

Sincerely,

 papercherry

Social Expressions for the
21st Century







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 papercherry

Social Expressions for the
21st Century

First: A history lesson.





Credit: <http://jasonjart.com>



Credit: cyndy666, Flickr



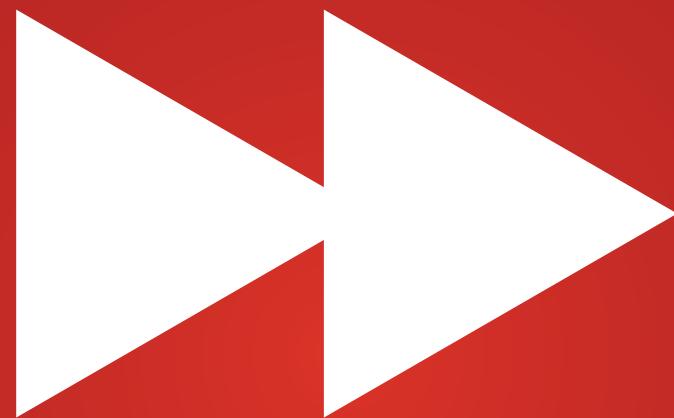
Credit: t6mdm, Flickr



Credit: t6mdm, Flickr



Credit: jimmiehomeschoolmom,
Flickr



England, 1840

POST OFFICE REGULATIONS.

ON AND AFTER THE 10th JANUARY, a Letter not exceeding **HALF AN OUNCE IN WEIGHT**, may be sent from any part of the **United Kingdom**, to any other part, for **ONE PENNY**, if paid when posted, or for **Two PENCE** if paid when delivered.

THE SCALE OF RATES,

If paid when posted, is as follows, for all Letters, whether sent by the General or by any Local Post,

Not exceeding $\frac{1}{2}$ Ounce	One Penny.
Exceeding $\frac{1}{2}$ Ounce, but not exceeding 1 Ounce	Twopence.
Ditto 1 Ounce	Fourpence.
Ditto 2 Ounces	Sixpence.

and so on; an additional Two-pence for every additional Ounce. With but few exceptions, the **WEIGHT** is limited to Sixteen Ounces.

If not paid when posted, double the above Rates are charged on Inland Letters.

COLONIAL LETTERS.

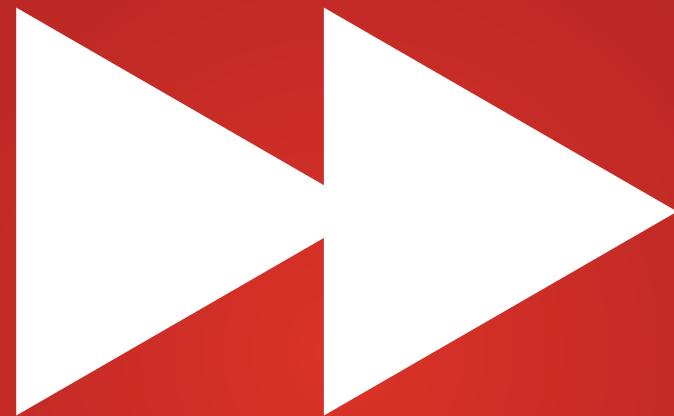
If sent by Packet Twelve Times, if by Private Ship Eight Times, the above Rates.



Sir Henry Cole



First Christmas card, 1843



Modern Day

7 billion
cards a year



Credit: bernielevine, Flickr



Carnegie
Mellon
University

Background

 papercherry



Current offerings



Photo kiosks



Carnegie
Mellon
University

Background

papercherry

20



Current offerings



Photo
kiosks

The screenshot shows the Snapfish website's 'Prints' page. At the top, there's a banner for Mother's Day. The main content area features a large image of a smiling child. Below it, text says 'Print and share your favorite photos for as little as per print'. There are sections for 'Go from wallet to wall-size', 'Personalize your prints for FREE', and 'ORDER ONLINE, PICKUP INSTORE! At over 10,000 retail locations'. The left sidebar contains links for 'Shop', 'Featured', 'Books & Cards', and 'Photo Books'.

Online
fulfillment



Carnegie
Mellon
University

Background

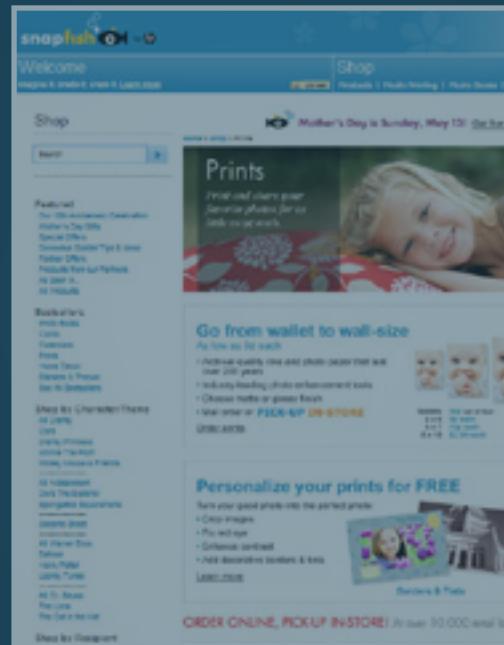
papercherry



Current offerings



Photo kiosks



Online fulfillment



Home printing

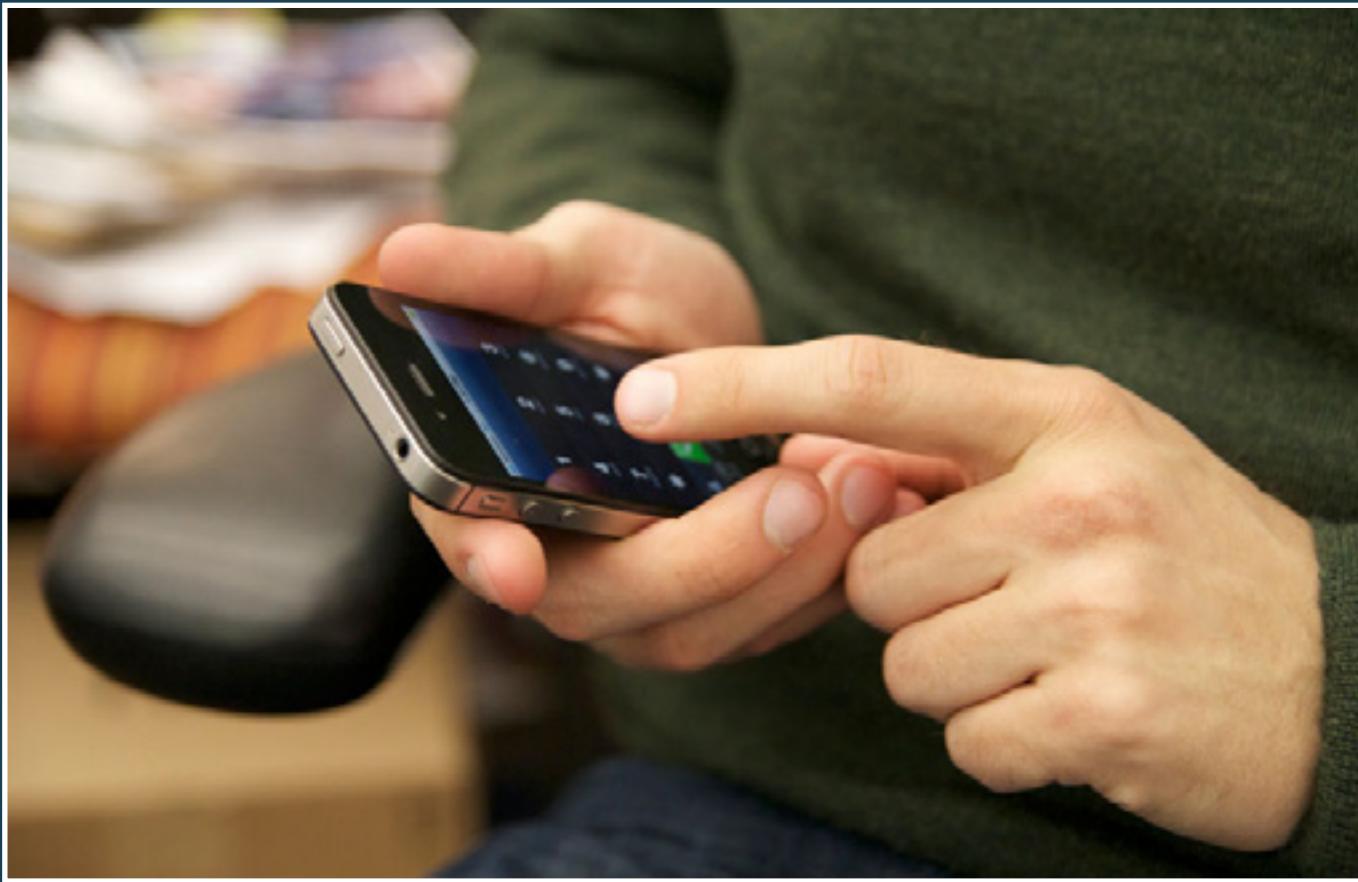
Demographics



Credit: cc_chapman, Flickr



Background



We want to explore traditional gift-giving and card-sending customs of people in their 20s and distill the nature of their social interactions in order to modernize the card-giving experience for a 21st century audience.

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What's been studied? Literature Review

Being Social

Cost and reward create
mutual relationship

Greeting cards a part of
social networks

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Cost and reward create
mutual relationship

Greeting cards a part of
social networks

Being Social

Cost and reward create
mutual relationship

Greeting cards a part of
social networks

Card-giving and Sentiment

Create sentiment through text

Personalization

Industry emphasis on
'sendability'

Card-giving and Sentiment

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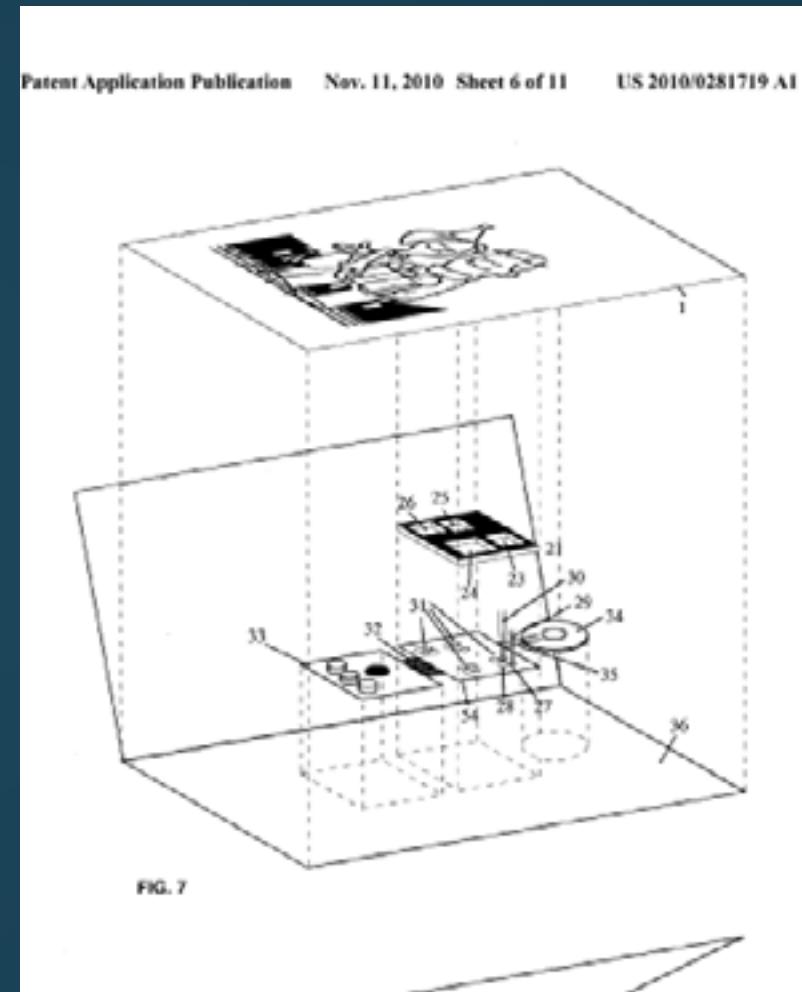
Personalization

Industry emphasis on
'sendability'

Technology

“Virtual possessions”

