

Bespoke Design Project

# Design Thinking Journal

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# USER EXPERIENCE DESIGN

Faculty of IT & Design

**CMD**  
COMMUNICATION & MULTIMEDIA DESIGN

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# 1. Week 1: Orientation

## 1.1. Week review 1. Orientation

The activity this week was to interview my partner and redesign her gift-giving experience. What I learned is that you have to start by gaining empathy, which I did by talking my user and asking her questions such as what was her favorite gift?, If it was important where and when the gift is received? I then dug deeper to find out more about the answers she gave me. With this, I found out what my partner was trying to achieve with gift giving and then I defined it. I found it hard to think of questions to ask her when I had nothing prepared, but I found that thinking about how I like receiving gifts helped make questions to ask her.

I was pleased with some of the ideas such as The idea of inviting someone to a fake bachelors party overseas, and it turns out it is a vacation for them. I was pleased with these because with the information from the interview I was able to make an idea my client would use. I found the time given in class the most challenging part because you needed to create something so personal in such a short amount of time.

# 2. Week 2: Empathize

## 2.1. Research questions

To what extent does personality influence how special the experience of receiving a gift is perceived by the user?

How does the experience of receiving a gift change depending on whether the user lives abroad or at home?

To what extent does cultural backgrounds influence how special the experience of receiving a gift is perceived by the user?

How does the experience of receiving a gift change depending on whether the user receives the gift from a relative or a friend?

To what extent does past experiences influence how special the experience of receiving a gift is perceived by the user?

## 2.2. Research techniques

### **Interview Type: Open ended interview**

The type of open-ended interview that I used is a semi-restrictive type, meaning that I used a general outline for the questions but I also used other questions that came up spontaneously during the interview. This type of interviewing is based on participant's responses, which will give me better and deeper insights on my user.

I am also using this interviewing type because I do need to gather some necessary factual data on participants such as: age and gender, where they come from because as a researcher I want to know her as well as one of her good friends. Usually, this type of ethnographic research focuses more on the participant's thoughts, feelings, experiences, knowledge, skills, ideas and preferences which happens more in the unstructured part of the interview.

### **Observation: Observer as a participant**

I chose this observation type because The user is well aware of the researcher (me), and the participant is somewhat aware of the aim of the research. There was also some minor interaction with the participant, but it was very minimal. My objective for this type of observation was to be as neutral as possible, that way I could get the most legitimate reactions, wants and insights from my user.

In this observation type I conducted my research by following my user around the shops she chose. In this case I followed her into three different stores with a budget of 200 euros. I then observed the types of decisions she made and what she would buy.

### **Exploring: Film ethnography**

This technique relies on analyzing photographs, records or videos of passing natural events; it is a powerful tool for inquiring into past events and emotions. There are a lot of advantages using this method like being able to gather captured information like essential life events, daily life, cultural traditions, etc.

I conducted the research by asking my user to show me some pictures of events that made her very happy and asked her to explain the situation and why it made her happy, this was so I can understand what kind of traditions my user is used to. This way I can get a more authentic feedback as to what kind of experiences she is used to.

## **2.3. Research schedule**

Techniques	Appointment
1. Observer as Participant	22 November 2018
2. Film Ethnography	22 November 2018
3. Open Ended Interview	23 November 2018

## **2.4. Week review 2: Empathize**

This week we had to empathize with our user, and it was difficult because with the little information I had acquired from her I had to make up an aim, ethnographic research questions and a schedule for when to meet very fast. I feel pleased with the focus and the research questions I chose because I believe they cover some of the most important aspects as to how someone might experience receiving a gift.

I made sure to cover everything I need for the research questions by focusing on the personality and past experiences which have a significant impact on how people react and feel in future experiences. The user told me that the activities chosen were not too much out of their comfort zone, so I believe she was very genuine when picking her gifts and showing me her pictures. I found it difficult to invade someone else's privacy, but along the way, it became better.

## 3. Week 3: Understand

### 3.1. Research Results

**Interview Research Results:**

Research	Place of Origin	Gained Insights
Watched black mirror, Sherlock, rick and forty, Bojack Horseman	Observer as participant (Observation)	Likes them because they are fun to watch with other people
Goes hiking; goes to concerts; Enjoys traveling to new places	Open ended Interview	Because it is something you can do with other people
Usually has simple cozy Birthdays	Film ethnography (Exploring)	Her family is not together a lot
Has not lived with parents for 3 years	Open ended Interview	Does not have a great relationship with family
Had to do special (Christmas, Birthday) days many times a year	Open ended Interview	Parents are divorced and travel a lot
Buys and wears simple things	Observer as participant (Observation)	Does not like to show off or be center of attention
It is not difficult for her to live abroad	Open ended Interview	Very independent from family she does not mind being away
Living abroad is more fun	Film ethnography (Exploring)	Has better relationship with family since living abroad
Does not expect presents when abroad	Open ended Interview	Cannot ask for presents because feels strange
Expects more from her friends in Latvia than abroad	Open ended Interview	Likes meaningful gifts and special wrapping or packaging
She likes being with people and hanging out	Open ended Interview	Goes with the flow, is caring and creative

Research	Place of Origin	Gained Insights
Goes to fast food restaurants	Observer as participant (Observation)	Likes casual settings
Shops at stores like flying tiger	Observer as participant (Observation)	Likes funny random things; Does not like to spend a lot of money

## Observation Research Results: Observer as a participant



1. Here is the first picture I took when doing my observation. Here it is evident that my user is pointing at jewelry, which she got very excited upon seeing. She voiced out loud that she loved jewelry and that she liked the one she was pointing at a lot. With this I learned that jewelry is a very much appreciated gift from my user.
2. The second picture is the user looking at a winter coat. I soon realized that my user started looking for things she needed instead of things she wanted. This was evident when she said "I need a new winter jacket". I then learned that my method would maybe not be the best to research what she just wants.
3. The last picture is of my user with a pair of jeans. She told me "I dont really know what els I want" so she just grabbed these pants. I found out later in the interviewing phase that my user usually does not get bought presents for special events but instead got crafts from her loved ones. Which explained why she didn't know what to chose.

