Bespoke Design Project
Design Thinking Journal
PART I

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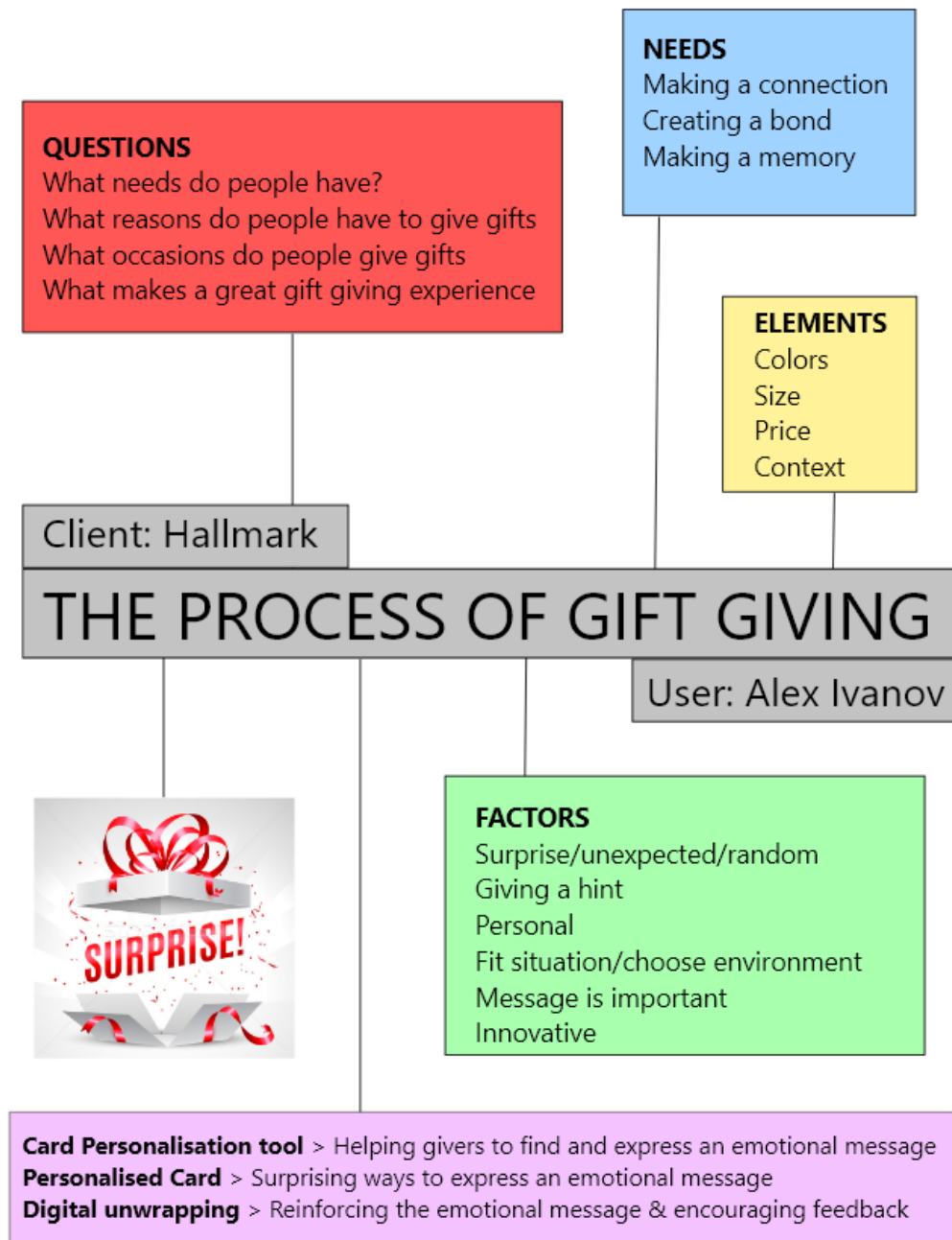# USER EXPERIENCE DESIGN

Faculty of IT & Design

Table of Contents

1 Introduction to The Design Thinking

1.1 Mind Map with assumptions

QUESTIONS
What needs do people have?
What reasons do people have to give gifts
What occasions do people give gifts
What makes a great gift giving experience

NEEDS
Making a connection
Creating a bond
Making a memory

ELEMENTS
Colors
Size
Price
Context

Client: Hallmark

THE PROCESS OF GIFT GIVING

User: Alex Ivanov

FACTORS
Surprise/unexpected/random
Giving a hint
Personal
Fit situation/choose environment
Message is important
Innovative

SURPRISE!