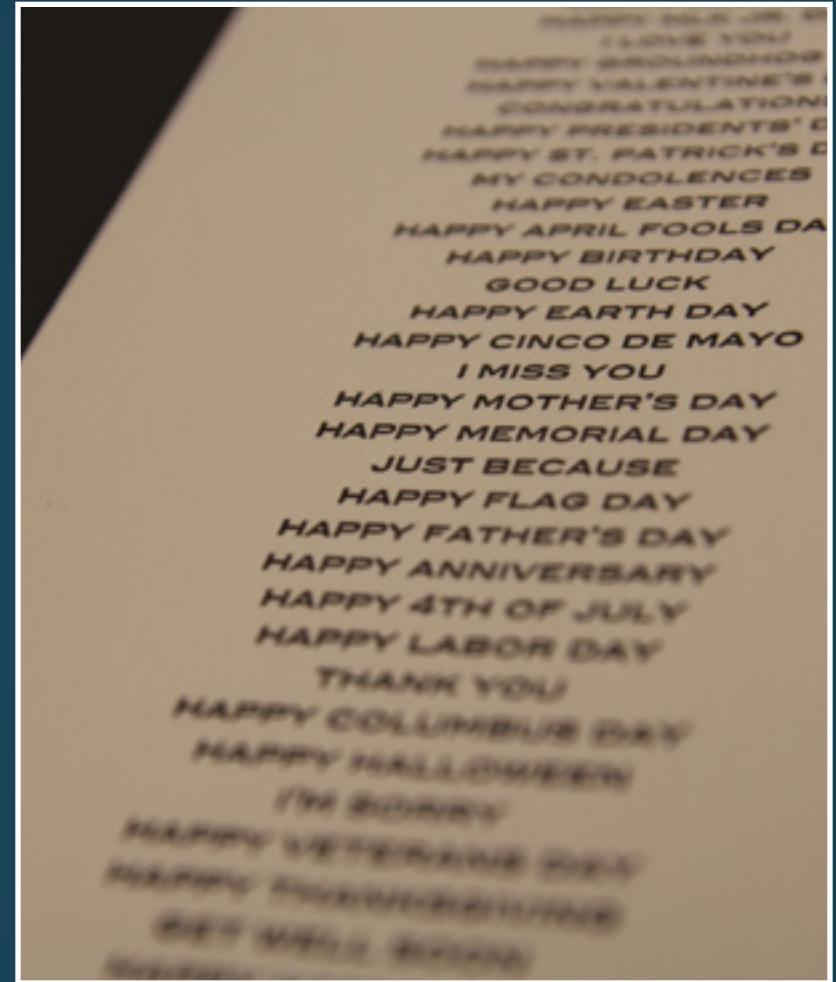
New haptic and visual inventions



Status Quo

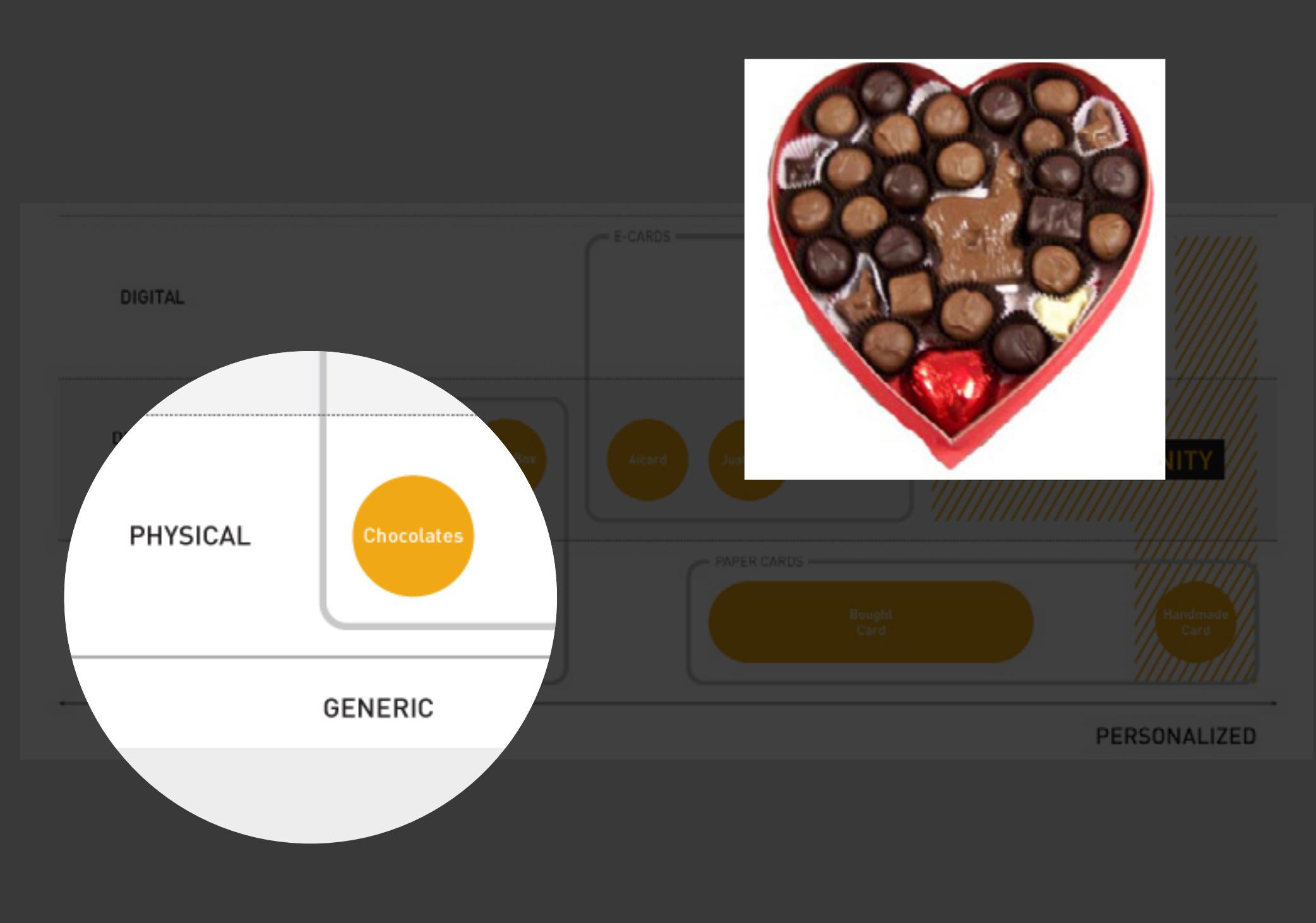
“Hallmark Holidays”

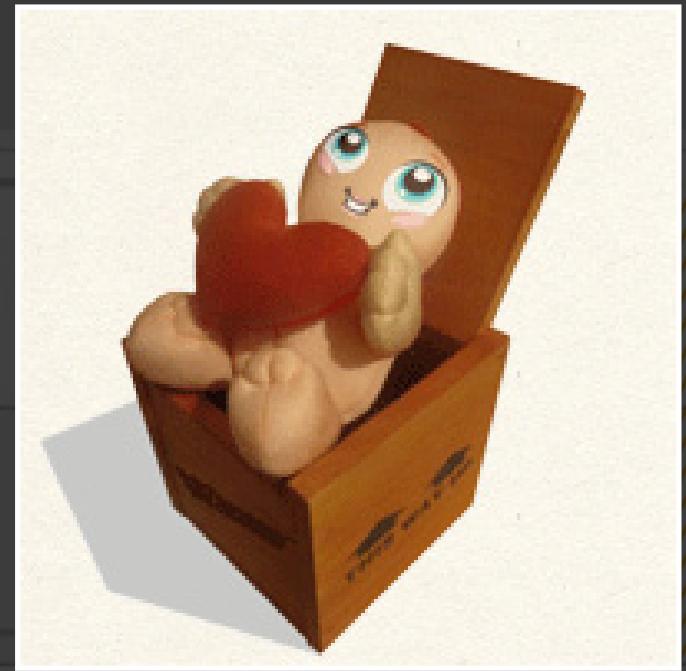
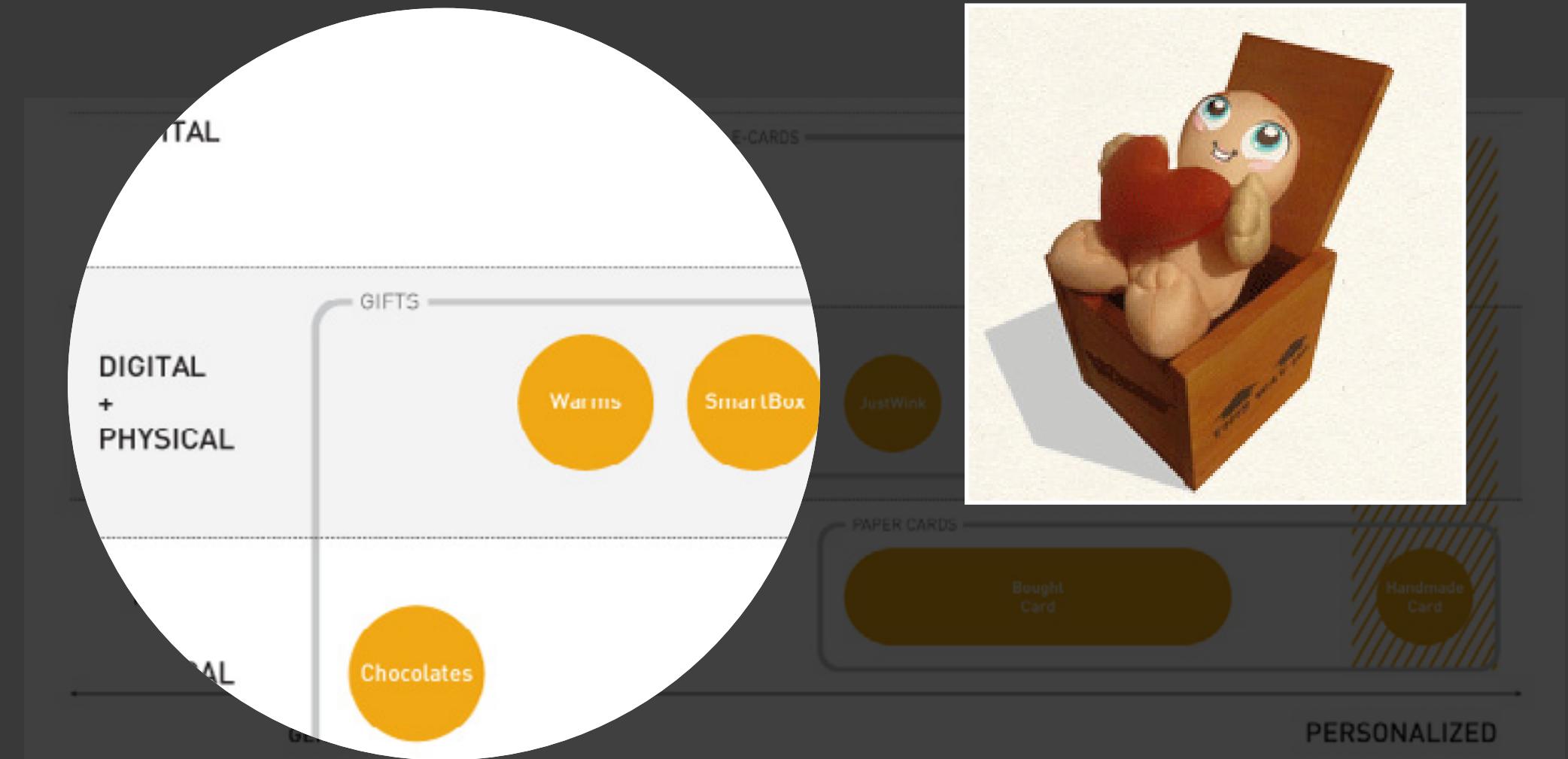
Commercialized
and insincere