## Exploring Research Results: Film ethnography



1. Here is the first picture my user showed me when doing my exploring. She explained that "This picture is special to [her] because it's [her] second family from Brussels on Christmas a few years ago. I really appreciate them because they taught me a lot and we're still in touch from time to time." From this I understood that family is very important to her.
2. The second picture is the user with her family members coming back from Vienna. She said "This is when we decided to celebrate Christmas in Vienna with my mom and brother. It was just a nice way to spend Christmas together." She also added later that it was so special just because it was with her family and they had a lot of goofy moments within that flight. I understood that family is very important to her.
3. The last picture is of my user with a couple of friends. She told me that "this is kinda a random photo actually, but it was on [her] birthday also in Brussels when [they] just decided to go to all the bad clubs where [they] would never go normally. It was a very unusual, but funny birthday". From this last picture and explanation I get that she likes adventure and sharing that experience with her friends.

## 3.2. Week review 3: Understand

The activities we did were very personal which I believe allowed me to gain an insight into her life and the traditions she follows. I am pleased with the information gathered in the interviewing phase and in the observation phase, but I think the exploration part didn't go as well because she did not document a lot of her own celebrations so there was not a lot for me to see. I also realized that asking the user to pick out gifts for her friends didn't give enough insight about her so I changed the activity to that she had to pick out what she would buy.

Gained insights I used in the user portrait:

- Something she can do with friends.
- Goes with the flow, is caring and creative.
- Likes meaningful gifts.
- Family is not together a lot.

### 3 Gift options:

Full paid meal at In-stock.	Give a Photography book with world wonders.	Ticket to bucket list country to live in.
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# 4. Week 4: Define

## 4.1. Design Vision

### Introduction

Here I write out and find my direction for my design vision. The reason I am using a design vision is because a good design vision can inspire and motivate you or your Design team to come up with creative ideas. You get a clear view about what you have to do as a designer, why you do it, and how it serves an overall purpose to the user.

Note: Final condensed version of design vision in Annex

### **Gift, Givers and Occasion:**

Gift (Bucket List)	Givers	Occasion
1. Make a photography book. 2. Give a full payed meal. 3. Backpack in south America and live in Patagonia for a bit. 4. Hike to the top of a mountain with a friend. 5. Buy a mountain house in Georgia for a couple of thousand and live there for a while.	Friends	Birthday

In the table above, in the bucket list column there are several bucket list gift options that Marta could really enjoy. The reason I didn't only choose one is because the gift that she will receive will depend on what the crowd funds amount to. To further explain, this means that the gift chosen is going to be the most expensive one, depending on whether how much every person contributes to the crowd funding. The final amount raised in the crowd funding could also depend on whether the members choose the quiz or just go for the usual crowdfunding.

### **P.O.V. Receiving**

Marta's friends want Marta to experience the unwrapping as a quest that leads to all her favorite places to unlock one final gift.

### **P.O.V. work sheets:**

**Articulate your current POINT OF VIEW:** Giving **DEFINE**

Inventory possible **NEEDS:**

**DEFINE** a Problem Statement:

<p>8 <u>Marta</u> name</p> <p>things they are trying to do (<b>needs</b>):</p> <ul style="list-style-type: none"><li>• Share experiences with people.</li><li>• Be together with family</li></ul> <p>ways they want to feel (<b>insight/meaning</b>):</p> <ul style="list-style-type: none"><li>• Wants to feel special and loved</li><li>• Feel like she is special and thought of.</li></ul> <p>00:03</p>	<p>8 <u>friends</u> name</p> <p><b>NEEDS TO</b> <u>Make an unforgettable experience.</u> <small>user's need</small></p> <p><b>in a way that makes them FEEL</b></p> <p><u>Like that day is about them and that</u> <small>insight/meaning</small></p> <p><u>a lot of effort was put into their gift.</u></p> <p>00:03</p>
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## P.O.V. Giving

A bubbly green thumb seeks thought, effort and emotion put into the unwrapping experience created by her friends.

### P.O.V. work sheets:

**Articulate your current POINT OF VIEW:** Receiving **DEFINE**

Inventory possible **NEEDS:**

**DEFINE** a Problem Statement:

<p>8 <u>friends</u> name</p> <p>things they are trying to do (<b>needs</b>):</p> <ul style="list-style-type: none"><li>• Make marta feel special by putting effort</li><li>• make marta feel like she was thought of.</li></ul> <p>ways they want to feel (<b>insight/meaning</b>):</p> <ul style="list-style-type: none"><li>• Like they made their friend happy.</li><li>• Like they know their friend like no body els.</li><li>• Make them feel as special as possible</li></ul> <p>00:03</p>	<p>8 <u>Marta</u> name</p> <p><b>NEEDS TO</b> <u>feel like a lot of effort was put into her present</u> <small>user's need</small></p> <p><b>in a way that makes them FEEL</b></p> <p><u>No one knows her like her friends do.</u> <small>insight/meaning</small></p> <p>00:03</p>
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## Theme

I want the theme to be active and engaging to the user. It is essential that there's a theme of things that remind her of her home country, things that evoke her into thinking of good times, something that has a lot of effort and thought put into it. Which would make

the theme a more crafty one, something that includes some sort of traveling and memories, and emotional attachments.

### **UX factors:**

#### **Relatedness.**

Relatedness because she wants to be with the people she loves and cares about on her special day.

#### **Sense of purpose.**

Sense of purpose because she wants to feel like her friends thought of her and put lots of effort into her gift, so she gets a sense of purpose.

#### **Authenticity.**

Authenticity because she believes that if people really know her they can make a gift or gift giving experience through putting a bit of themselves and thinking of how well they know her and making something authentic that no one else has.

