

Bespoke Design Project

Design Thinking Journal

PART I

0

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USER EXPERIENCE DESIGN

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CMD
COMMUNICATION & MULTIMEDIA DESIGN

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1 Step 1: Orientate and prepare (week 11)

1.1 Mind Map with assumptions



1.2 Research questions

1. Who is my user and what ethnographic background does she have?
2. What kind of personality traits does my user have?
3. What kind of gifts does the user like and why?
4. Who is usually the gift giver and in what kind of experience does she link to the process of receiving a gift?

1.3 Research techniques

For research techniques I have chosen informal semi structured interview, informal not structured interview. I will observe my user in and around the school and research several social media platforms where she has an account. With these techniques I will come to know my user and find out what her general gift giving experiences are like.

1.3.1 Research plan chart

Research technique	Why did you choose it?	Which questions does it answer?	When/where will you gather the data?	How would you gather the data?
Semi-structured interview	With this research technique I aim to know the user's ethnographical background.	It gives basic outline of the persona, age, sex.	In week in 11 in school facilities	Notes

3.2 Surprise

Non-structured interview (conversation)	It is simple, easy to conduct and in some cases gives interesting insights due to the method's natural flow.	It helps understand the user better in a more personal way.	Cafes and school facilities	Notes
Desktop research	Gathers information about a person's presence on social media.	Gathers information about a person's presence on social media. Gives insight on what the user's willing to post in front of their friends and followers. Also I will gather images from her account which will be further used in the project.	School facilities and home	Download and apply materials from a user's social media accounts.
Observations in social setting	Gives data based on behaviour.	Shows if the user's answers are biased by the observation during interview.	Coffeeshop	Notes




1.4 Week 11 review

In the first class of the subject we were told what is bespoke design, an outline of the course was given and the important milestones were explained. The client and the design challenges were presented by the lecturers as well. The most important thing in this project according to the slides is to be able to empathize the user in order to design the best gift-giving experience which will fit the user's needs, personality, lifestyle and preferences. We were told to get in a mindset where everything will be a struggle but it doesn't matter as long as we don't give up. With the mind map I explored the assumptions and came up with research questions. I took in mind that my user is a fellow student and therefore I chose to use simple techniques for the research. After the first meeting with the user the most important insight that I was able to get was that she is an easy going fun person who cares about people and animals. From the gathered data I made some outlines of the persona of the user.

2 Step 2: Empathize (week 12)

2.1 Research analysis

2.1.1 Data Overview

Raw Data	Place of origin	Statement
 <p>Instagram</p>	Desktop research	She likes to draw and being artistic in general. This concludes that she values aesthetics and cares about the visual representation of her gifts.
 <p>Instagram</p>	Desktop research	My user clearly likes parties and consuming alcohol.
 <p>Instagram</p>	Desktop research	She likes to travel and explore other cultures and countries. This shows she is open minded. She probably likes gifts with an interesting historical or cultural background over expensive gifts.
"I would most appreciate a present from my father because he usually compensates with money."	Informal interview	The user values personal attention more than the actual value.
"I don't like when somebody gives me a gift which clearly doesn't fit me. I like to use my	Informal interview	Daphne likes practical gifts with probably some sentimental value. This means that the perfect gift would be

3.2 Surprise

gifts, reminds me of the person who gave it to me.”		something that she uses but is personalized to her lifestyle.
“The gift I found the most valuable in recent years was from a person that I didn’t know that well. He gave me three pieces of glass with a glass engraver. Knowing that I like being artistic, he gave me something that I could personally use. Besides this, he already engraved one piece of glass with the logo of my favorite band. It was personal and meaningful, I loved it.”	Informal interview	She loves personal and useful gifts.
“ I am a member of an animal rights organization”	Informal Interview	Cares about animals, nature and sustainability. She has a wholesome personality and cares about others.
“I like going out.”	Conversation	Clearly, a normal student would appreciate party related gifts.
“I am a common metal music fan.”	Conversation	She purposely emphasizes that she identifies herself with a certain type of group.
“Most of my friends are also metal enthusiasts and I really have the feeling that I can only come close to people I have something in common with. Even though I do my best to befriend everyone”	Conversation	She is insecure about her social status.
“I have this one friend I always gave a birthday gift, as you do. But then after three years of investing money into him, I realized he never gave anything back. He always came over without anything and drink the alcohol I paid for. That stuff really annoys me and after that I didn’t get him presents anymore.”	Conversation	My user doesn’t like wasting money on people that don’t give any presents back.
“Dutch people are so cheap, I hate those people that always accept when you pay, but when they pay they ask 50% back.”	Conversation	She hates cheapskates
She wears a lot of black and multiple pieces of clothing have roses on them. She also has a rose tattoo on her ankle.	Observation	My user likes the color red and black. Her favorite flower is a rose.