Who's out there? Competitive Analysis





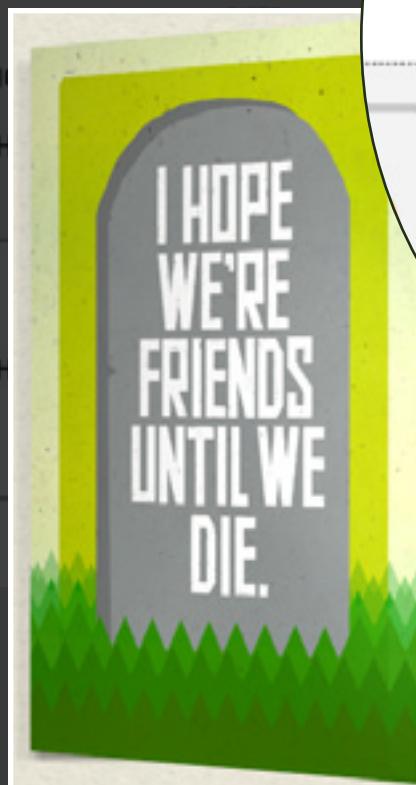


DIGITAL

DIGITAL
+
PHOTOGRAPHY

PHOTOGRAPHY

PERSONALIZED



E-CARDS

Blue Mountain

4icard

JustWink

PAPER CARDS

SS CRUISES
completely*

Happy Birthday
from all of us at Princess Cruises



Reply <

OUR OPPORTUNITY

Handmade Card

Competitive Analysis



DIGITAL

GIFTS

E-CARDS

oin

INSTANT COMMUNICATION

Text
Message

Phone
Call

JustWink

OUR OPP

PAPER CARDS

Bought
Card

Handmade
Card

PERSONALIZED



PHYSICAL

PHYSICAL

Chocolates

GENERIC

INSTANT COMMUNICATION

Blue Mountain

Text Message

Phone Call

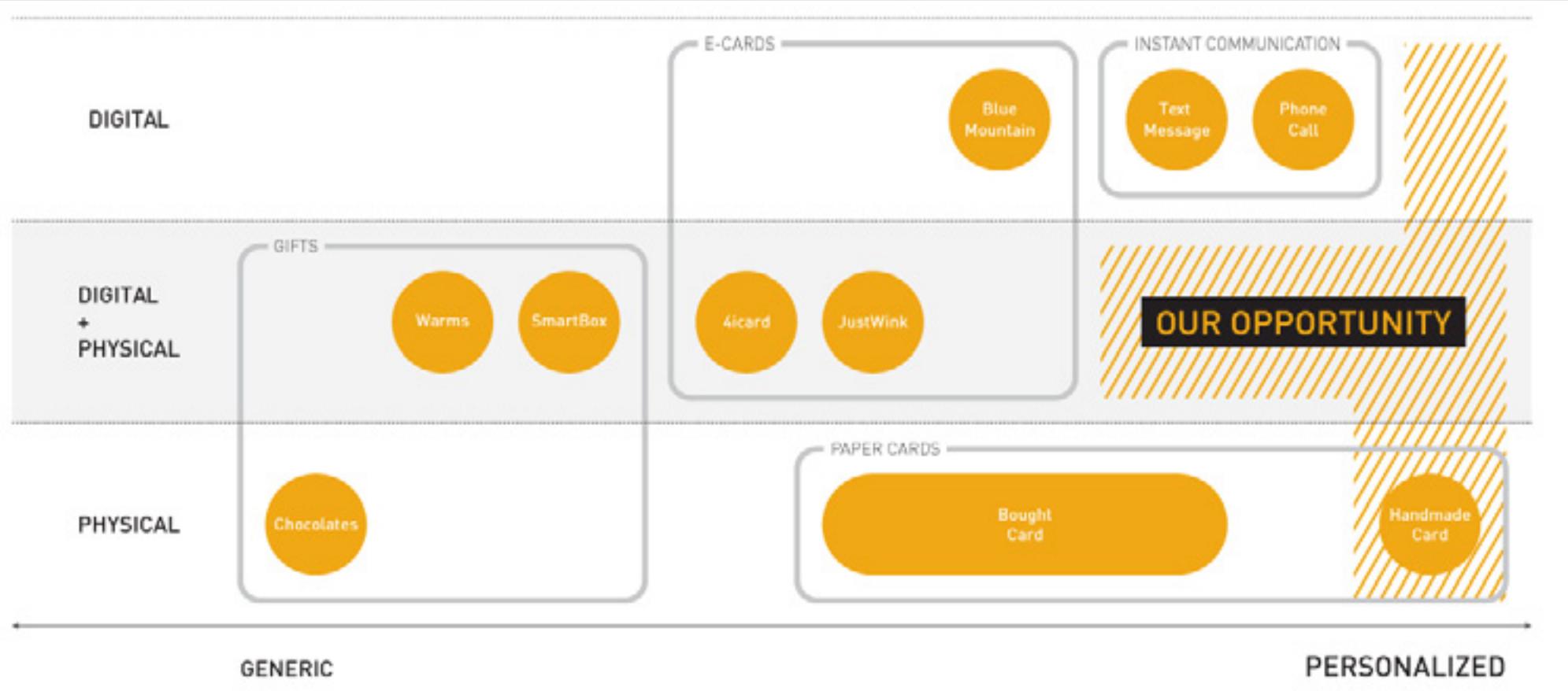
OPUNITY

PAPER CARDS

Bought Card

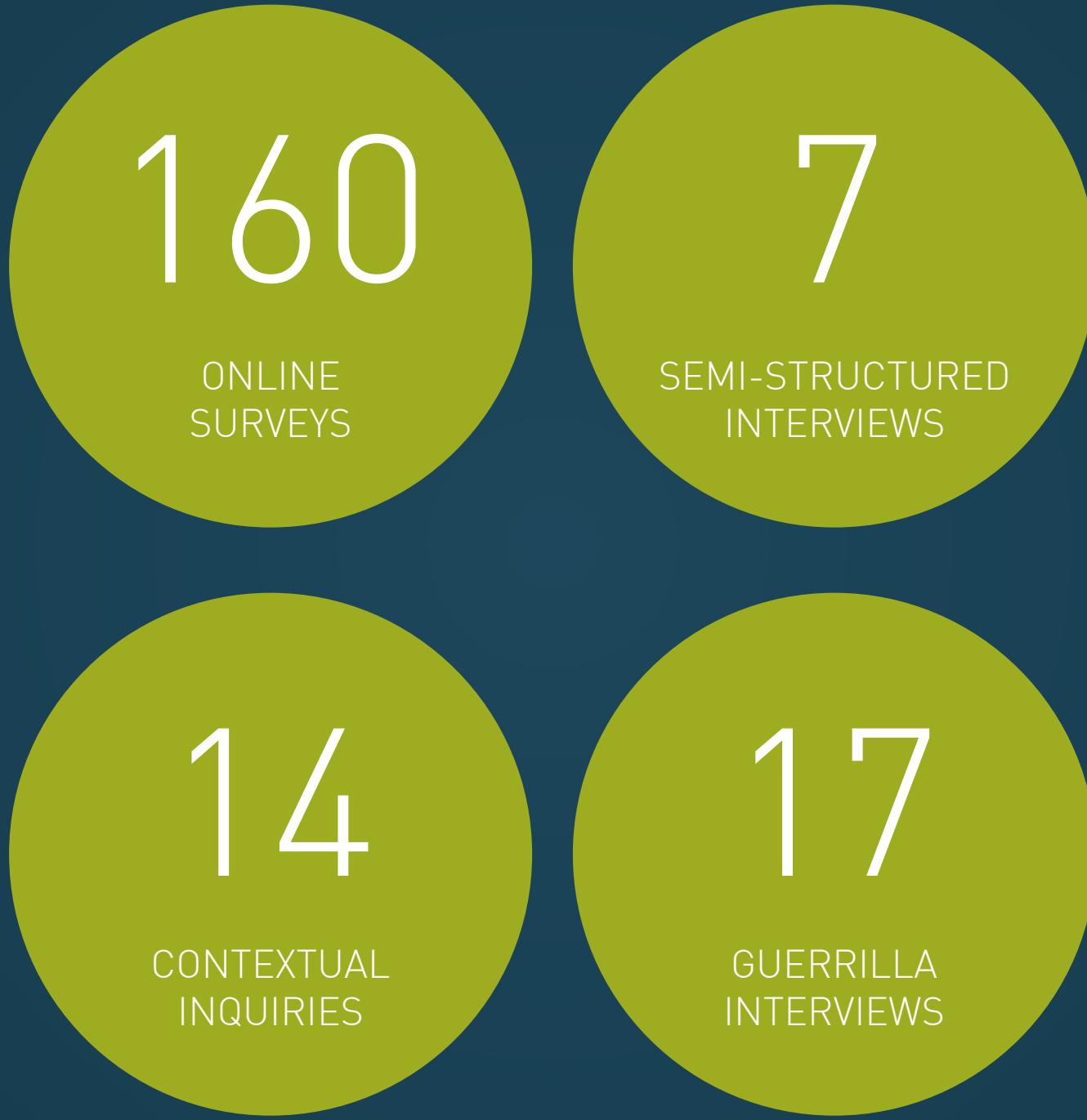
Handmade Card

SONALIZED



In the field: User Research





160

ONLINE
SURVEYS

7

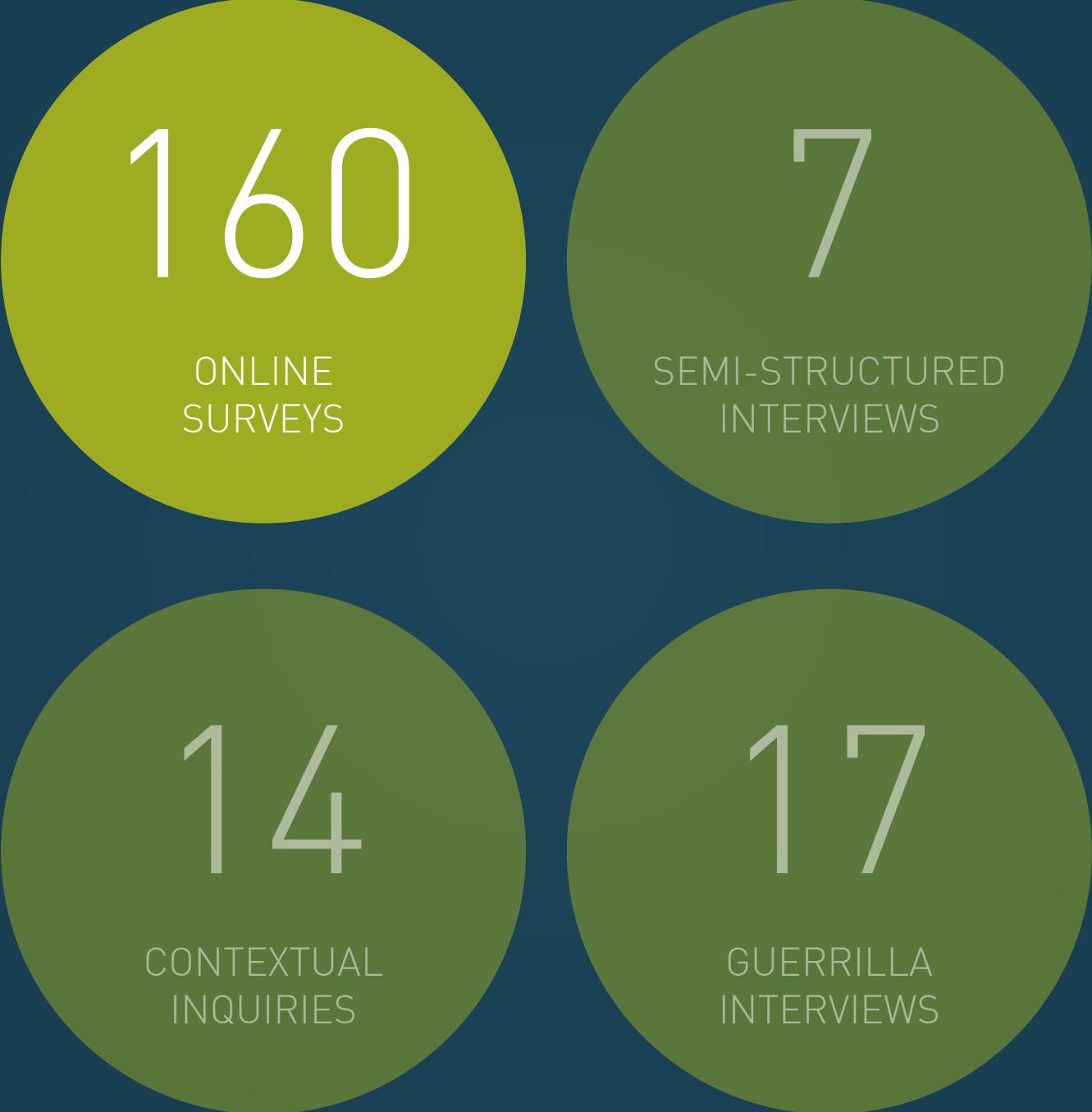
SEMI-STRUCTURED
INTERVIEWS

14

CONTEXTUAL
INQUIRIES

17

GUERRILLA
INTERVIEWS



160

ONLINE
SURVEYS

7

SEMI-STRUCTURED
INTERVIEWS

14

CONTEXTUAL
INQUIRIES

17

GUERRILLA
INTERVIEWS



American Senders

Prefer to communicate
digitally compared to
international senders

Celebrate random occasions

Buy more gifts for holidays

Prefer to communicate
digitally compared to
international senders

Celebrate random occasions

Buy more gifts for holidays

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Prefer to communicate
digitally compared to
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Celebrate random occasions