#### **Activate.**

Marta is someone who likes to go places and being active, which is why I thought that if the experience is activating she could have a long lasting memory of the experience.

#### **Flow.**

Marta describes herself as a person that goes with the flow. Which is why I wanted to include flow into my project. I didn't want it to be three separate stories but one idea that flows into three separate parts.

## 4.2 Week review 4: Define

With the design vision I got a clear view about what I had to do and how it could serve my user best. Doing the P.O.V. sheets also helped in further understand what it was that the user wants by putting into perspective how they feel anyhow the givers feel. I found it difficult to find the right theme because my user likes unique things, but many different elements can make something unique which makes it hard to pinpoint what the exact theme should be.



I am happy with the approach I took for the in class present because she told me that the potato bag wrapping reminded her of her home country and the way it was wrapped reminded her of how her dad wrapped her presents. I decided to choose that gift because she is obsessed with plants, and for the wrapping I picked the potato bag because of the insights gained earlier. She recognized her gift, and this is because I wrapped it in elements that represented her personality, where she comes from and what she likes, so she found it pretty quickly. I will keep these elements in mind when designing the final gift. Gift pictures in Annex F.

# 5. Week 5: Ideate

## 5.1 User Portrait

In Annex.

## 5.2 How Might We's

How might we craft an experience that makes the user feel like her far away loved ones put a lot of thought and effort into her gift?

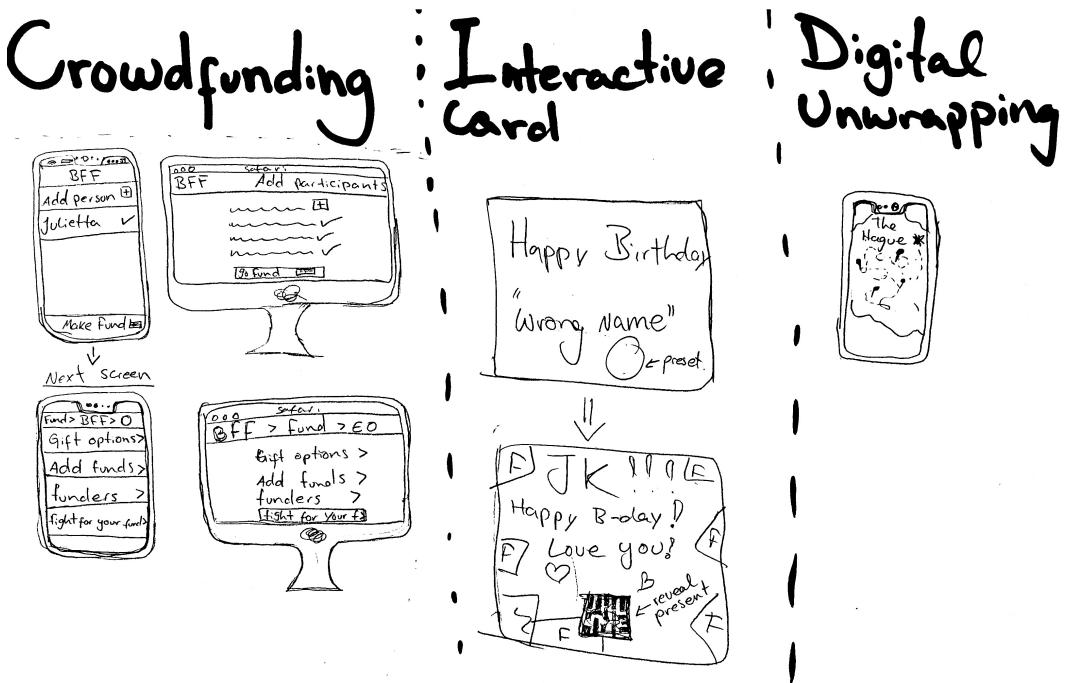
How might we include the funders of the gift in the experience?

How might we craft an experience that shows emotion and time spent?

How might we craft an experience that the user can share with her loved ones?

## 5.3 Sketches with Descriptions

The sketches and descriptions were made to get more ideas for my how might we questions. The sketches were made in collaboration with my design team. I worked on the crowdfunding and on the digital unwrapping, and my design team partner worked on the interactive card. The sketches and descriptions we made can almost be used for both of our users which is why we both decided to include it into our journals.



### Crowdfunding:

In the Crowdfunding column (first column), with the help of my design team, I thought of doing a simple type of mobile app and website where anyone that wants to be part of the crowdfunding can register their names. Then on the next screen, they would be able to add:

Different gift options: these could be any gifts that person they are buying it for could like, from cheaper options to more expensive options. The funders can later see which gift options they can afford depending on how many funds are raised.

Funds: Here each person can add the amount they want to pay individually unless the funders decided as a whole to do the 'fight for your fund' option.

Funders: This option will allow all funders to communicate and see who is included.

Fight for your gift: With this option, all funders are put to the test as to how much they know about the person they are giving the gift to, the person who scores the lowest on the test needs to spend the most. It would work like a 100% type of thing, depending on the score you get and how much money there has been put into the funding will determine how much each person needs to pay and people will get money back depending on how well or how bad they did. There needs to be one person who needs to set.

### **Interactive Card:**

The card would first be received saying "Happy birthday" to the wrong name and family picture on it (like a prank). There will be a red button at the bottom of the card which reads "press to see a huge surprise!". When the user presses this button, they will be directed to the actual interactive card which tells them happy birthday!. It would include all the standard birthday wishes and pictures, and of course that it was a joke and that the user needs to scan the code at the bottom of the card to reveal the actual present (which of course is not the final present but a map).

### **Digital Unwrapping:**

In this part, the user has been directed to map on the phone which has one pin dropped on the map with no address or anything, and the person has to follow the directions on the map. When the person gets to the location (which preferably is a location the user loves), the pin will then change to another very liked location of the user until they reach the final location with the ultimate gift.