Card Personalisation tool > Helping givers to find and express an emotional message
Personalised Card > Surprising ways to express an emotional message
Digital unwrapping > Reinforcing the emotional message & encouraging feedback

1.2 Research questions

1. What kind of gifts does my user usually give and receive?
2. What is the most memorable gift they ever received?
3. Does the user have experience with digital gifts?
4. Does the user think that money or the emotional/personal meaning behind a present holds more value?
5. What defines my user as a person in general?
6. How does the user experience giving and receiving gifts?
7. What motivates my user to give a gift?

1.3   Research techniques

1.3.1   Description of the chosen research techniques

For this research I chose serval techniques that I learned in Research for Design. I need to find elements that will make the gift giving experience of my user meaningful, usable and engaging. I will achieve this goal by examining the mindmap, investigate the information I found online, interpret the answers I got from the interview, strike a conversation with him and consider the things that stood out while I observed him.

1.3.2   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?
Mindmap	To overview my assumptions about the research.		20/11/2019	Research the topic of gifts and gift giving.
Desktop research	To get more personal information about my user that my user can't think of during the interview.	5	23/11/2019 until 6/12/2019	Instagram, Facebook and other social media that is online of my user.
(Ethnographic) Interview	This part is important to understand what the user's irritations and preferences are.	1-2-3-4-6	25/11/2019	Sit my user down in the cafeteria and let him answer a few questions I prepared before.
Conversation	If I just talk to him like a regular human being, I might get better and more truthful insights than with an interview.	1-2-3-4-6	27/11/2019	Going to a more casual place to have a friendly conversation.
Observation	To know how my user acts in real life. This is a more realistic way of doing research, because the answered questions and the information online could be exaggerated and glorified.	7	25/11/2019 until 13/12/2019	Stalk him.

1.4 Week 11 review

This first week I got to know the assignment at the kick off and I was paired up with my designer partner. I discussed and planned the research schedule with him the first day. We set up the research questions that we are going to focus on the upcoming weeks. During the first tutor meeting these questions were discussed an evaluated by our teacher Alex. He gave several tips and tricks for the research and he answered a few questions I still had about the assignment. Furthermore, I organized the factors that I need to take into consideration for the gift giving experience by making a mindmap. Lastly, I contacted my user Aleksander and we chatted for a bit. We arranged a meeting for Monday the 25th of November and I already did some desktop research on him to prepare for the interview.

2 Empathize (week 12)

2.1 Research analysis

2.1.1 Data Overview

Raw Data	Place of origin	Statement
He introduced himself by shaking my hand	Informal interview	He is a polite young man
"I like being independent and self-sufficient."	Informal interview	He doesn't want to receive money or things that would imply that he would need help.
"Recently I received four jars of home made cooking from a friend and that was the best gift I got for my birthday."	Informal interview	He values personal gifts over expensive gifts
"I'd love for the person that I give a gift to return a smile."	Informal interview	Likes to be appreciated for his efforts, but doesn't expect a lot in return.
"I'm a basic Bulgarian guy."	Informal interview	Extremely nationalistic and proud of his country.
"Money should never be an issue if you give someone a present."	Informal interview	He is a generous person.
His favorite song is Daddy Cool.	Informal interview	He loves chilling and being flirtatious.
Doesn't like pop music and especially kpop.	Informal interview	He doesn't like dramatic over-the-top people that act in an extravagant way.
He gave his previous girlfriend a juul vape randomly.	Informal interview	He likes surprising people with his generosity.
"I'd love to visit Japan once, especially Osaka because they have such a different culture."	Informal interview	My user is very curious and open minded for other countries and cultures.
"I barely play video games."	Informal interview	He doesn't like to be inside.