Buy more gifts for holidays

Survey Takeaways



People felt connected

Americans celebrate
random occasions

Americans buy more gifts

People felt connected

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random occasions

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ONLINE
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SEMI-STRUCTURED
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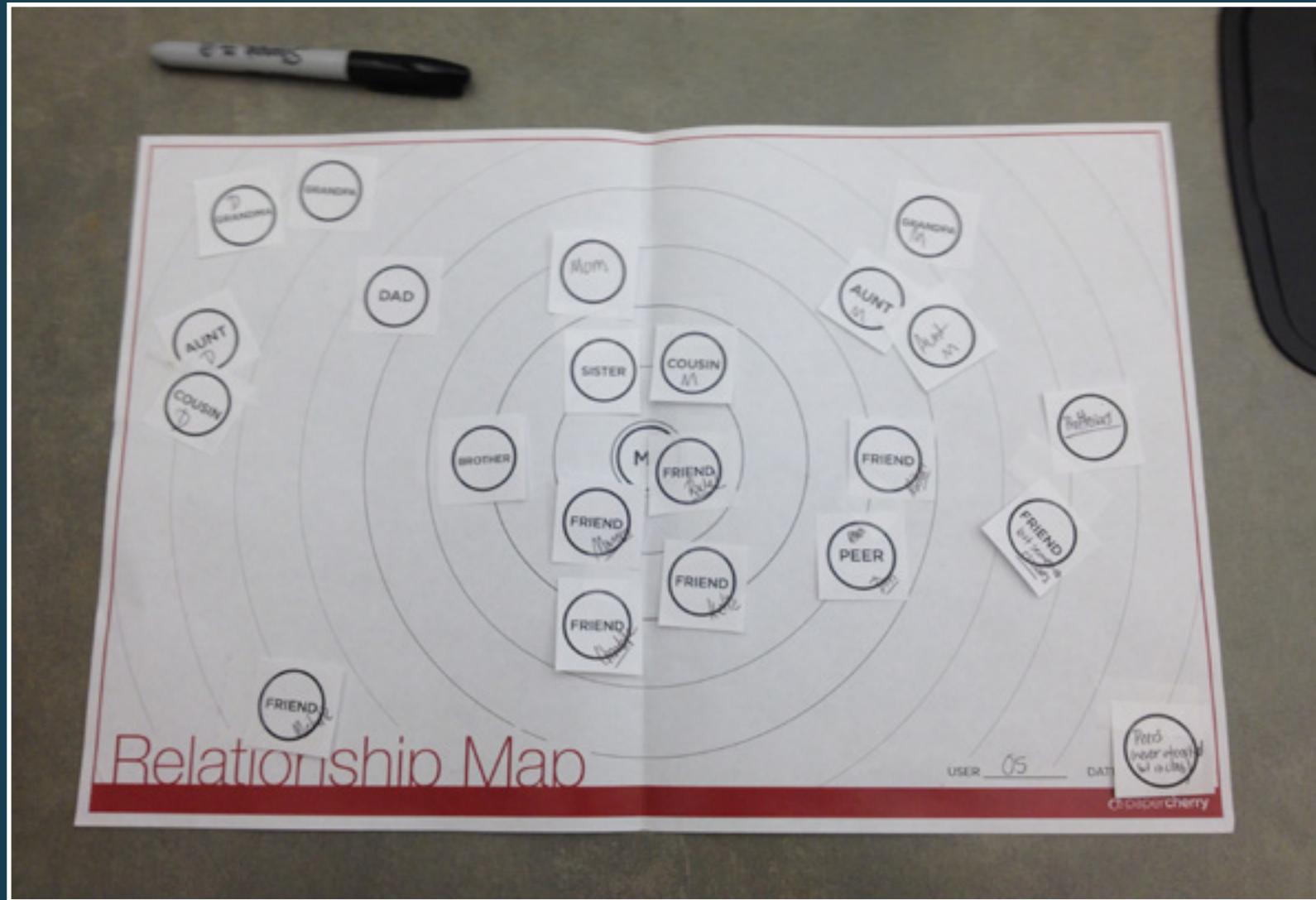
14

CONTEXTUAL
INQUIRIES

17

GUERRILLA
INTERVIEWS

Relationship Mapping



Semi-Structured Interviews

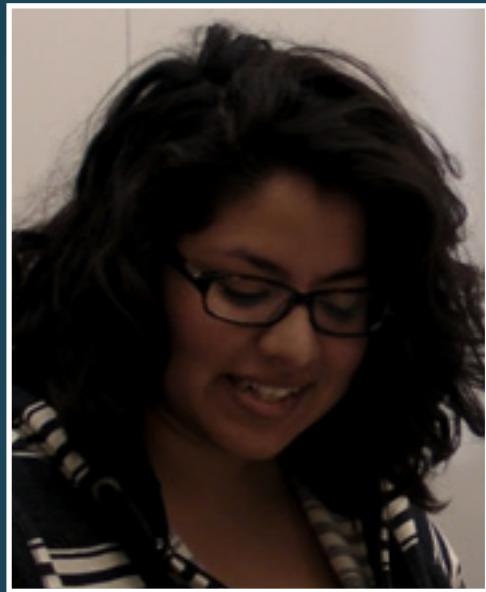


Ilyas

Semi-Structured Interviews



Ilyas

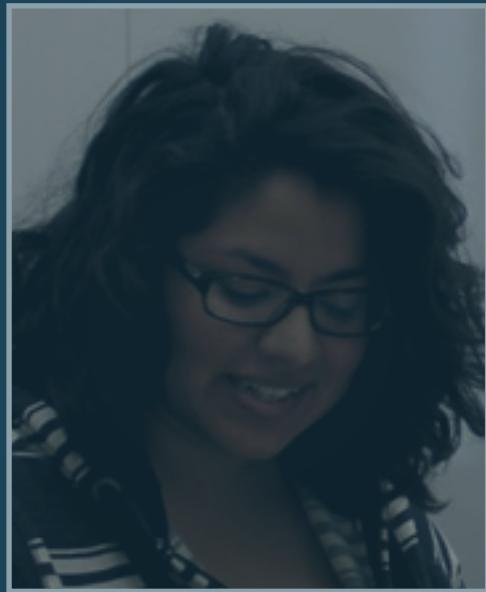


Erica

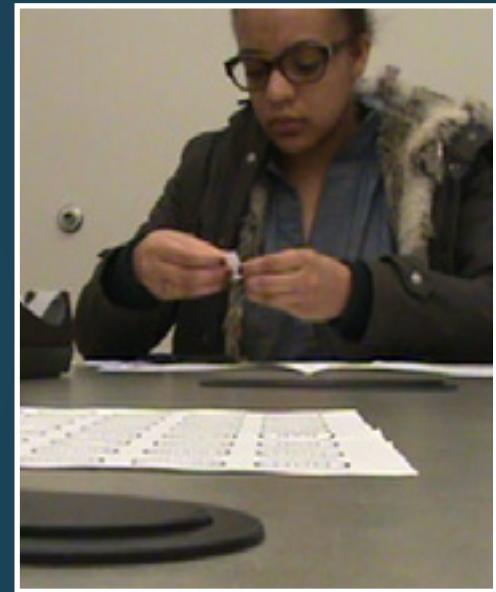
Semi-Structured Interviews



Illyas



Erica



Veronica

160

ONLINE
SURVEYS

7

SEMI-STRUCTURED
INTERVIEWS

14

CONTEXTUAL
INQUIRIES

17

GUERRILLA
INTERVIEWS



Senders



Receivers



Shopkeepers

160

ONLINE
SURVEYS

7

SEMI-STRUCTURED
INTERVIEWS

14

CONTEXTUAL
INQUIRIES

17

GUERRILLA
INTERVIEWS



Guerilla Research

Participant Profiles

The Card Lover

The Digital Sender*

The Long-Distance Sender

The Comedian*

The Sentimentalist

The Pragmatist

The Crafter*

The Social Butterfly

Let's Meet Them!



Digital
sender

Let's Meet Them!



Digital
sender



Crafter

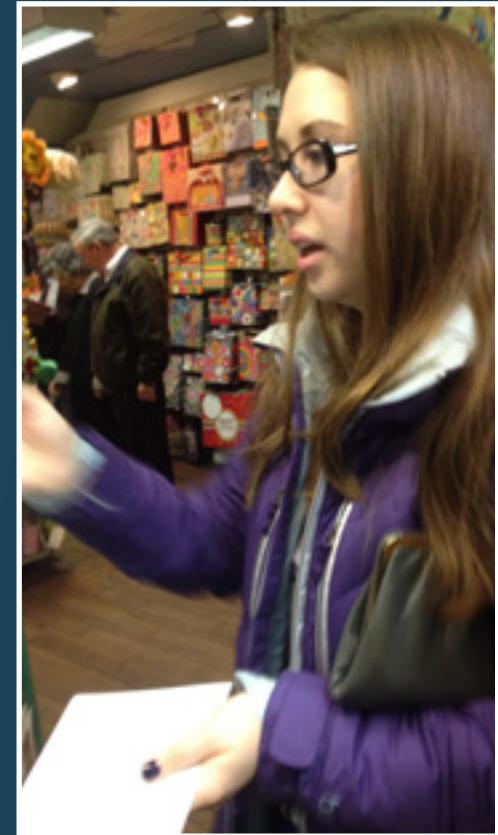
Let's Meet Them!



Digital
sender



Crafter



Comedian

Participant Profiles

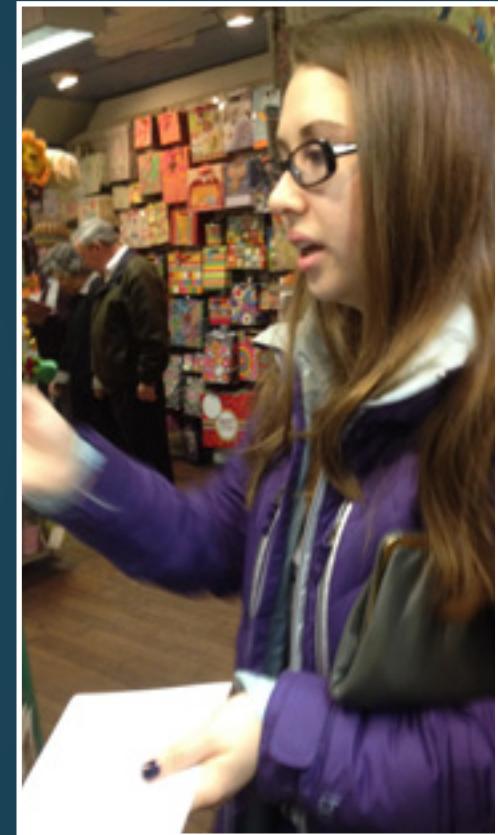
Let's Meet Them!



Digital
sender

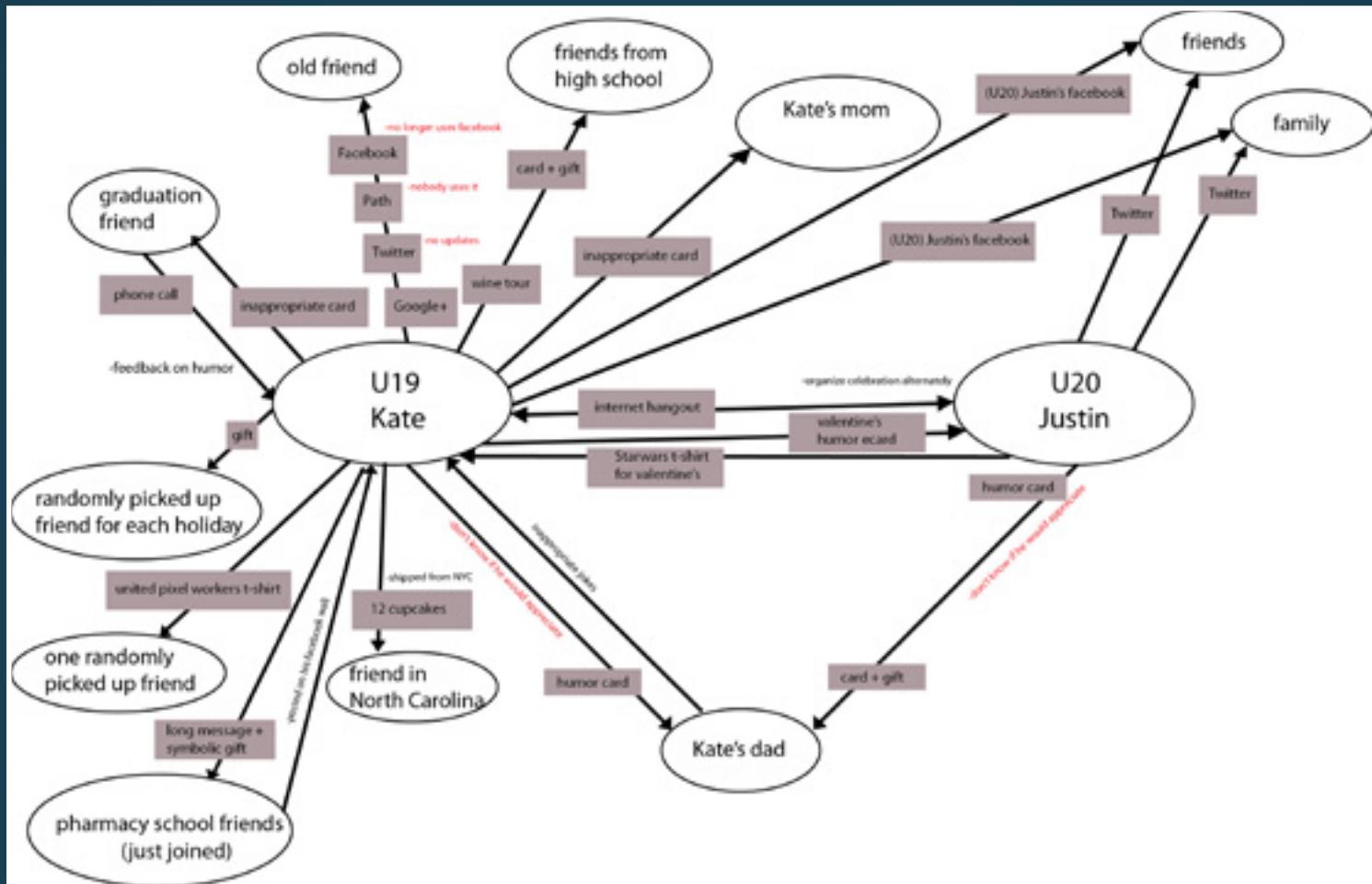


Crafter



Comedian

Synthesis



Flow Model

Consolidated Sequence Model for Selection of a Card

Trigger: to send a card casually or for a specific occasion

Intent: convey an emotion or message by sending a card (handmade or store-purchased)