## **Creative Techniques**

In class we had to do some creative techniques to ideate on our designs. Remembrance is an old Buddhist trick, where you can induce new states of mind by 'remembering' it happen. I choose to do remembrance because it treats something or the problem as if it had already happened be doing this it tricks the subconscious, which can be very obliging at times, into making up something to fit the bill.

Pictures on next page...



This is a picture of my classmates working on the creative technique I brought into class.

How might we craft an experience that makes maria feel like her far away loved ones put a lot of effort into her present.

- They filled a box with all her favorite stuff ~~from~~ from Latvia and added a lock.
  - ③ In order to open the lock she had to go on a quest to find the numbers that would open the lock.
  - ② To find the numbers she had to think of her favorite places in The Hague and find the random numbers that would be pasted on the walls.
  - ④ When she collected all the numbers she opened the box.

- Personalized messages
- Putting her interests into the gifts
- Greeted left a message saying that something is coming to her
- Video - called her

• Cleared a room, gave them a space under in the car

- OFFERED TO ADAPT A DOG TO SITUATION.
- 1) ART / College COURSES

- personal HNW craft an experience that makes the user feel like her far away loved ones put a lot of thought and effort into her gift?

- We listened to what she wanted and gave that.
  - we made audios where we described how we felt about her.
  - we gave her something which is only possible to do when really well prepared, so not last minute.
  - we made something ourselves, something that can't be bought.

- ① fly her loved ones to the Hague
  - ② let her know her loved ones contacted her friends in the Hague
  - ③ Everyone of her friends in the Hague gathered around to craft her a gift that her family wanted her to have
  - ④ Her friends had "H bday" displayed in the air with airplanes
  - ⑤ Her b-day was transmitted on TV
  - ⑥ Everyone posted hints of what the gift was on their stories and she had to guess
  - ⑦ She and her friends drove to her favorite spot in the Hague and fireworks came out.
  - ⑧ Everyone crafted her a giant origami dog and the gift was inside

These are the ideas my fellow classmates came up with which helped me come up with some more ideas top include in my crowd funding and digital unwrapping.

## 5.4 Scenarios for 3 Concepts

### Concept 1

- Crowdfunding: Quiz Marta's relatives "Who knows Martha better?" and depending on how well you know Martha, the less you pay.
- Interactive card: Nice birthday card with pictures of her and family with a QR code.
- Unwrapping experience: The QR code lead to a map with different pinpoints in The Hague and the final one leads her to her favorite restaurant.

### Scenario 1

It's a winter day in Latvia and Marta's BFF realizes that Marta's birthday is going to be soon and she knows she is not going to be able to spend that day with her because Marta is studying far away in The Hague, so she starts thinking about a way that she can gift her with something. Marta has been talking non stop about a really cool restaurant in The Hague and her BFF would love to gift her a full meal at that place, but it is really expensive so she needs more funders, she immediately thinks about Marta's family to raise the money. Marta's BFF goes online and finds out this really cool website "Hallmark" where you can crowd fund for a gift with more people and then they are in charge of delivering the actual gift to the person, this website also has a cool feature where it calculates according to a quiz who is going to fund the most and the less, so she talks with her family and they all agree on giving Marta this. Marta's BFF does the quiz, everyone pays the assigned amount of money and the gift is set up for her Birthday, she also submits some pictures as well as a QR code that will go on the card that Martha will receive.

Marta's birthday arrives and her BFF calls her and tells her to scan de QR code which leads her to a website where there's a map with different pinpoints.

The next day after Marta recovers from her hangover she opens the map again and visit the different pinpoints where she finds some little presents like candies and chocolates. Finally, she gets to the last pinpoint and its her favorite restaurant where the staff is waiting for her and the start singing happy birthday and tell her that she has a present meal waiting for her. She loved her present.

### Concept 2

- Crowdfunding: Funders connect through the website and connect to a face-time call at the same time where money will be raised.
- Interactive card: Joke digital card where the user believes its for another person but then the actual birthday card pops up.
- Unwrapping experience: An animation video of Marta's friends hiking a mountain and when they get to the mountain a bubble pops up saying "We're going on a hike together", then the page changes to the explanation of the gift.

### Scenario 2

It's a winter day in Latvia and Marta's BFF realizes that Marta's birthday is going to be soon and she knows she is not going to be able to spend that day with her because Marta is studying far away in The Hague, so she starts thinking about a way that she can gift her with something. Marta has been talking non stop about hiking in France and her BFF would love to gift her the ticket to that place, but it is really expensive so she needs more funders, she immediately thinks about Marta's family to raise the money. Marta's BFF goes online and finds out this really cool website "Hallmark" where you can crowd fund for a gift with more people and then they are in charge of delivering the actual gift

to the person, this website has a feature that in order to be part of the crowdfunding, funders must connect through the website at the same time and take part of a FaceTime call where they will talk about the gift, Marta and raise the money as well. So she talks to Marta's family and they all agree on connecting at the same time to raise the gift money, they collect the total amount.

Marta's birthday arrives and her BFF calls her and tells her to check her email which leads her to a digital card but it's not for her so she feels disappointed but after that another card pops up and it's her birthday card so she feels happy. Marta notices that she also has an email saying "Birthday present" which leads her to a website with a video where her friends are all hiking a mountain and it is funny cause it is a video and her friends have bubbly heads, when she sees the end she's so happy cause she now knows that she is going on a hike with her friends in France.

### **Concept 3**

- Crowdfunding: One main funder sets up the website filling in the money goal, the description and information about the gift receiver and when it's set up the main funder is allowed to share the link so more people join the fund. Funders must upload pictures and submit birthday wishes that will be used later in the interactive card.
- Interactive card: Origami cards when the user unfolds them then pictures from the crowdfunding displays and also birthday wishes from the funders, at the end the card leads to the present experience link.
- Unwrapping experience: The card figure appears up when the user goes to the link in the card and you must click to unfold it again which at the end will lead to a map to Georgia and when Marta clicks in the pinpoint of the map, then the gift description will reveal.

