Your Mission: Redesign the gift-giving experience...for your partner. Start by gaining <u>empathy</u>.

1 Interview
8min (2 sessions x 4 minutes each)

Notes from your first interview

- Got a wristwatch of color that she hates ← communicating so would ofend
- Repeated gifts are problematic
- Brother re-gifted her a scarf
  ↳ unthoughtful : <u>BAD</u>

- Boyfriend's gift was handcrafted
  ↳ thoughtful : <u>good</u>

Switch roles & repeat Interview

2 Dig Deeper
6min (2 sessions x 3 minutes each)

Notes from your second interview

- Thoughtful gifts >>> Practical gifts
  <u>better</u>

- Problem : Sometimes people assume that she likes things that she doesn't
  ↳ like favourite color

- Thoughtful ↝ reminder of an event
  ↳ movie she saw with boyfriend

Switch roles & repeat Interview

d.

Reframe the problem.

3 Capture findings 3min

Goals and Wishes: what is your partner trying to achieve through gift-giving?

*use verbs

- Receive/Give a gift that relates to a meaningful event ← This is thoughtful
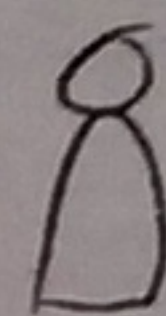- Make no assumptions on people's taste/likes

Insights: New learnings about your partner's feelings and motivations. What's something you see about your partner's experience that maybe s/he doesn't see?*

*make inferences from what you heard

- She needs a way of communicating what is meaningful, important to her without being explicit that would make the gift ~~feel~~ an order, thus unthoughtful

d. ⓞⓞⓞⓞⓞ

4 Take a stand with a point-of-view 3min

👤 Clara ███████
_____
partner's name/description

needs a way to receive & give gifts that
show thoughtfulness *user's need* by connecting/relating
to a meaningful thing or event for the gift-receiver

because (or "but . . ." or "Surprisingly . . .")
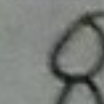[circle one]

but without explicitly stating
what these meaningful
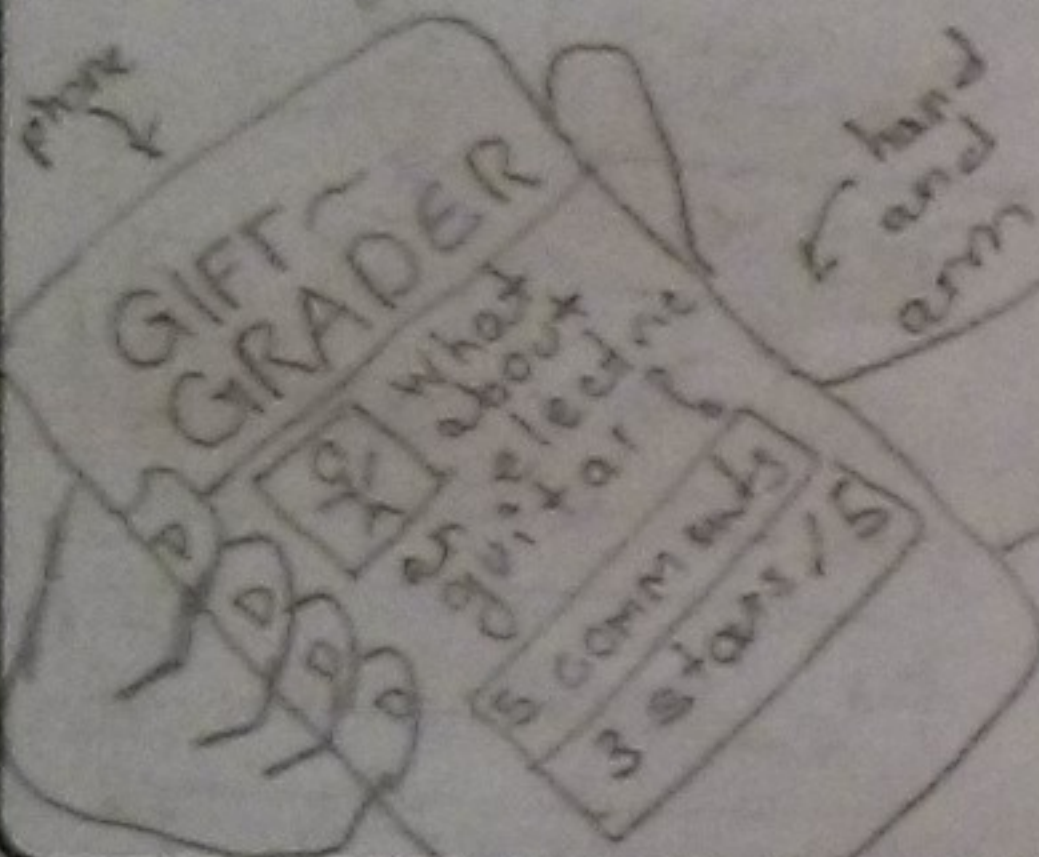*insight*
events/things might be.

