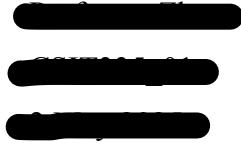


Amy Ayoub



GiftBloom Report

GiftBloom is a mobile app designed to simplify and enhance the gifting experience by ensuring that gifts are thoughtful, well received, and tailored to individual preferences. Whether it's for a holiday, a birthday, or a way to store gifts that you would like, GiftBloom helps users find and receive thoughtful, personalized gifts without the stress that comes along with it. I came up with GiftBloom since I, and I'm sure others too, experience anxiety of choosing a gift for a friend or the uncertainty of what to ask for from others. GiftBloom addresses both sides of this problem by offering a guided, enjoyable process that ensures gifts are always meaningful and well received for both giver and recipient. The primary audience for GiftBloom includes teens and adults as they participate the most in gift giving occasions such as birthdays, holidays, and events like Secret Santa. The app is versatile enough to support a wide range of users like students, families, faculty, and friends. In scenarios where the gift giver may not know the recipient well, such as in a workplace setting, GiftBloom steps in with tools like the interest based quiz to help users make more informed, personalized choices.

When developing the app, I kept a focus on my user's challenges and needs. I collected insights from personal experiences and observed user struggles (like forgetting birthdays or not knowing someone's preferences) were key in shaping the app's features. The requirements focused on simplicity, ease of navigation (as some users may not be so tech savvy), and personalization through interactive tools like quiz and calendar. The goal at the end of day was to keep the interface intuitive while providing a customizable and interactive experience. Low fidelity prototyping played a major role in bringing GiftBloom to life. The process started with card based layouts to explore the app's structure and navigation. The storyboard helped illustrate a real life scenario of a user interacting with the app, highlighting potential challenges and user pathways. The user experience map further analyzed how users might feel and react during key tasks, which helped uncover issues and refine the app's flow. I found this stage of development to

be very helpful as it provided a strong foundation and offered valuable lessons about designing effective, user-friendly interfaces.



For the digital prototyping, I used Figma where I designed the core features of GiftBloom in an interactive format. The prototype begins with the home screen with the options of signing up and logging in, allowing users to create or access their accounts, which then leads them into the main interface.

personalized wishlist. This wishlist can be easily shared with others

Afterwards the user is directed to the homepage which features a navigation hub with icons leading to the quiz, categories, wishlist, and calendar. Among the key features is an interactive quiz, designed to generate gift ideas based on the user's interests, hobbies, and preferences. Users can also browse and favorite gift ideas, which are then saved into a



through a link, making it convenient for friends and family to view and purchase gifts. Additionally, a calendar feature allows users to keep track of important dates like birthdays and holidays. The app also includes a linked contacts feature, so users can organize and plan accordingly by connecting with their phone. Finally, a My Account section enables users to manage their personal info and settings. With all of these elements designed and laid out, it allowed the users to experience the overall flow of navigating through GiftBloom. Simply put, the visuals offered a clearer picture of how the final product would look and function.



Although the app has come a long way and I'm very pleased with my final product, there are still areas that need to be addressed and issues that need to be resolved. For instance,

implementing other future features could include group gift contributions, a way to connect the user's digital wallet, and enhanced social sharing. With more time, I would have expanded the options for personalization too. To accomplish all of this, I would need to continue user testing and the feedback received would play a critical role in polishing the app. Overall, I'm very proud of the outcome and it was a wonderful experience to create GiftBloom from scratch and witness the product come to life digitally at the end!