### **Scenario 3**

It's a winter day in Latvia and Marta's BFF realizes that Marta's birthday is going to be soon and she knows she is not going to be able to spend that day with her because Marta is studying far away in The Hague, so she starts thinking about a way that she can gift her with something. Marta has been talking non stop about moving to Georgia and her BFF would love to support her taking that big step so she comes up with the idea of giving her a Airbnb rent in Georgia so she can try out the experience and see if she likes it, but it is really expensive so she needs more funders, she immediately thinks about Marta's family to raise the money. Marta's BFF goes online and finds out this really cool website "Hallmark" where you can crowd fund for a gift with more people and then they are in charge of delivering a physical card to the person, this website has a feature that in order to be part of the crowdfunding, funders must join through a link after the main funder sets up the campaign, funders must also submit a picture with Marta and birthday wishes in order for that to be part of the card that will be sent to her. So Marta's BFF talks to Marta's family and they all agree on raising the money and they collect the total amount.

Marta's birthday arrives and she goes to her mailbox and she has a box and she wonders what it is. Marta opens the box and it is an origami wolf and she loves it cause that's her favorite animal, she notices a little paper saying "Unfold me" so she starts unfolding it and notices pictures with her family and happy birthday wishes so she gets really happy with that, when she is done unfolding it there's a message saying to go to a link. Marta goes to the link in her laptop and she sees the same origami figure saying to unfold it again and a video of it unfolding displays. When it is done unfolding it shows up a map of Georgia and Marta gets really excited, she clicks on a pinpoint in the map and

the present reveals which is a 2 month rent in a cool airbnb in Georgia and she can redeem it whenever she wants so she gets really happy about it and calls her family and friends to thank them for the amazing present.

## 5.5 Week Review 5: Ideate

My activities went well, they helped me further understand my user and the vision I am trying to build. I chose the how might we questions based on the P.O.V. statements, my user and her needs, I also wanted to see how I can include the funders and make the experience as emotional and crafty as possible. My design team and I decided on our three concepts partly on the creative techniques and feedback we did in class to ideate on our designs. It was difficult to pick a vision to design for because they were both very good, but once I iterated and change my design vision by choosing the third concept my design team decided to pick my design vision.

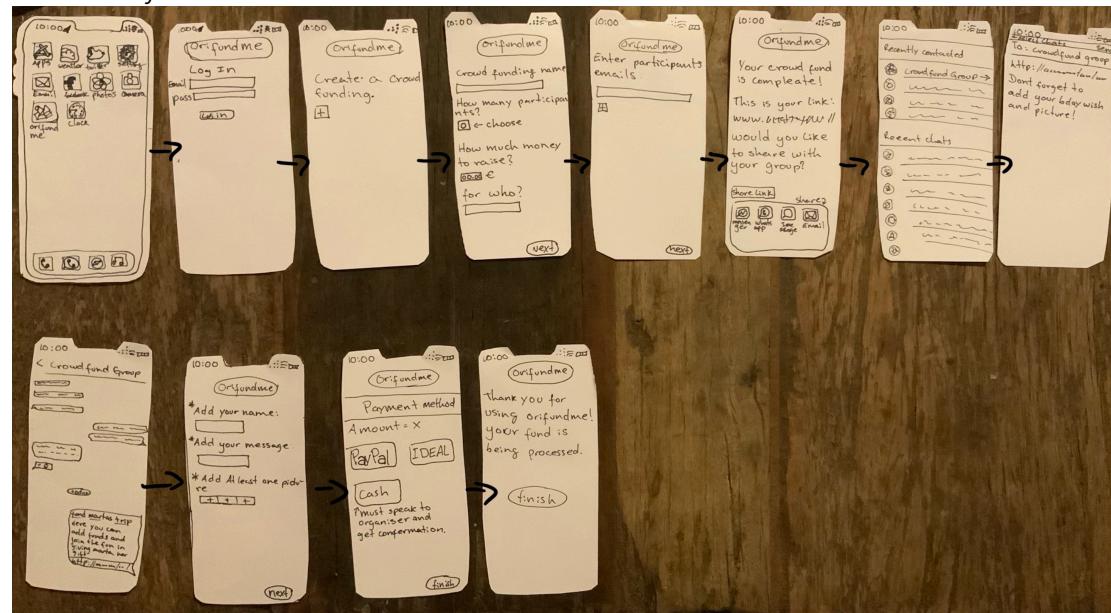
## 6. Week 6: Prototype

### 6.1. Prototypes

My task in the prototyping phase was to do the crowd funding, this is because my design team partner had made the origami card and it was connected to the digital unwrapping so she decided to do the digital unwrapping as well. At first I thought to make a phone app as the crowdfunding prototype, but after talking to my design team, we thought that a desktop version first would be more universal since not everyone owns a smartphone.

First smartphone paper prototype:

From both the perspective of the one making the crowdfund and the ones receiving the invitation. What I missed in this first prototype is the customization, and how hallmark will actually send the card.



These were all things I thought of later when regrouping with my design team. Also it is too Hallmark, they can make this on their own, so I wanted to make something more interesting after finishing this first prototype.

"First" desktop prototype:

The screenshot shows a web-based crowdfunding form. At the top left is the Hallmark logo with a crown icon and the text 'CROWD FUND'. The main title 'Create a crowd fund' is centered above several input fields. On the left, under 'For who?', there is a text input field containing 'Marta'. Below it, under 'Name your crowd fund', is another text input field containing 'Marta's Trip to Georgia'. Under 'Description', there is a text area containing the following text: 'It's almost Marta's birthday and since she wants to buy a mountain house in Georgia I think it would be a great birthday present to pay her first two months of rent to see if she wants to make the commitment!'. To the right, under 'Around how many participants?', there is a text input field containing '7'. Below it, under 'Target funding', is a text input field containing '€1316'. Under 'Estimate per person', there is a text input field containing '€188'. Under 'Choose a theme', there are four colored squares (red, purple, teal, green) followed by a 'Custom' button. To the right of these fields are three circular icons: a portrait photo of a woman labeled 'Choose picture -', a blue origami figure labeled 'Origami figure +', and an orange 'Next >' button.