	Instagram	Desktop research	He smokes.
	Instagram	Desktop research	He drinks.
	Facebook	Desktop research	Overall his pictures are with a lot of other people; implies he is a social person that loves to go out. In combination with the fact that he doesn't play any video games, I conclude that he values human interaction a lot.
Tagged photos Instagram		Desktop research	The pictures he is tagged in are mostly of parties, I interpret that he really likes to drink alcohol and socialize with people at parties.
	Instagram	Desktop research	He likes nature and being outside.
	Instagram	Desktop research	He shows off girls on his page; he is a flirty guy that tries to impress people online.

"I only bought one backpack in my life, all the other ones were gifts. "	*Conversation*	*My user likes practical presents that he can use over luxury.*
Acquaintances are very positive about him, they confirm that he is generous and wholesome.	*Observation*	*He is a generous, social and friendly person.*
When he stands he keeps his feet apart a great distance, he keeps his shoulders broad and he talks enthusiastic about every topic.	*Observation*	*He is self-assured and certain.*
In the coffeeshop he bought me a cappuccino and when I asked if you wanted something back he strongly declined.	*Conversation*	*This also comes back to him being generous.*
He said that he would never deny a date with anyone. He says you never know how a person might surprise you.	*Conversation*	*This statement made me realize that he is very open minded and polite.*
After I asked my user what his favorite color is, he responded with "Turquoise and yellow. You know how sometimes people feel blue? I totally feel like the color yellow."	*Conversation*	*He basically paused the conversation to emphasize how much he likes the color yellow, this seems like an important note to remember for the gift.*
He had a complaint that he disliked it when people act childish.	*Conversation*	*He values people behaving like adults that carry responsibilities.*
"Would you rather sail the waves of bump into rocks?"	*Conversation*	*He generally doesn't date very skinny girls.*
He likes smoking weed and drinking alcohol.	*Conversation*	*He likes to live his life to the fullest*
He went home earlier because he had to finish a group project he forgot about.	*Conversation*	*His education is not his top priority but he does care enough about other people to complete his responsibilities*
"I am a rule breaker, but not if it hurts people."	*Conversation*	*He likes to be a rebel, but not if he harms others.*
Other people talked to us during our conversation and he was very friendly towards them.	*Conversation*	*He is very comfortable in social settings*
He mentioned that he loves cars.	*Conversation*	*I interpret that he values expensive objects and he sees these things as achievements*
Referred to himself as 'Aleksandar the Great'.	*Conversation*	*He isn't insecure*
"I don't dream, I have visionaries. If you say you dream, then you imply that they are just fantasies, to me these things are goals."	*Conversation*	*He has big future plans and is confident that he will achieve them.*

2.1.2 Insights gained

Insight 1	Generous user, he likes to give other people stuff and doesn't expect anything in return.
Insight 2	He is an average Bulgarian guy that likes sports, girls and family.
Insight 3	My user is very confident and self-assured.
Insight 4	He values independency and people acting according to their age.
Insight 5	Loves to joke and doesn't take himself that serious.
Insight 6	He enjoys smoking, drinking and partying.
Insight 7	My user is polite and friendly to strangers.

'Surprise'

The surprise

2.2 Week 12 review

I got constructive feedback last week and I looked at the progress of my classmate's. My questions were improved and I got more inspiration for my insights. The fact that he cherishes the values and traditions of his home country is a key insight that will be significant for my design later. To know more about this I had another talk with my user, but this time I didn't prepare any questions and I just had a normal conversation. This setting was way better than all the other research techniques combined, because I got to know more interesting details about him than I wouldn't find out by him simply answering predetermined questions. The important insights that I will took into consideration for the user portrait and his surprise is his love for partying. Overall, the past week was extremely fun, I enjoyed thinking about ideas and making the surprise. A side note that needs to be mentioned: at this point I switched my design partner from Mihai to Yoana, because working with Mihai didn't go as planned.