3 4

Ideate: generate alternatives to test.

5 Sketch at least 5 *radical* ways to meet your user's needs. 5min

8 Ensuring that your gift will be thoughtful without having the other person tell you so.

write your problem statement above

An App/WebApp where you post your idea for a gift and the gift-receiver's friends can rate/comment on the gift idea	An App/WebApp that gathers someone else's of facebook likes, amazon search queries and other similar data so that it can suggest gifts that fit that person's current interests	Give your friends a wishlist with 2 thing you want and one you do not. Since they are your friends, they'll know what you don't want.	You and your friends should give each other riddles whose answers represent the things you find meaningful	App where people anonymously post potential gifts to you and you rate them. Since it's anonymous, no one gets offended!

Awesome

6 Share your solutions & capture feedback. 10min (2 sessions x 5 minutes each)

Notes
- For "GIFT-WIZARD": it's too invasive/privacy issues
- She liked the 1rst and 5fth suggestions because anonimity allows her to be honest without hurting anyone's feelings.

The 3rd and 4th suggestions are too complicated and require too much effort from both parts.
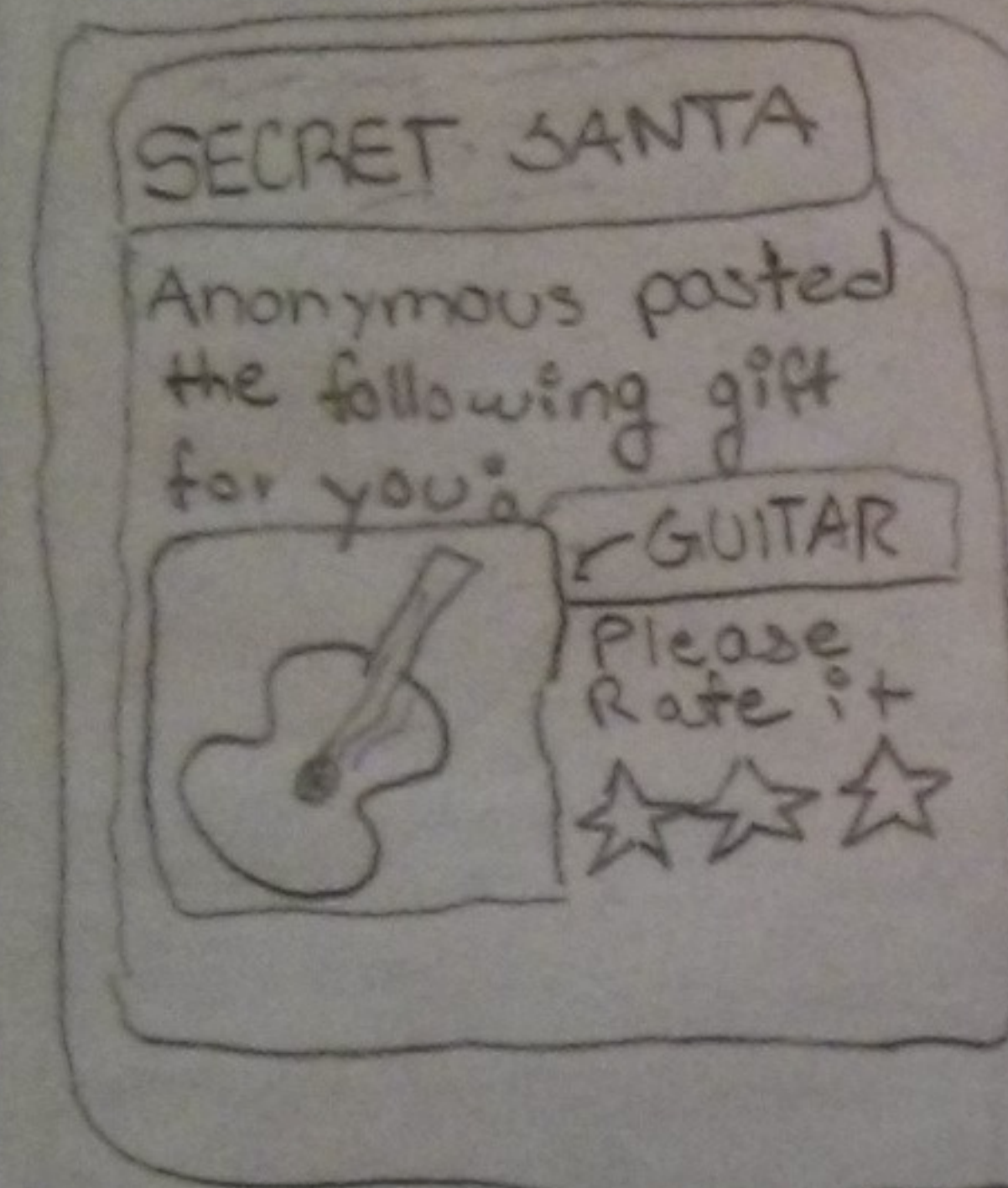
SIMPLICITY = GOOD !