This was the first desktop create a crowd fund prototype I build. I had already changed some things from my actual first digital desktop prototype based on feedback gotten from lecturers but I dont have the images. Things my first version did not include were: 'choose a theme', 'choose picture' and the 'origami figure' choice button.

The reasons these choices were made in my second version of the digital crowd funding is because it was not personal enough, I wanted that the people who make the crowdfund feel like its fun and not that some online website is taking their money. Also I wanted to make it fun for the people involved (The funders) so adding a picture and a theme for the invitations would make the funders feel more connected to my user, so they will most likely give higher amounts of money.

## 6.2. Week review 6: Prototype

The paper version of my prototype really gave me an idea that I could work from, although it was very simple. Seeing it digitally made me rethink certain decisions I made, and the digital version gave me ideas for things that the user could like and use. Sometimes it was difficult to connect all the different elements together. for example I would not know on which page a user should make a certain decision that could effect the pages later.

I was trying to achieve a simple interface that everyone could use, that is as personal and customizable as possible, which could be used for Hallmark as a company as well. Having finally a clickable prototype made me rethink of the easiest ways for any user to find buttons and use the website as efficiently as it can possibly be. All in all prototyping helped me understand what I was doing and where I was working towards.

## 7. Week 7: Test

### 7.1. Feedback session

Based on the feedback given by Hallmark there were some changes in customization plus some more options for the user, as well as previews of what the user is actually buying. These were requests made by Hallmark.

Results from feedback with the client:

These pictures are updated results from feedback of the client for the crowdfunding.

## 7.2. Week review 7: Test

By this point in our prototype we were (design team) quite confident that the prototype satisfied every need of Hallmark in this particular context that we made the prototype for. Because they would want to use it for commercial purposes we found out that our prototype is not enough for making mass production. After getting feedback my design team regrouped and we found ways to make it available not only for our user but for

multiple people who would want to use it. Our story board change a bit since we got feedback in the last weeks.

This is how our scenarios changed:

- Marta's best friend picked the origami type of card while creating her crowdfunding campaign and added a link to the website she created for Marta.
- Marta's best friend created a website and she took inspiration from hallmark's origami cards, this way to connect the concepts and reveal the present in a crafty way.
- Marta got a social media link from the website that her BF friend created so could share to the ones participating in the fund.

## 8. Week 8: Evaluate

### 8.1. Review of the design thinking process

In my journal, I think that the mode I was best at was the prototyping phase. The reason I think I was the best in this mode is because I enjoy exploring and getting new ideas out of my head and onto a visible/tangible product. Prototyping also lets me see the fault in my ideas and the good parts as well. It allows me to empathize with my user and their needs. The fact that I can prototype something also lets me know that my idea is concrete enough to make it into something real. I believe that because I enjoy prototyping, my presentation of my prototype come very close to my final product which gave my user a clear vision of what needs to be improved and what works well, without having to make significant changes.

The most challenging mode was the empathizing phase. In this phase, I had to do an observation as well as engage and immerse myself into my user, and this made me feel as if I was invading their privacy. I do believe I have to work on this, because as a designer I need to understand the people I am designing for, and the problems I am trying to solve. My user was very open and friendly about sharing her personal data, so I don't think it affected my results in a big way. Although, if I had done it with a stranger it could have impacted my results due to me not wanting to invade their privacy, this is something I need to work on.

I think for the most part I did have a mindset of sorts, but it's challenging when designing for someone else to not use your ideas of them and what they told you to make something that might not reflect who they really are. I think I applied the mindset in the empathizing phase because I didn't see myself judging or assuming anything about my user.

The parts of the mindset I want to start training is the 'questioning everything' and 'really listening' aspects. I have a hard time questioning people because I feel as if it is an invasion of privacy. I need to improve this because asking questions is how you empathize and learn about the users' needs, and it's where a lot of valuable information lies. I also need to start listening in these situations. As soon as my mind realizes it's not a normal conversation, I get hooked to a piece of paper with questions and don't listen to what the person is actually telling me. I need to listen in order to get those pieces of information that questions might not get the answers to.

I learned that it is so essential to understand what it is a user needs and wants entirely. I learned that empathizing, and iterating as many ideas as possible and not sticking to one is very important. If I could do something differently, I would have empathized more with

my user, because I found myself asking questions about them after the interview, and these should have been answered. In the future, my process will change in the way that I will be more careful and thorough when going through each step because I see the weight and impact they have on a final product.

Annexes in the next page....

# ANNEXES

## A User Portrait



- Bubbly Traveler  
Nothing is absolute. Everything changes, everything moves, everything revolves, everything flies and goes away.

### Marta Murniece

#### About

DOB 17 December 1997 ♂  
AGE 20  
OCCUPATION Student  
BIRTHPLACE Latvia  
STATUS Single

Describing Herself  
Goes with the flow  
Creative  
Caring  
Lazy

Friends Describe Her as  
Couch Potato  
Independent  
Relaxed

#### Daily Routine

"My weekdays are usually consisting of waking up and taking my morning coffee, I really love listening music and preparing myself for the day before starting anything. Then, depending on the plan of the day, I either work on something before going to school or go to school straight away.

After school I usually go home and cook something really nice, because I love that and I chill a bit. Then either I work on something more if needed or I go out, read something, watch documentaries or TV series, excessively take care of my plants and then I go to sleep."

#### How She Gives Gifts

Makes it personal:  
- Wraps the box  
- Puts collage on box  
- Adds different elements of herself.

#### Family Life

Supportive  
Caring  
Independent family  
Parents are divorced

#### Bucket List

Backpack in south America and live in Patagonia for a bit.  
Make a photography book.  
Hike to the top of a mountain with a friend.  
Buy a mountain house in Georgia and live there for a while.