Decide type of card

find a picture for the card

Is picture attractive?

Yes

No

- i) There is a need for picture resources while handmaking card.
- ii) Not all store based cards have appropriate and attractive pictures

Select or write a message for the card

Does message convey emotion?

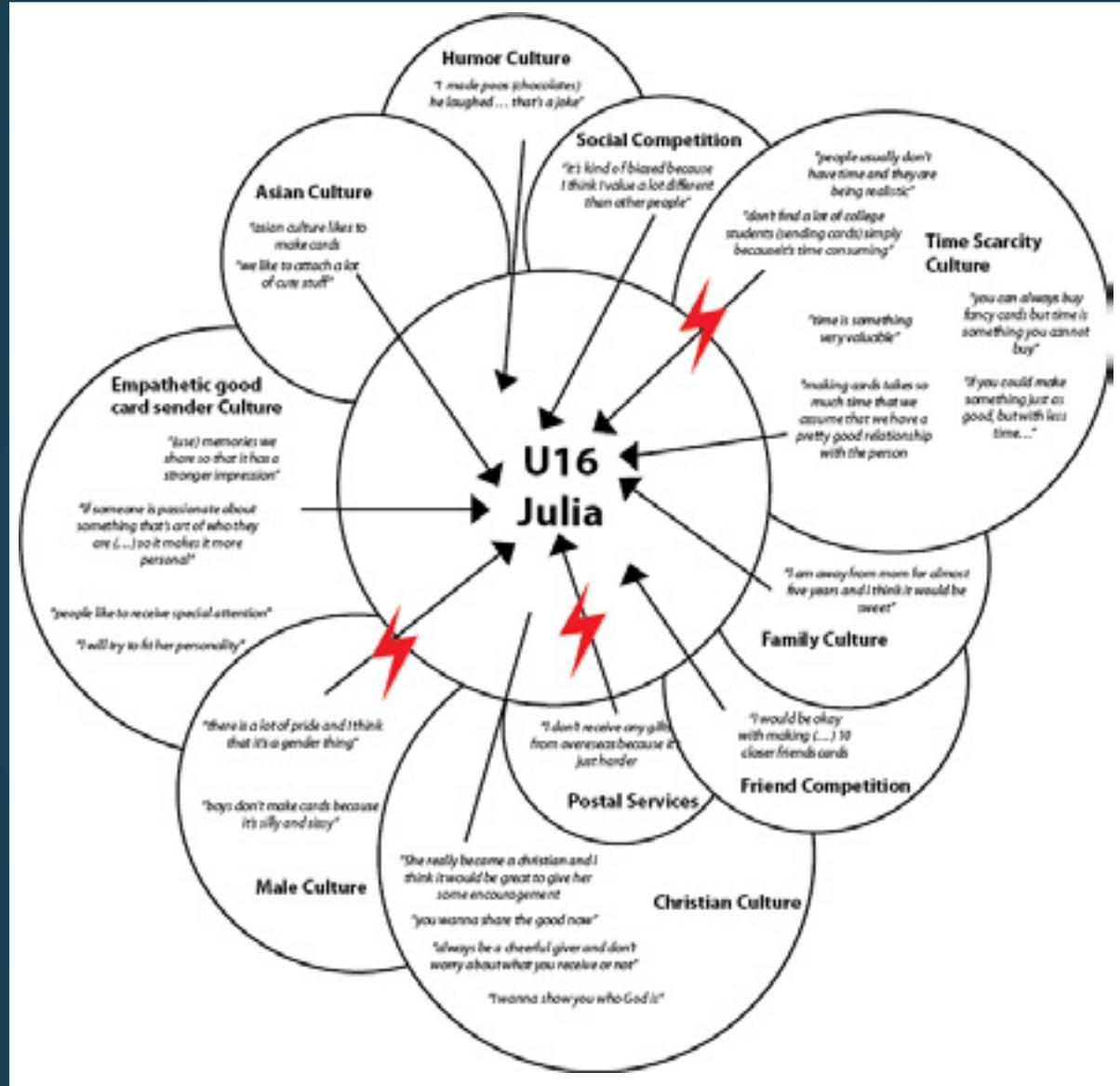
Yes

No

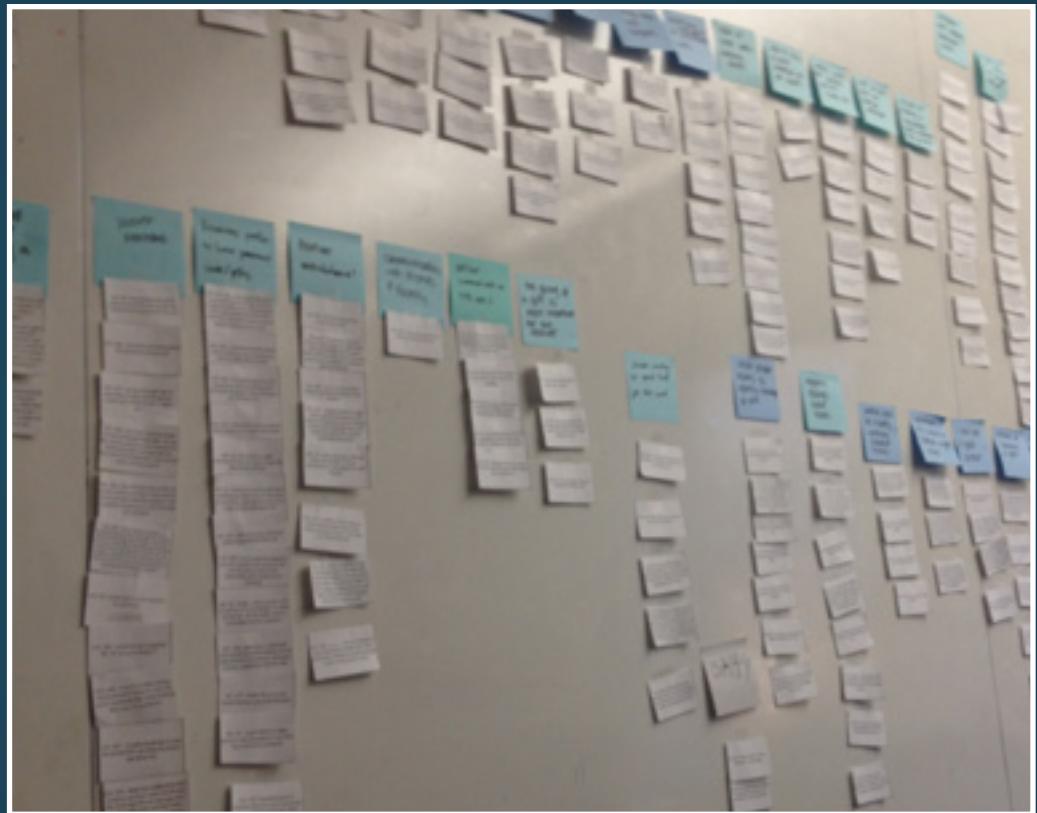
- i) difficult to "write"
- ii) store-purchased cards have too cheesy or impersonal message

Buy card and send

Sequence Model



Cultural Model



Affinity Diagram

What's the value? Insights



Emotional
Distance



The Card as a
Medium



Relationship
and Response



Emotional
Attention

But first...
A quick story.



Emotional Distance

We are so connected digitally.

Bridging physical distance

Cards used to help connect
people far away

Digital world solves this
problem

“The actual gifts themselves don’t matter, but the act of gifting does.”



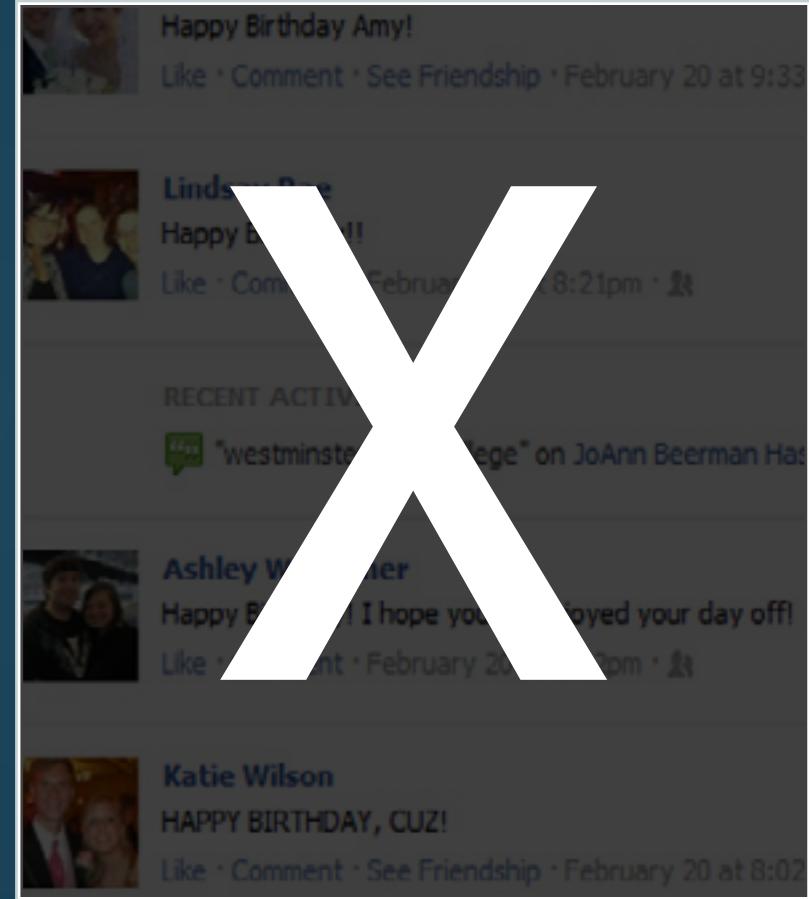
Ilyas

But are we emotionally connected?

The image shows a vertical list of four social media posts, each featuring a profile picture, the user's name, their birthday message, and interaction options (Like, Comment, See Friendship). The posts are separated by thin horizontal lines.

- Amy**
Happy Birthday Amy!
Like · Comment · See Friendship · February 20 at 9:33
- Lindsay Rae**
Happy Birthday!!
Like · Comment · February 20 at 8:21pm ·
- RECENT ACTIVITY**
"westminster mom college" on JoAnn Beerman Has
- Ashley Waggoner**
Happy Birthday! I hope you've enjoyed your day off!
Like · Comment · February 20 at 8:12pm ·
- Katie Wilson**
HAPPY BIRTHDAY, CUZ!
Like · Comment · See Friendship · February 20 at 8:02

But are we emotionally connected?