3   Define (Week 13)

3.1   User receiving their 'Surprise'

Video:

I gave him a A3 folder because he didn't have one yet for Design & Creativity and he told me he liked gifts that actually are have a purpose for him. We smoke cigarettes together often in front of the school and I noticed that he smokes tobacco through roll-ups. So I made a big roll up cigarette and I put a Sinterklaas poem into it. I put the folder in a carton box that I painted like a roll-up tobacco package. It is a fake brand that I created that resembles him with several features: he compared himself to a bear and his favorite color is yellow. He immediately knew that it was his present when he saw all the surprises.

"Sinterklaas let out a little scoff,
When he thought about a gift for mister Ivanov.

There were several traits of which you spoke,
Whom all come down to you being a Bulgarian bloke.

People say you're very generous and nice,
And that you drink your liquor with ice.

You're quite a handsome fellow,
Whose favorite color happens to be yellow.

He saw you smoking roll-ups on the square,
And you once compared yourself to a bear.

Sinterklaas and his helpers only feared,
That this combination of facts might seem weird.

But all of this doesn't matter,
Because in the end it will come together.

Sinterklaas did his best on this practical gift,
So hurry and unwrap the package swift!"

3.2   User Portrait
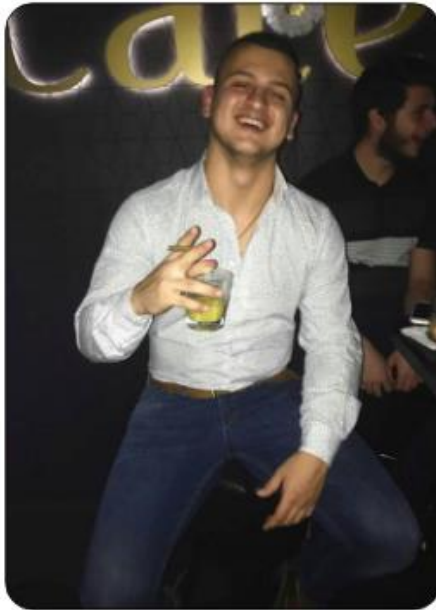
Basic Bulgarian Bloke
Aleksandar Ivanov

Age: 20
Occupation: Student
Location: The Hague
Status: Single
Favorite color: Yellow

Identifies with: Bear

Personal information

Views himself as an average Bulgarian. He enjoys watching documentaries and talk shows. Frequently he listens to all kind of music genres (except k-pop). However, his dream travel destination is in Asia; Osaka, Japan. A life purpose of him is to have a positive influence on other people. So far he is proud that he achieved self-sufficiency and independence.

- Working out (mountainbiking)
- Works for Thuisbezorgd
- Nature person (camping, hiking)
- Sportswear or elegant
- Tobacco, weed and wodka

"Curious, energetic, intelligent, good guy. "

"I basically get paid for cardio."

"I'd love to have a positive influence on people."

"Super generous."
- Maria

"Beast."
- Pedro

"Homie."
- Smaranda

Gift giving

He likes practical and useful gifts. In his life he only bought a backpack once because every other time they were presents. He loves it the most when the giver applies a personal twist to the present. The most recent gift he values a lot were four jars of homemade food. In his opinion money shouldn't matter when it comes to gifts.

Tagged on Instagram and Facebook   Send by Jamie   Posted on Facebook   Posted from sportscamp

3.3   Draft Design Vision (Individual)

Introduction

When digesting the accumulated data I had a few well thought out ideas for the draft of the design vision. I came to the realization that only some attributes and insights strongly define my user. I noticed that a lot of his characteristics draw back to him growing up in Eastern Europe. For instance: him drinking hard liquor, working out, loving nature, smoking and being flirtatious. This stereotype isn't always the case with every guy that comes from this area, but it's certainly accurate for my user. Other insights I came to realize are that he is generous, confident, polite and a joker. When he is the giver of a present, he doesn't hold back and spends a lot of money without expecting anything in return. When receiving a gift, he is outstandingly humble; he loves personal, simple or practical gifts. The most valuable gift that he recently got for his birthday were four jars of homecooked meals from a Bulgarian recipe.

Card Personalization Tool

I am planning to give the giver a clear and professional experience for the card personalization tool. I think that aesthetics, ease-of use, efficiency and activation are an important part in this category. The giver needs to be able to use the product and continuously find it engaging for it to be a success. I want to add multiple out-of-the-box options for them to make the card as ideal as they want. I will need to add features that could be customized to create a sense of relatedness, since family and friends of my user will operate this system.

