselves hasn't added this option to their cards yet. We think it would improve the experience of receiving a card when the user is able to add their favorite song to the card.

3. Digital
Cards will always exist, but lately more and more communication goes through the internet in a digital space instead of physical interaction. We think Hallmark could also have the possibility of sending digital cards. The pros of digital cards are that the user could add way more features like audio, but also video.

Card

Roses are red, violets are blue,

It's your birthday, congrats to you!

Dear Daphne,

From all your friends and family we wish you a happy birthday.

Scan the rose with a QR-code scanner to get to your gift!

Links

Persona

https://drive.google.com/open?id=1s8N4iERyUFc_sGBtdUDblyfea4f200in

Digital unwrapping

https://drive.google.com/open?id=124LLEmxeurXsc3YGFrgQsQ3eeZpaSuRB

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