Iterate based on feedback.

7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!

From Clara's perspective

SECRET SANTA

Anonymous posted the following gift for you:
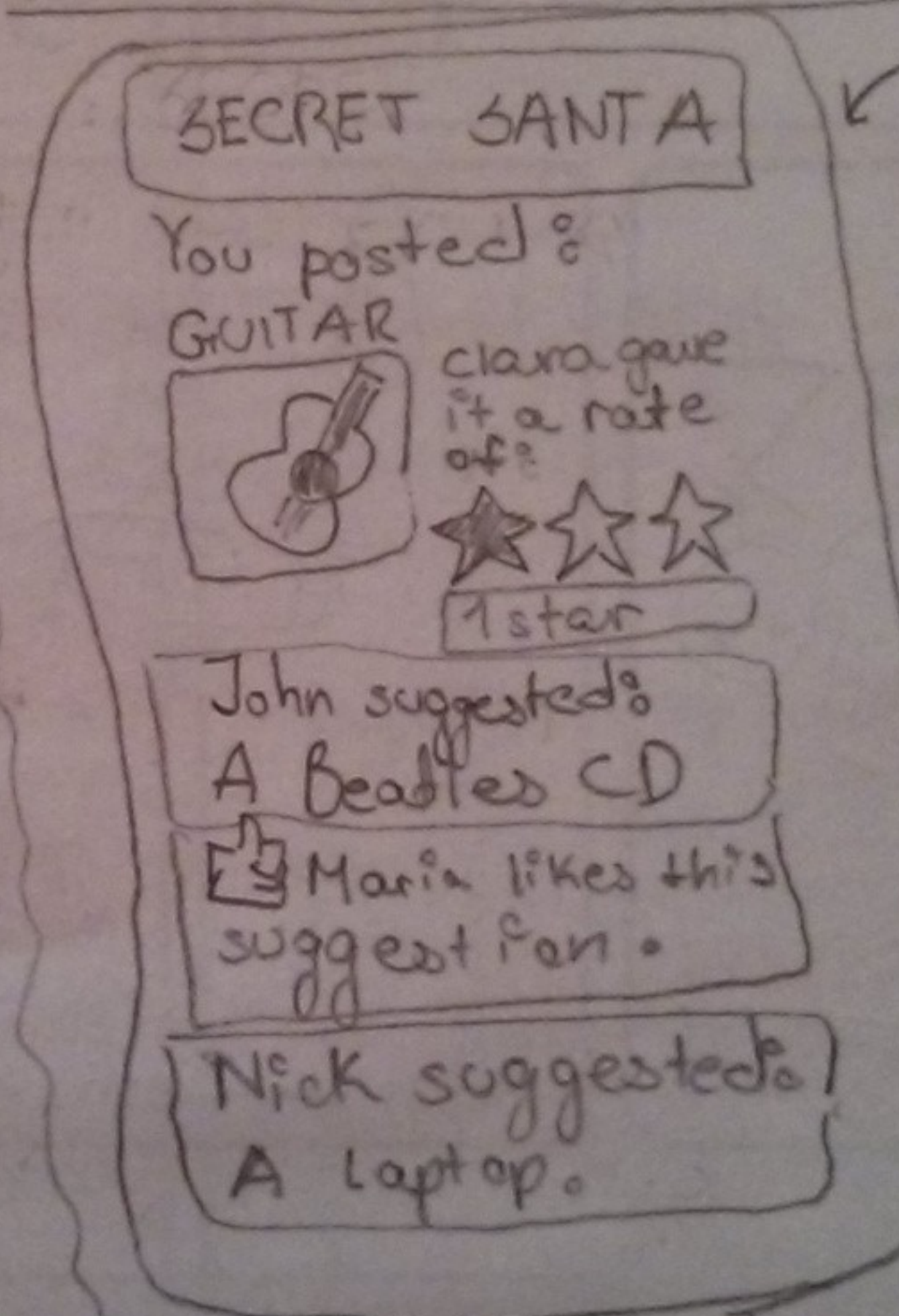
GUITAR
Please Rate it
☆☆☆