Digital Unwrapping

After careful consideration of my several insights, I concluded that I wanted to give my user a nostalgic experience. Aleksandar needs to have an evocative experience because of his love for Bulgaria. He has emphasized many times how much he connects with his home country. Therefore, I started working with this collected information and ended up with an up to par design vision. My design vision for the unwrapping is a sentimental experience to his youth and home country. However, at the end of the experience there needs to be a point. He strongly dislikes unnecessary attributes and useless gifts. This is because as a receiver, my user enjoys personal and practical gifts. My plan is to make an immersive story that makes my user resonate with his past. The user needs to feel autonomy and become stimulated to open the present. I assume this because the insight I made that Aleksandar loves Bulgaria and other people from there. I will achieve this by creating a well designed flow that reflects on his country while unwrapping and adding a lot of features with which the user can identify himself with. Once the tasks are complete and the user opened the gift, I need to establish the feeling of competence. Assuming from my gathered data, I can conclude that this feeling is very important for my specific user. By completing these goals I will have given the receiver a sense of meaningfulness and succeeded in attaining the BE-goal.

3.4 Persona (Design Team)
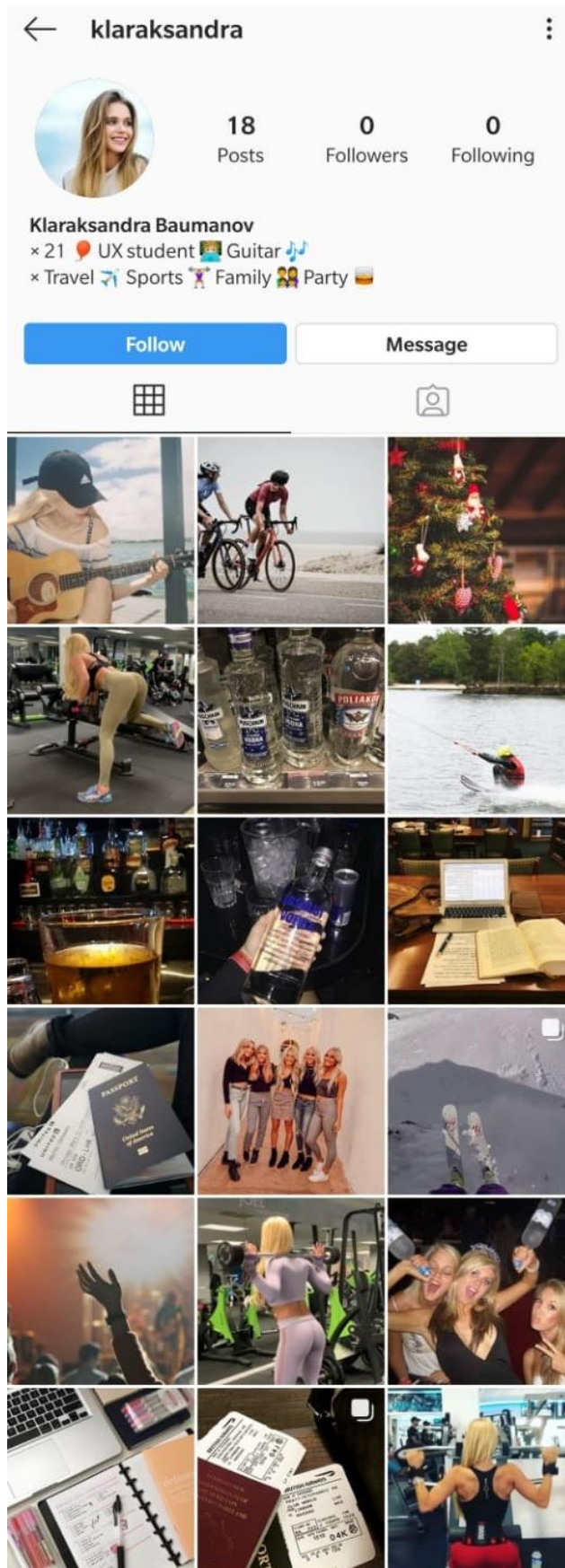
An idea was proposed of making an Instagram account as a persona during the tutor meeting. Our tutor confirmed that this would be a compelling and innovative way of presenting our demographic. My partner is Yoana and her assigned user is Klara. We agreed upon making a page instead of an ordinary persona, so we made the following account of a woman named Klaraksandra. She fits our user group perfectly; she is 21 years old, she studies User Experience Design in The Hague and she loves her family. Furthermore, her hobbies are traveling, playing the guitar, working out and partying (especially with wodka). These features are an ensemble of characteristics that can somewhat be found in both our users Klara and Aleksandar. The pictures visualize her general lifestyle and the captions in combination with the hashtags verify her leisure interests. Our user group loves receiving practical gifts and they don't accept cheap presents. The link to her page can be found in the appendix.