First Valentine

Tradition vs. Emotion

Tradition vs. Emotion

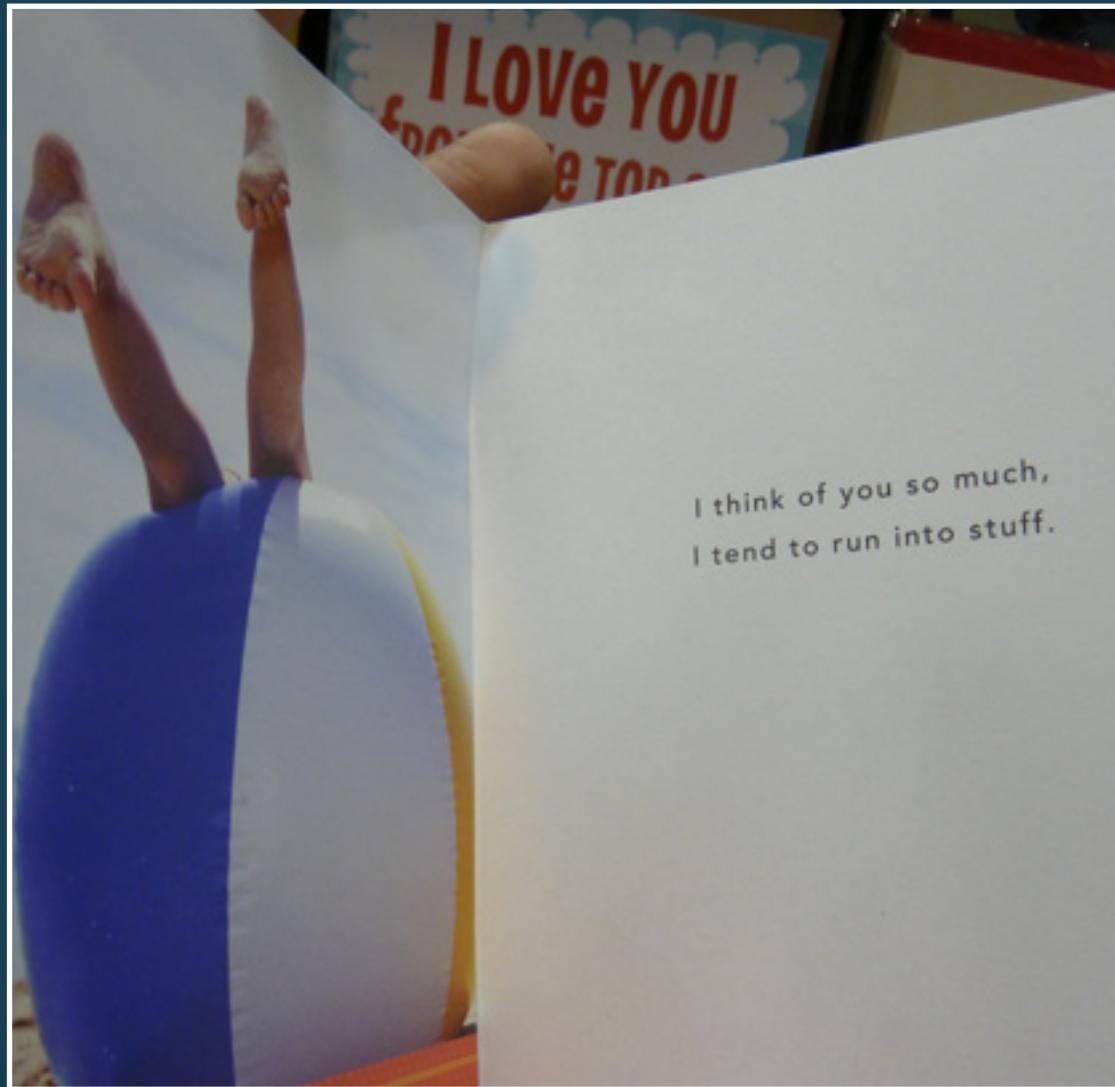
20th century cards as tradition

Tradition vs. Emotion

20th century cards as tradition

20-year olds send emotion

Just wanted to say...



“I sent him a ‘Congratulations on your Baby’ card. It’s funny cause it’s inappropriate.”



Kate

“I was very pleased. It just felt like a homerun!”



Kirby

Emotional distance is
the strength of your
emotional connection
in a relationship and
is not necessarily
affected by geography.



The Card as a Medium

“Maybe I’m old-fashioned, but I like to have something to hold in my hand.”



Guerilla
Research

“It makes my day! They’re
fantastic! Cause it’s not a bill!”



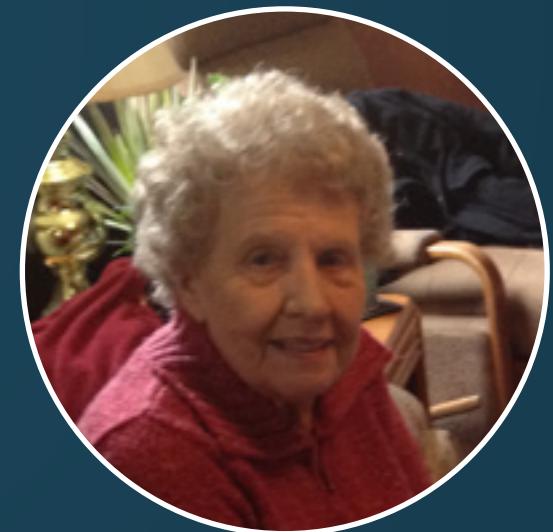
Kirby

“Image and color matter most.”



KC

“I want a certain saying for the person.”



Jean

“The printed text is not something that comes from my heart.”



Mila

E-card benefits

More convenient than
physical options

Cheap, sometimes free

Reference popular culture

E-card benefits

More convenient than
physical options

Cheap, sometimes free

Reference popular culture

E-card benefits

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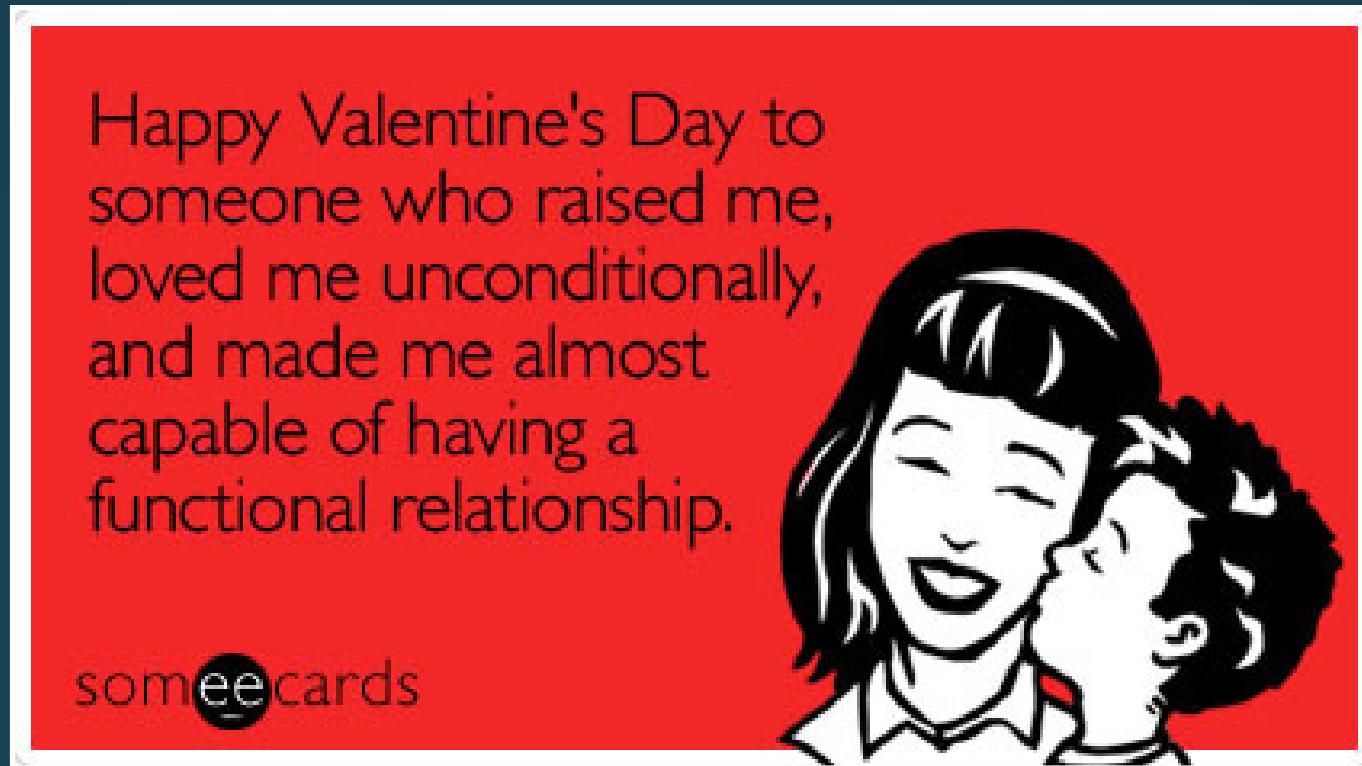
Reference popular culture

E-card benefits

More convenient than
physical options

Cheap, sometimes free

Reference popular culture



Typical humorous e-card

“E-cards look pretty artificial. I don’t like them personally.”

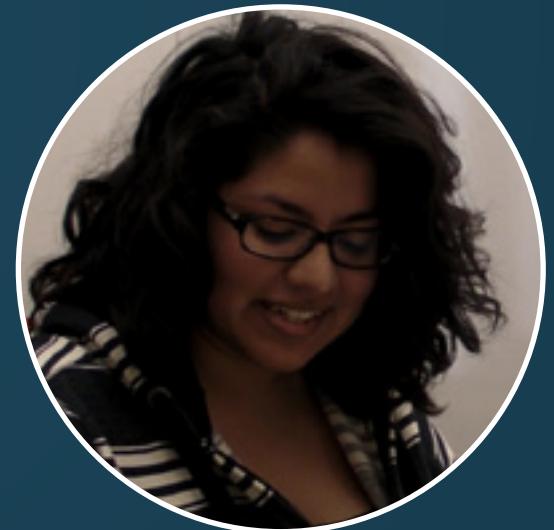


Ilyas

Cards create memory



“The perfume is an extension of childhood, so it felt like home.”



Erica

“Alright...next is a card...
OH MY GOSH, there's three
dogs around a campfire!”



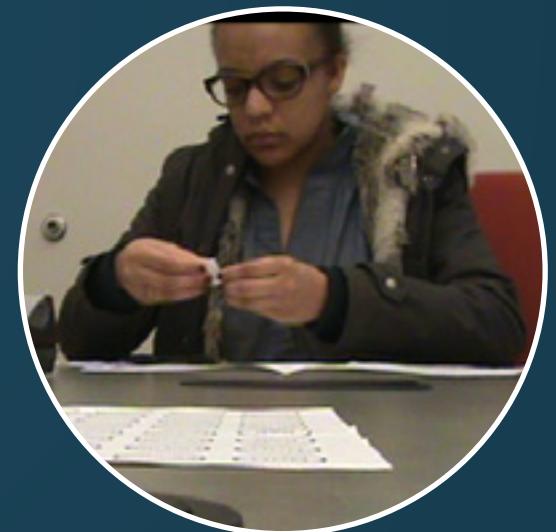
Amy

“We go camping with them a lot, and also they know that I love dogs. So this is actually a very personalized and meaningful card!”



Amy

“There’s a small piece of that person on the page.”



Veronica

The medium of the
card is the form in
which you convey your
emotion.



Relationship and Response



“It's more heartfelt because you're thinking about the person the entire time you make it.”