Clara's IPhone

EXPLANATION:
Using the "Secret Santa" App, her friends anonymously suggest potential gifts to her. She then gets to rate the gift with a scale of 1 to 3 stars. I decided to keep the 2 principles that she found important:

1.) Anonimity for her friends so that she can rate the gift honestly.
2.) Ease of use (simplicity) by limiting the interaction on her side to just rating. The comments option was disabled.)

From her friend's perspective

SECRET SANTA

You posted:
GUITAR

Clara gave it a rate of:
★☆☆
1 star

John suggested:
A Beatles CD

👍 Maria likes this suggestion.

Nick suggested:
A laptop.

Her friend's iPhone

EXPLANATION

Using the "Secret Santa" App, Clara's friends can see Clara's rating on the gift suggestion while staying anonymous themselves.

However, Clara's friends are not anonymous to each other and thus can suggest better gifts, and endorse other friend's suggestions.

Since Clara herself is not suggesting gifts, her friends are still thinking independently about gifts...thus keeping it thoughtful!

d. ●●●●●

Build and test.

8 Build your solution.

Make something your partner can interact with!

[not here]

7min

d. ⬤⬤⬤⬤⬤

9 Share your solution and get feedback.

+ What worked...
- Preservation of the ~~idea~~ thinking aspect of choosing a gift ~~ex~~
  ↳ Clara does not have to explicitly "demand" gifts
- Simplicity
- Anonimity that allows honesty

− What could be improved...
- A new problem arises
  ↳ She can now accurately guess what her gifts will be ⟹ misses the surprise factor

? Questions...
- What can Clara's friends tell me about the difficulties of buying a meaningful gift?
- Does Clara (and people in general) have a specific set of rules that define a meaningful gift for them?
  ↳ this could help me more implement solutions

! Ideas...
- For preserving the surprise factor, either:
  A.) Eliminate her interaction in the app. Make it more like the 5th idea (section 5) & a forum where friends select gifts for someone without that person's input.

8min (2 sessions x 4 minutes each)

B.) Give Clara automated gift suggestions made by the app's AI such that Clara finds it more difficult to guess what her gift might be