3.5   Final Design Vision (Design team)

Introduction

Our user is an UXD student at The Hague University that recently moved there alone. She is a friendly, happy, sportive, musically talented social butterfly named Klaraksandra. Usually she is very independent and she focuses a lot on herself. This point is abundantly made clear by how many times she has traveled by herself through Europe. Her biggest dream is to finally travel outside of Europe, for instance Asia. However, when it comes to her family she can be very reliant and homesick. Her friends are also an important part of her life and she values spending time with them and partying. Her favorite presents are mostly practical like alcohol from her friends or other things she can directly use. In conclusion our user needs a stronger connection with her family back home because she is away from home a lot of times. As a giver she usually does a lot of research to find out what her friends actually want, without directly asking them. Once her mother surprised her with a brand new guitar after her old one got ruined when someone accidentally stepped on it at a party.

Card Personalization Tool

The tool will be used by our user's friends or family so there need to be a lot of features with which they can change and make the card distinctive. We will give them the option to add cryptographic messages and personal images. We need to remind ourselves about the UX factors. This means that we need to make the experience useful, usable, engaging and meaningful. The factor usable and engaging are the most important for this part of the design. The process needs to work fluently and efficiently while also holding on to substantial aesthetics.

Digital Unwrapping

The design vision for the digital unwrapping is a sentimental experience to her youth and family back home. Klaraksandra values the people close to her and she misses them all her friends whom she can't see on a daily basis. The past few months have been really hard for her, since is the first time for her to live abroad by herself. On the other side, Klaraksandra is an outgoing, adventurous person, who is always ready for new experiences and already traveled a lot of times. For the digital unwrapping, the user needs to feel like her own person and become activated to open the present. She needs to feel excited about it, just by seeing it, otherwise she will be distracted by something more interesting. We will achieve this by creating a well-designed flow that reflects on her travel habits while unwrapping and adding a lot of features with which the user can identify herself with. The end product will not be discouraging her independence and travel tendencies, it needs to support her autonomy and remind her of her past. The eventual goal is to bring her closer together with her family.

3.6   Week 13 review

My user seemed very happy with his gift and I noticed him being positive about everyone's gift. He complimented all the presents that were unwrapped and he encouraged the group to applaud each time someone opened their surprise. A new insight came to the surface: he was exceptionally polite and friendly towards our classmates. I thought this was important because I personally couldn't force myself to compliment bad executed presents. Furthermore, he was not insecure to be filmed and to talk in front of the class, while other people felt unsure about everyone watching them unwrap the gift. This will help me with my design, because now I know how he experiences gift giving and receiving with multiple distractions around him. I updated all my findings in this journal and came to the tutor meeting. My user portrait was well designed and had the right information according to my tutor. However, I misinterpreted the assignment of the design vision a little bit and I made multiple ideas instead of sticking to a general experience. He told me how to interpret the assignment the right way and I improved my design vision afterwards.