Adrienne



Amanda [REDACTED]
February 14 via mobile [REDACTED]

Because embarrassing him on Twitter wasn't enough.... These came with an adorable card, pink sparkles, and a delicious dinner. Nice work :) — with Joe [REDACTED]

Like · Comment · Share

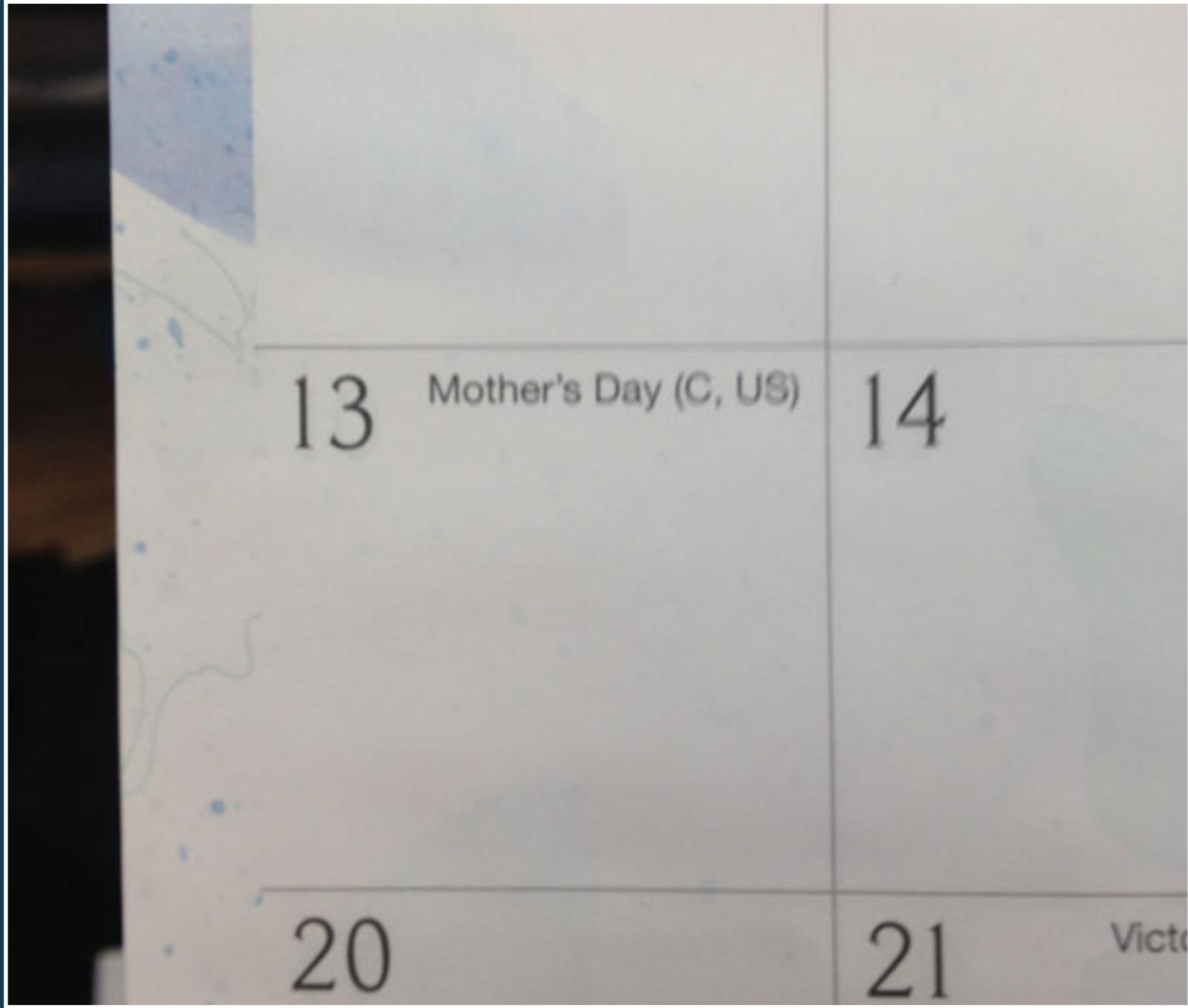
6 people like this.

[REDACTED] Did you expect anything less from Joe? hahahaaaaaa
February 14 at 11:26pm · Like · 3

Amanda [REDACTED] I wish I could like this 10 more times
February 14 at 11:27pm · Like

Write a comment...





Relationship and
response are how you
move the relationship
to the next level.



Emotional Attention

“In an
information-rich
world, the scarce
resource is attention.”

Herbert Simon, 1969



Credit: wwwworks, Flickr

Like · Comment



103 friends posted on John's timeline on his birthday.



Lauren Pierce

Happy Birthday boss!!! Hope you have an awesome one!



Jason Horowitz

Happy bday man, have a good one



Tony Scanlon

happy birthday jon!!



Rishabh Patel

happy birthday!



Gloria Oglesby

HAPPY DAY John!!

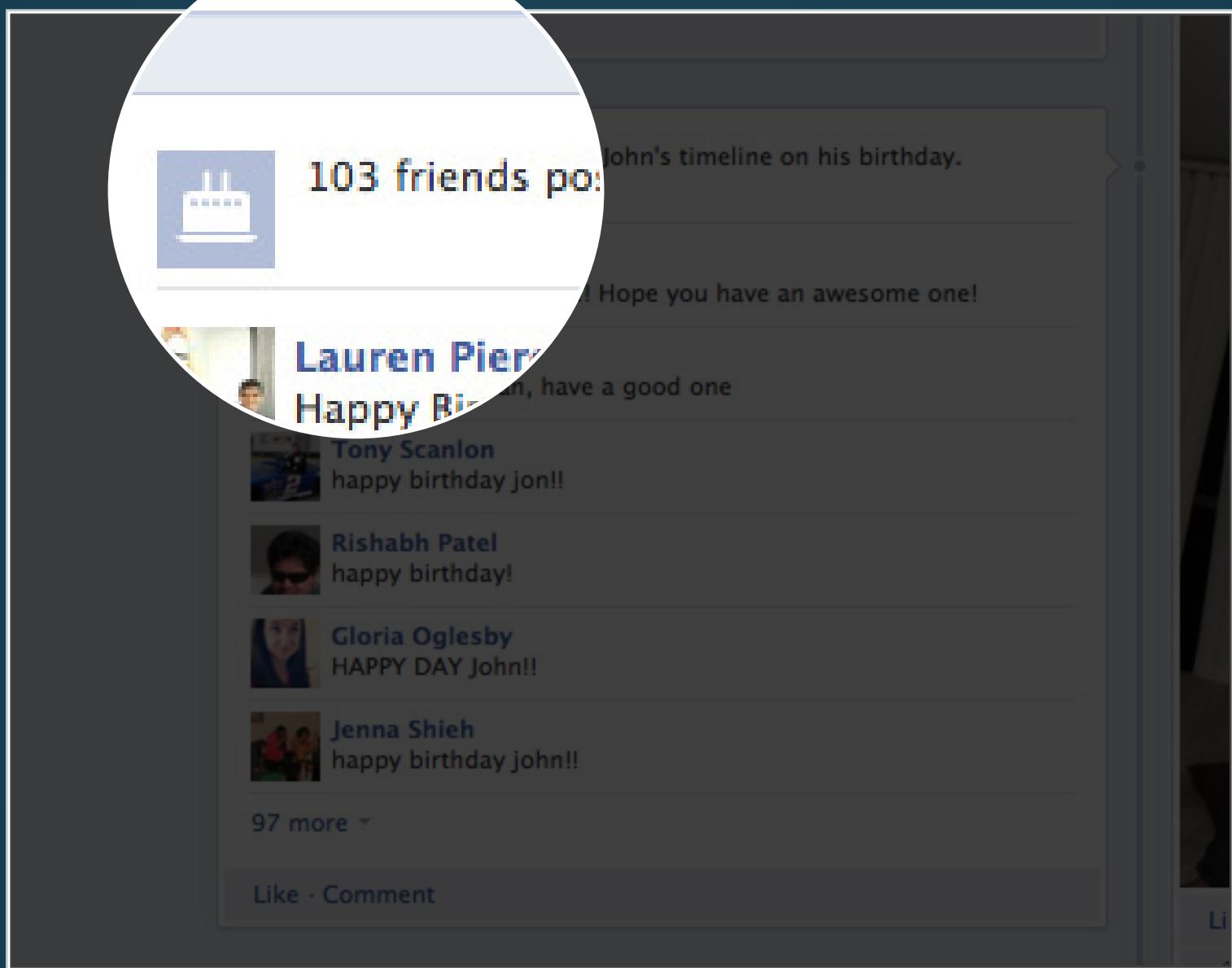


Jenna Shieh

happy birthday john!!

97 more ▾

Like · Comment



EVERYONE ELSE:



ME:

Giving you an *actual* birthday card
because I think you're fantastic.
(Plus it comes with a picture of a belching kitty.)



EVERYONE ELSE:



ME:

Giving you an *actual* birthday card
because I think you're fantastic.

(Plus it comes with a picture of a belching kitty.)



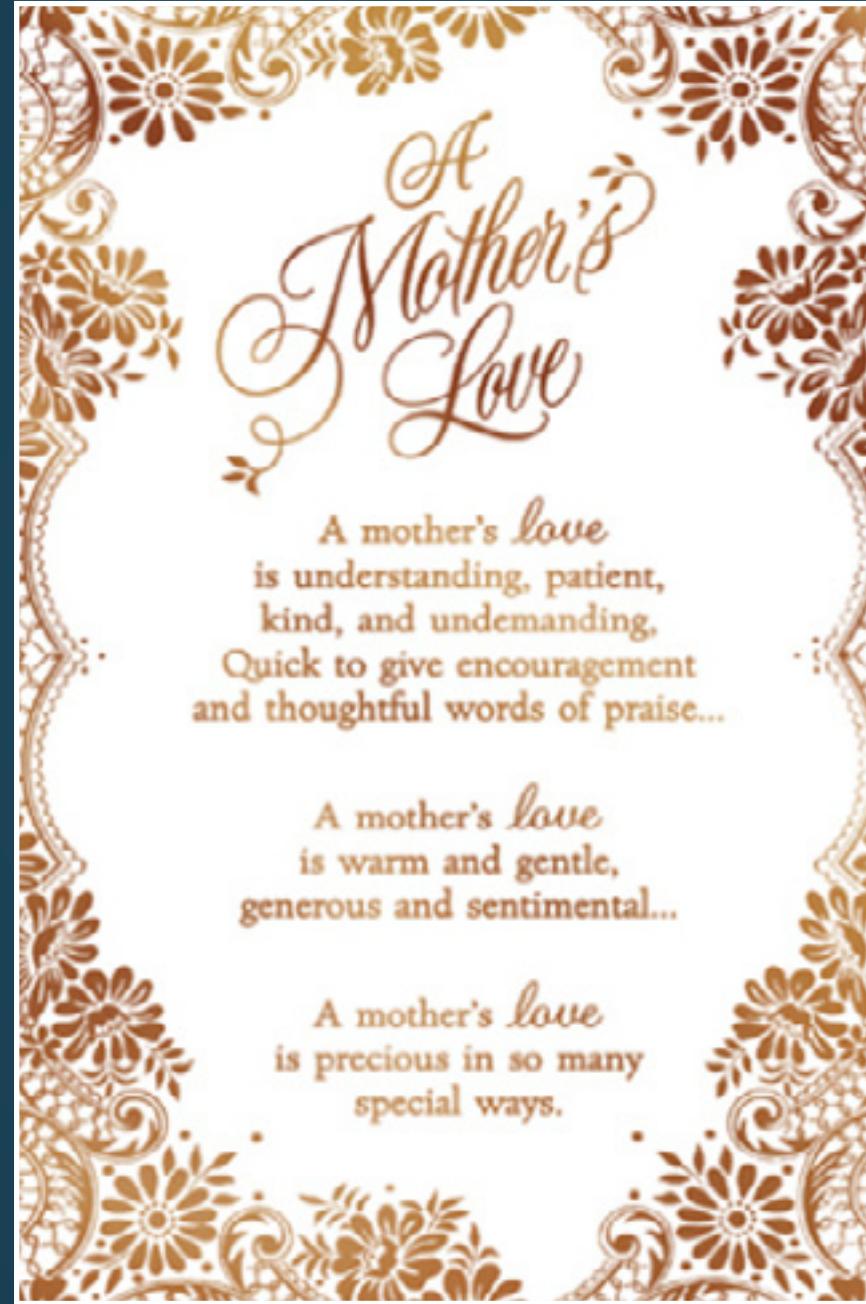
Step 1:
Make something.



Step 2:
Remember
common experiences.



Step 3:
Don't be afraid to be
funny. Use humor.



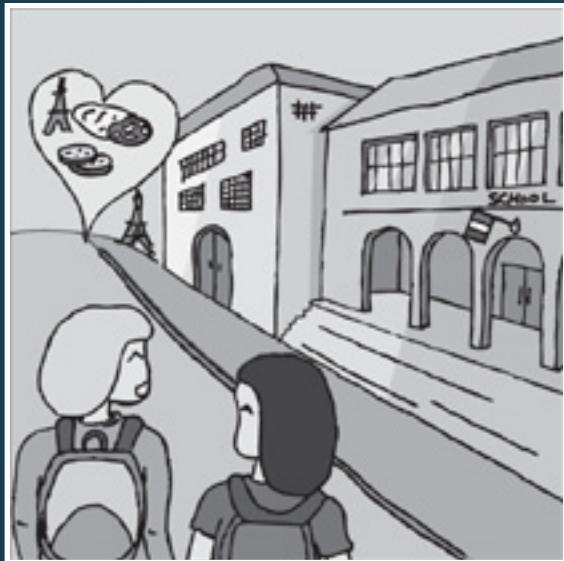
Emotional attention
is influenced by your
current relationship
and affects how you
want to stand out to
an individual.