3.2 Surprise

2.1.2 Insights gained

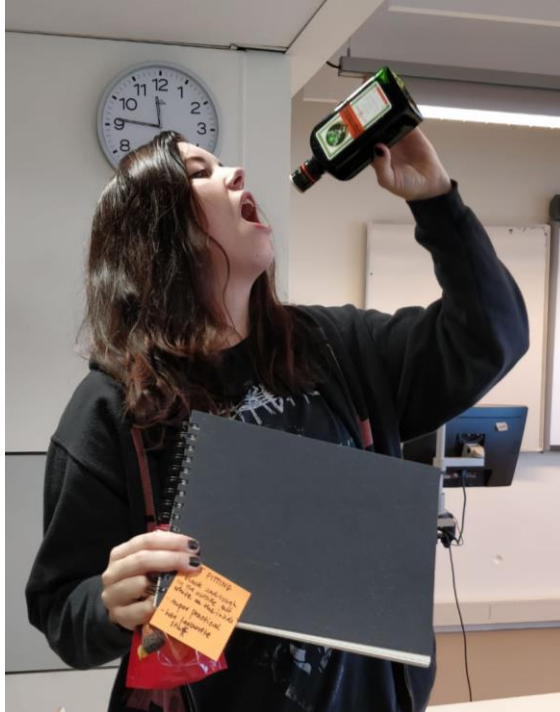
Insight 1	Daphne is a person who likes to have a sense of purpose.
Insight 2	She likes personal attention to gifts.
Insight 3	Expects presents from her family, best friend or boyfriend.
Insight 4	She dislikes giving a lot to people without getting anything in return.
Insight 5	She enjoys practical gifts that she can use.
Insight 6	Daphne wants to fit in and tries to achieve this by common interests.

2.2 Week 12 review

This week I met up with my user twice and I really got to know her. Firstly, I talked to her with prewritten interview questions and later on we went to the coffeeshop and talked about a lot of random things. This conversation went to topics which I couldn't think of before and it was outstandingly useful for my research. I also did a few hours of desktop research to find out how she presents herself online. I also prepared the surprise for next week, but unfortunately I forgot to take pictures of it, I did make pictures when I gave it to her.

3 Define (Week 13)

3.1 User receiving their 'Surprise'



For the surprise, I ensembled a few of my user's favorite things that she could actually use. Firstly a sketchbook, because she likes to draw and paint. I also asked around and found out that she enjoys a certain kind of candy. It was a very specific kind that I needed to look around for named Red Band's dropfruit duo's with sugar (she really doesn't like the ones without sugar). Lastly, I gave her a bottle of her preferred liquor: Jägermeister. I put all these items into a black box and I named it "Creativity Emergency Box: to be used when inspiration is needed". My user was pleasantly surprised by this box, because she usually doesn't receive practical gifts, even though she very much appreciates these kind of presents. We kind of built a bond on slightly annoying each other with remarks and comments, so I filled the box

with fake snow that gets stuck everywhere. It was a pain to get the presents out and actually receive the gift and while unwrapping, all her black clothes were covered. The gift giving experience was accurate to our level of friendship and she thought it was funny.



/ More gift giving, bespoke-centred information, quotes



3.2 Surprise

3.3 Draft Design Vision (Individual)/

/Details+ finish

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 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 her favorite music, colors, hobbies and her preferred aesthetic. It will be an immersive story that has an organized narrative. I will incorporate certain memories and make the general experience useful and logical. 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.

3.4 Persona (Design Team)

Include the Persona. We prefer an A3 version. Please put it in the Appendix and mention where we can find it here

3.5 Final Design Vision (Design team)

3.6 Week 13 review

4 APPENDIX

Appendix A Raw data gathered (images, text, etc.)

Appendix B User Portrait (A3)

Appendix C Persona (A3)

Appendix D ...