Design hand-out

- Persona

ANDRIANA DE JONG
Student

"Family is my compass that guide me. They are my inspiration and supports, they are always a great place to go back to"

Hobbies

Drawing

Mario

Chess

Insight

" I love to receive gifts that flood me with shared memories. Especially if they are long lasting"

Personality

Adventurous

Practical

Quite

Insight

" She loves to spend hours to wrap a gift so it makes the person when receive her gift feels personal and care"

Design vision

1. Andriana De Jong is a Brazilian Dutch, she lives apart from her family to pursuit academic study in UX design. She is quiet, practical but enjoy adventurous experiences. She loves drawing because it helps her to relax her mind when she feels overwhelmed, she also loves to play small arcade games. Andriana is a family person, she loves to call them every day and share her life with them. She enjoys receiving gift that meaningful over the cost of it. She loves physical gift because she believes it amplifies the emotions and make her remember the good time she had.

For this project we want to design a way that helps her family to create a great gift experience for her. Specifically, we will design card personalization tool so her family can use the tool to personalize a card for Andriana. We also design a great unwrapping gift experience that Andriana can have, whilst receiving a message from her family.

Card Personalization tool

Hall mark is a great digital platform, that has more than 100 years of history to put a smile on people face by helping them create a memorable gift giving experience. Hall mark is currently working on a new engaging and interesting personalized gift giving tool that helps people from far away to strengthen their relationship by express their emotions through the gift giving platform.

The platform should be easy to use and take little time to learn, it should be intuitive and provide great features for customization, in order to help Andriana's family to customize a great gifting experience for her. These tools will come in all shapes, size and format, from Pngs, gifts and photos. That her family can hopefully use to strengthen their bond, through shared personal experience and personal photos. With these triggers in place Adrianna's family will hopefully be able to design a card that reminds them of her, enabling them to create a card unique card the will help her be reminder of them in return.

Design statement digital unwrapping

Andriana has expressed her love for the thoughtfulness behind the time it takes to wrap a present. The unwrapping tool should be influenced, if not designed by the gift giver. This will enable them to give gift receiver, experiences that is astute, and personal. As Adrianna mentioned " I love to receive gifts that flood me with shared memories. Especially if they are long lasting", an aspect of the un-wrapping, should be something that can trigger these shared memories, specifically in away that is "long-lasting". This could be done in a physical representation that leads her to the digital unwrapping, so that once the unwrapping is completed, she will always have something else to hold on to, that not will trigger older shared memories but will be associated with this experience as well.

UX Factors

To make the whole gift giving and receiving experience a truly great experience for both giver and receiver the card personalized tool and the unwrapping experience will follow some UX factors listed below:

Relatedness: Adrianna lives away from her family so the Card personalization tool and unwrapping experience will stimulate the relatedness between and help to sustain and strengthen their bonds.

Sense of Purpose: when she is unwrapping the gift, the whole experience will her to feel related and cared for by her family.

Accessibility: the card personalization tool will be perceivable operable and understandable in order to make it accessible for any member of family that would like to send her personalized Card.

Ease of use: the card personalization tool must be easy to use and intuitive so they can use the tool without spending so much time to learn how to use it.

Narrative: the unwrapping experience should has a great narrative, it should have a climax so when Adrianna unwrap the gift, she can feel excited and engaging.

Authenticity: unwrapping experience will be authentic and original, it will help Adrianna feel very connected with, and loved by her family. It should give her a surprising experience in gift unwrapping that she has not had before.

Aesthetics: the unwrapping experience should be aesthetic pleasing, it should help to stimulate the emotion while unwrapping the gift.

visuals of the example card

- links to digital prototypes

CPT

Unwrapping Tool

recommendations

- Make the page more customisable with extra tools in the features (Layout template*, Categorised decorative items, typography quotes...)
- Inspire your users by creating a narrative with emotional triggers (such as example, templates, questions and hints. Also, by setting up an environment to share their creation.
- Make the flow more intuitive and easier to follow.
- Find a way to link your gifts to the cards are sold in one experience, as opposed to different to different categories.
- * example lay-outs
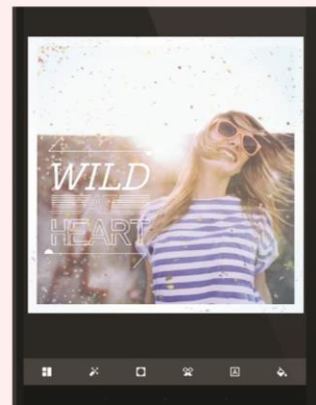
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