#### Loves

Cooking  
Music  
Documentaries & Series  
Traveling

#### Outdoor Hobbies

Hiking  
Snowboarding  
Climbing  
Slacking  
Fixed Gear

#### Biggest Pet-Peeves

People not listening  
Interruptions

#### Favorite

The Hague

Pop-up Store  
**FLYING TIGER**

Restaurant  


## B Design Vision

# Design Vision

## Introduction

Here I write out and find my direction for my design vision. The reason I am using a design vision is because a good design vision can inspire and motivate you or your Design team to come up with creative ideas. You get a clear view about what you have to do as a

P.O.V. Receiving	Occasion	Perfect Gift	Theme
Marta's friends want Marta to experience the unwrapping as a quest that leads to all her favorite places to unlock one final gift.	Birthday	Two months worth of rent for the house the user wants to buy in Georgia.	I want the theme to be active and engaging to the user. It is essential that there's a theme of things that remind her of her home country, things that evoke her into thinking of good times, something that has a lot of effort and thought put into it. Which would make the theme a more crafty one, something that includes some sort of traveling and memories, and emotional attachments.
P.O.V. Giving	Givers	Friends & Loved ones	

**Sense of purpose**  
Sense of purpose because she wants to feel like her friends thought of her and put lots of effort into her gift, so she gets a sense of purpose.

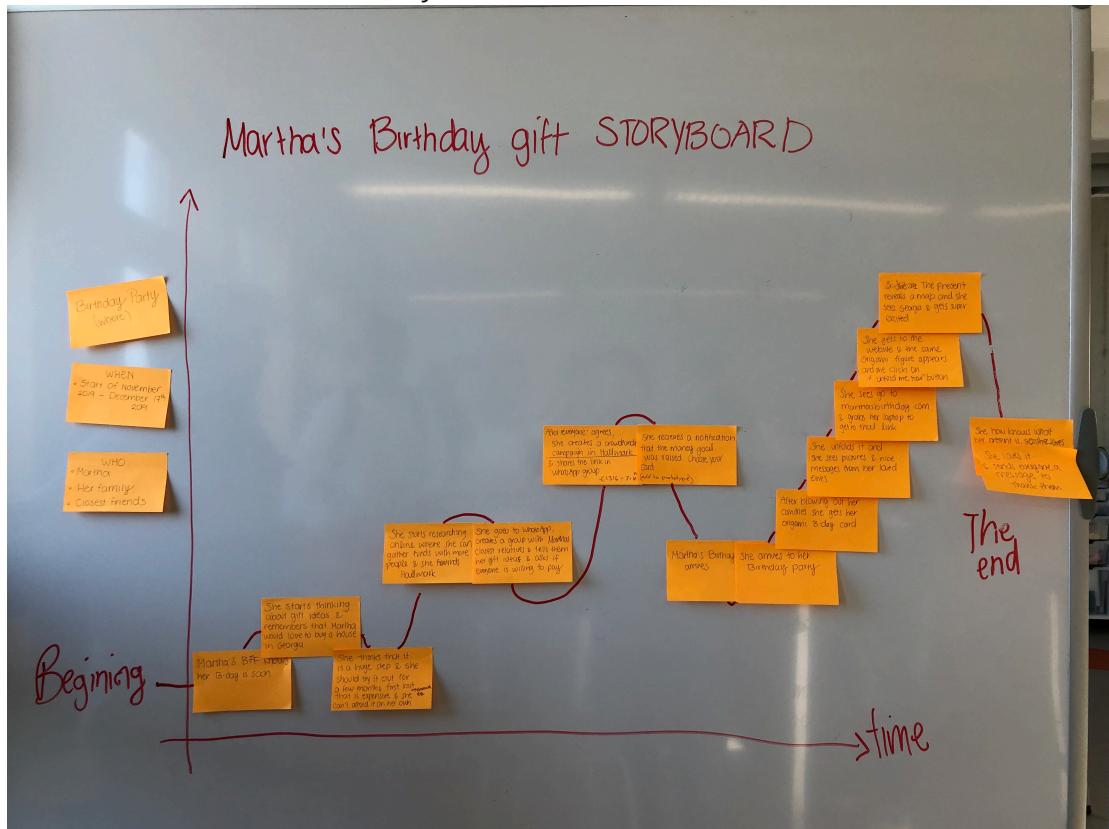
**Activate**  
Marta is someone who likes to go places and being active, which is why I thought that if the experience is activating she could have a long lasting memory of the experience.

**Relatedness**  
Relatedness because she wants to be with the people she loves and cares about on her special day.

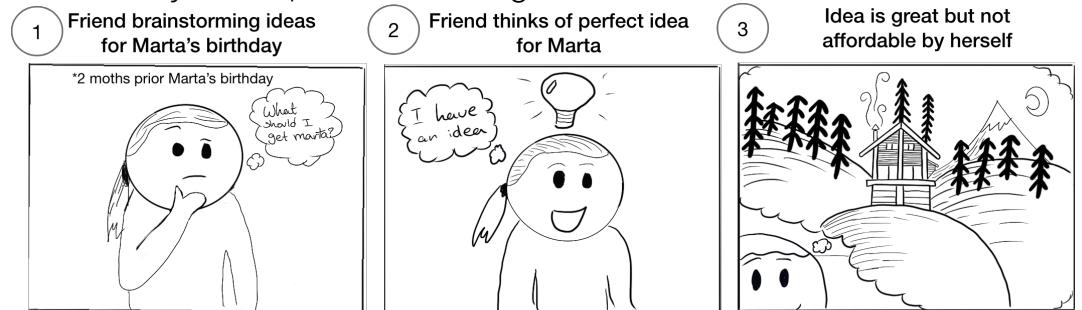
**Authenticity**  
Authenticity because she believes that if people really know her they can make a gift or gift giving experience through putting a bit of themselves and thinking of how well they know her and making something authentic that no one else has.

**Flow**  
Marta describes herself as a person that goes with the flow. Which is why I wanted to include flow into my project. I didn't want it to be three separate stories but one idea that flows into three separate parts.