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

Informal interview:

Tell me something about yourself.
Average Bulgarian guy according to the stereotypes. Likes personal attention → who doesn't? Funny guy, wants to be independent.
How would you describe yourself in 5 words?
Curious, energetic, intelligent, Bulgarian, good.
House party or club?
Morning or evening person?
Left handed or right handed?
Cola or pepsi?
Are you always late or early?
Summer or winter?
Capitalism or socialism?
Dog or cat?
Apple or android?
Meat or vegetables?
Beer or wine?
Books?
Listens, journalists, self improvement
Favorite cuisine?
Turkish (Balkan)
Holiday destinations?
Osaka, Japan → different culture.
What do you value in gifts?
Practical in combination with personal.
Likes:
Seasalt chocolate
Average day:
Wake up → BREAD breakfast (good breakfast is important) → Read newspaper → Shower → matches his clothes → rides bike to school while enjoying music (never rushes to school, even when he is late) and he compete with myself, trying to ride fast but not irresponsible → participatesa actively in school (socializes with classmates, has fun and eat a lot) → stays at school to focus on homework or assignments → after school: smoke a joint/drinks a beer → goes to bed+
Favorite song?
Daddy Cool, because it has a happy vibe and the song is similar to how he acts on a day to day basis (also the flirtatious aspect)
How many relationships?
In total 3 girlfriends
What clothes do you generally wear?
Normally sports wear (shirt+jeans+sneakers), but I try to be elegant.
What are your hobbies?
Sports, working out outside, mountainbike, camping, narcotics → nature person

What kind of music do you listen to?
Almost all music and it is very important for him → Dislike kpop and regular pop music. Doesn't really go to concerts.
What political party do you vote on?
No political party specifically, but has strong ideas about society. Convinced that smart people should outlive the stupid ones → survival of the fittest.
What's your favorite meal?
Pasta with dried tomatoes and basil.
Do you have pets? → What is your favorite animal?
Used to have cats and favorite animal is a lion.
What animal do you identify with?
Bear
Favorite color?
Turquoise and yellow
Do you play games?
Counterstrike, but not regularly. Mobile version of League of Legends. → Not really a gamer.
Favorite TV show?
Night talk shows (Bulgarian thing) + documentaries
Favorite movie?
Forrest Gump → movies that send a message and have something to convey
What's your poison?
Weed and wodka.
What else do you do in your free time?
Excersise and cooking + traveling
What culture do you identify with?
Bulgarian
Why did you decide to study here?
Price and quality is perfectly balanced in the Netherlands. Studied Digital business previously, but was group pressured into it, actually didn't like it. He got depressed last year and he started thinking about life and what he really wanted. Technology/design/research together in one study, fits perfectly with what he wants.
What are important achievements you acquired so far in your life?
Fully independent, self sufficient, improved health, being here without anyone in the Netherlands.
What are your life goals?
Giving positive influence on the world. To be remembered, be happy.

How many friends would you say you have?
10.
Who are your friends and when do you consider someone a friend?
When he has proven his loyalty, just checking the vibe.
How many siblings do you have?
1 big brother (6 years apart), 1 small brother(14 years apart), 1 small sister(16 years apart). Three sons from different mothers and the small sister doesn't have the same father.
How big is your family?
Very big family
How close are you with your family?
Extremely close → frequent contact
When was the last time you gave a (meaningful) gift to someone?
Best friend wanted Nintendo → clumsy with giving personal gifts. Always makes up a fun story with the gift giving.

What was the last gift you received that was memorable?
Four jars of home made food.
What kind of gifts do you like to receive?
Practical things.
Do you expect something back when you give a gift?
A smile and kind of but not necessarily.
Do you give presents randomly or just for special occasions?
Also randomly. In the summer a gift for a girlfriends, it was juul vape.
How much money would you invest in a present?
As much as needed/ as much as I can afford.
Do you always wrap your presents in something special or don't you even bother?
Preferably yes, but not per se.
what gifts do you still have?
Little snowman. Got backpacks as presents, still use them

Conversation:
We went to Happy Smile next to the school and we continued getting to know each other. I had no planned questions and we just had an informal conversation.

Appendix B   User Portrait

https://drive.google.com/open?id=1Idm7e8ekeleqr2BR_f4xiuij89gFxrT5

Appendix C   Persona

https://instagram.com/klaraksandra?igshid=1qf43ixpig4vn

Appendix D

https://www.youtube.com/watch?v=dQw4w9WgXcQ