## C Narrative Arc of Storyboard



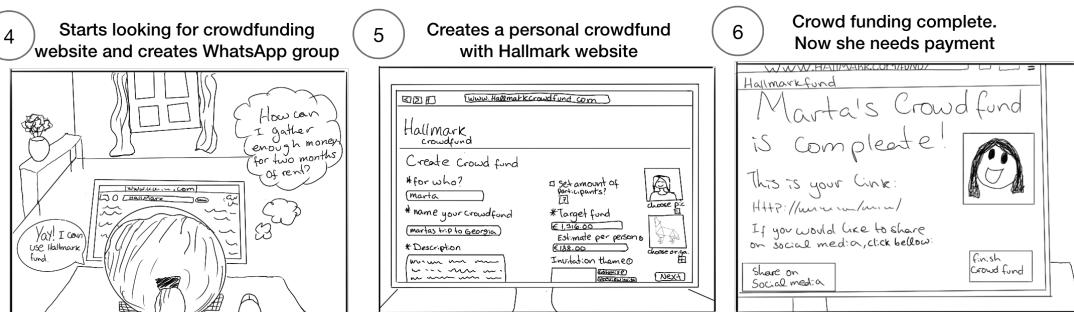
D\_ Storyboard | Crowdfunding



Marta's best friend is thinking about what she should get Marta for her birthday...

She starts thinking about gift ideas & remembers that Marta would love to buy a house in Georgia!

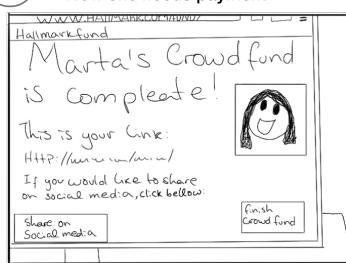
Idea is great but not  
affordable by herself



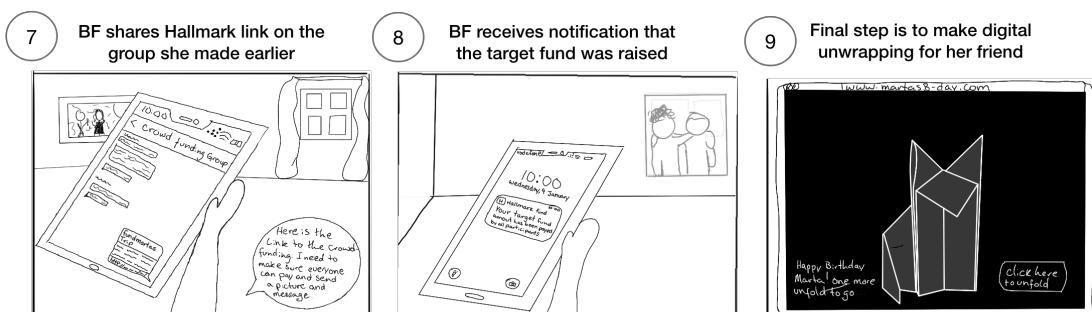
She starts researching online how she could gather funds collectively. Luckily she found Hallmark! She goes to WhatsApp and creates a group chat with Martas 7 closest relatives & tells them her gift ideas & asks if everyone is willing to pay.

She starts working on the Hallmark crowd fund she needs. On the creators page she added: Martas name and picture, the crowdfunding name, a description, the target fund, some requirements, the date it should be sent, and finally she chose the origami figure Marta might like with a link to a webpage Marta's BF is going to make.

Crowd funding complete.  
Now she needs payment



After the crowdfunding is complete, Marta's BF can decide to share through e-mail or if she would like to share it on social media.



Marta's BF decides to share the crowdfund link in the WhatsApp group chat with Marta's closest 7 relatives.

After a while Marta's BF gets a notification

Final step is to make digital unwrapping for her friend

After a while Marta's BF gets a notification that the money goal was raised!  
  
(Now the card will be ready on Marta's special day.)

The next step is to finish the final unwrapping of Marta's gift. When Marta receives her present she will follow a link to this page her BF is making for her, which includes the same origami figure received from hallmark and it will unwrap into her final gift.

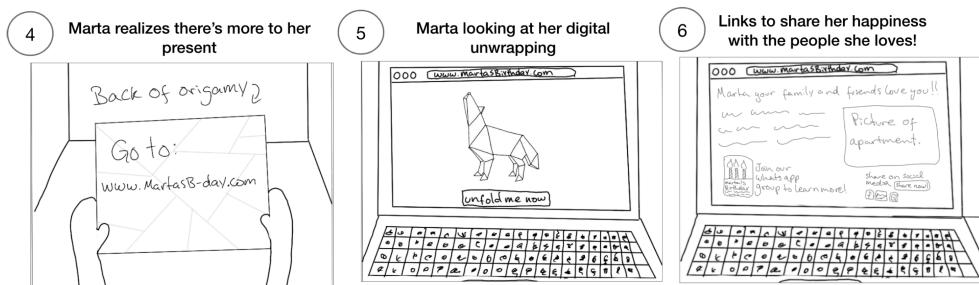
## E Storyboard | Physical Card & Digital unwrapping



Today is the big day Marta has been looking forward all year to. She hopes her family in Latvia didn't forget her...

While Marta was celebrating with her roommate and blowing out her candles the doorbell rang and it was a surprise message...

When she opens the envelope there is an origami card and instruction on how to make it. As she gradually unwraps the card she realizes its from her family in Latvia!



When Marta opens up her card she sees instructions telling her to flip it over. On the other side a website link is revealed...

When she follows the link in her browser she finds herself in a webpage made by her friend with a digital origami to unwrap. This unwraps into a map with a pinpoint in Georgia.

In the last page of the website, it's revealed her final gift. As well as sharing links to the funders WhatsApp group and her favorite social medias so she can share her experience with all her friends.

## F Gift | Gift Unwrapping Experience (Sinterklaas)