What's next? Visioning

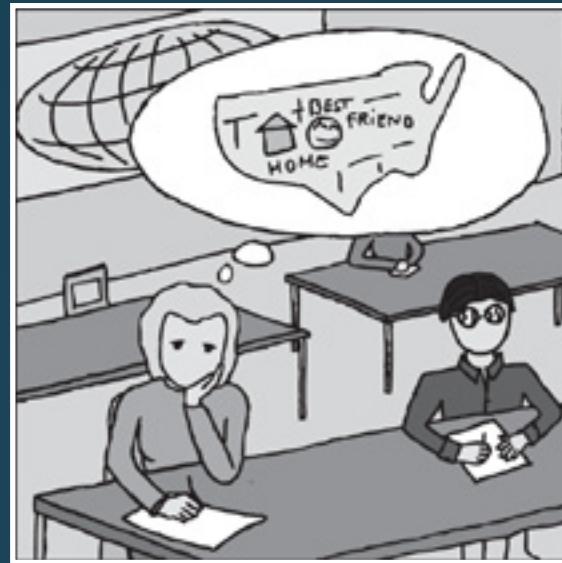
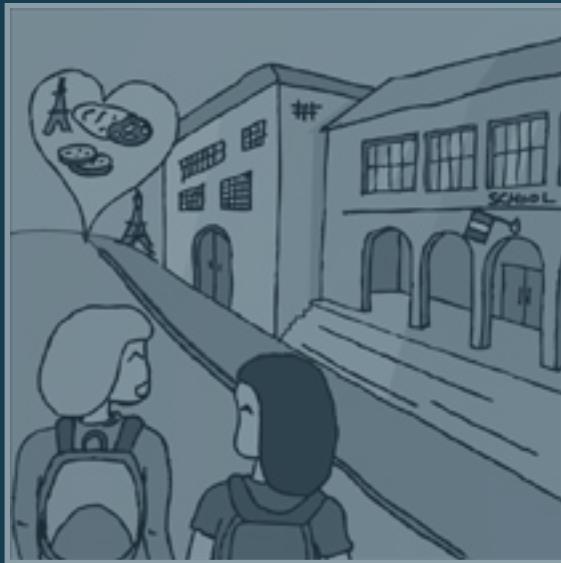
Expressive Messages



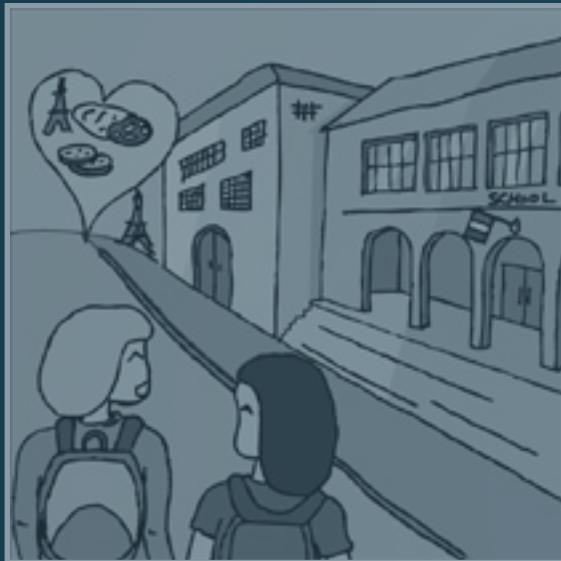
Expressive Messages



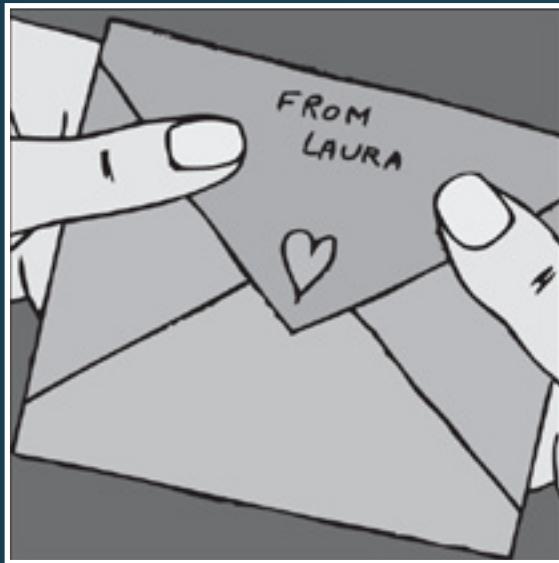
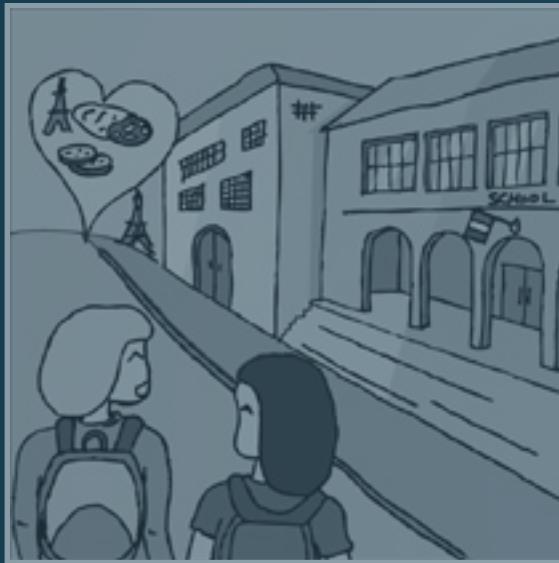
Expressive Messages



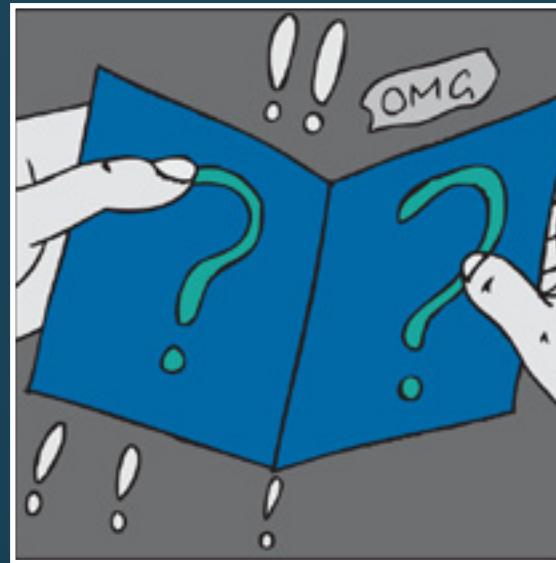
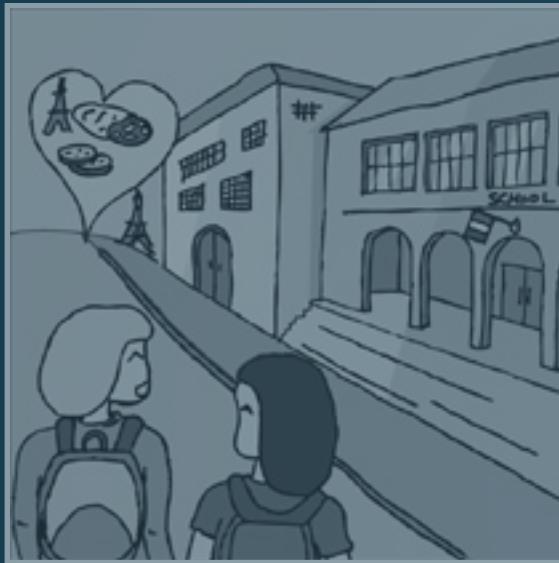
Expressive Messages



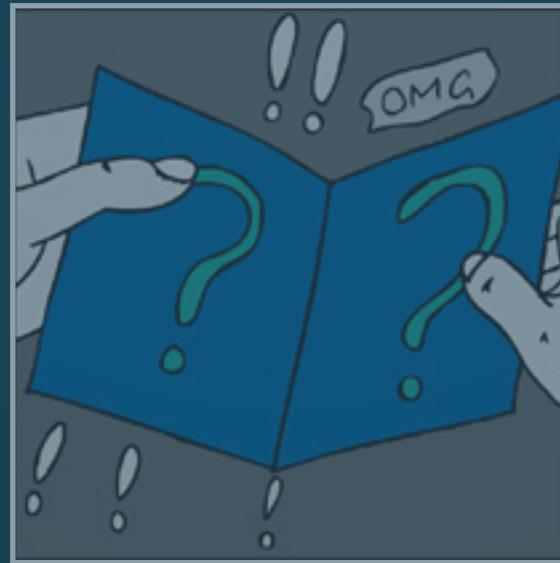
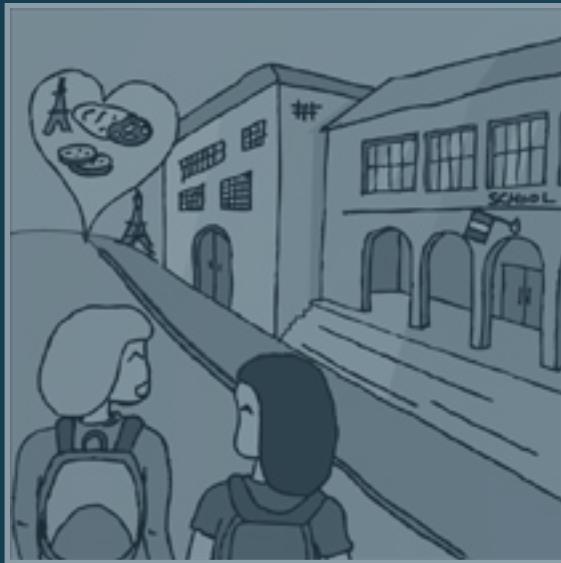
Expressive Messages



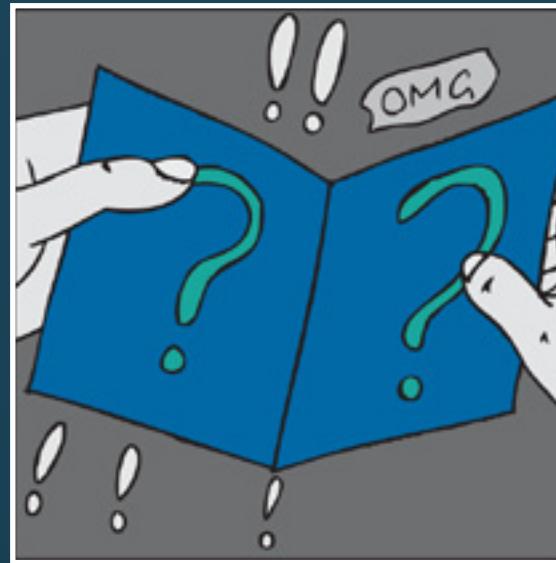
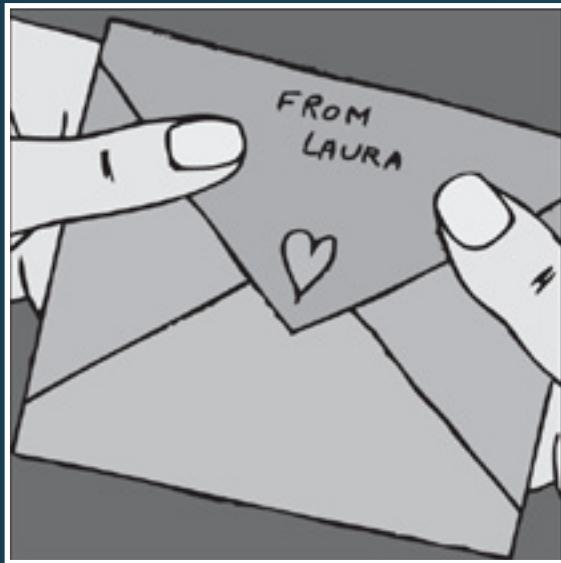
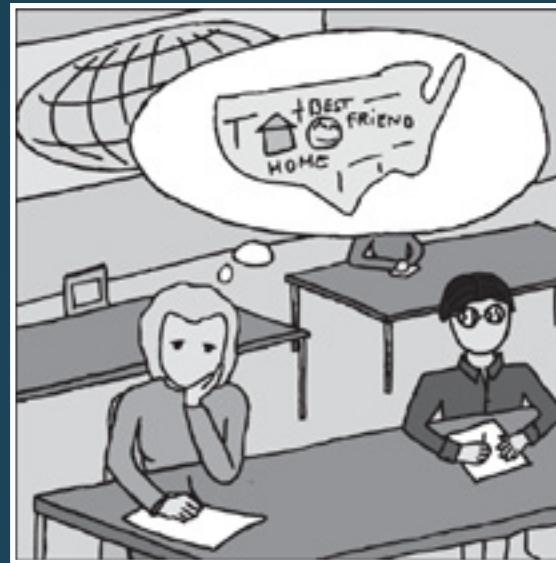
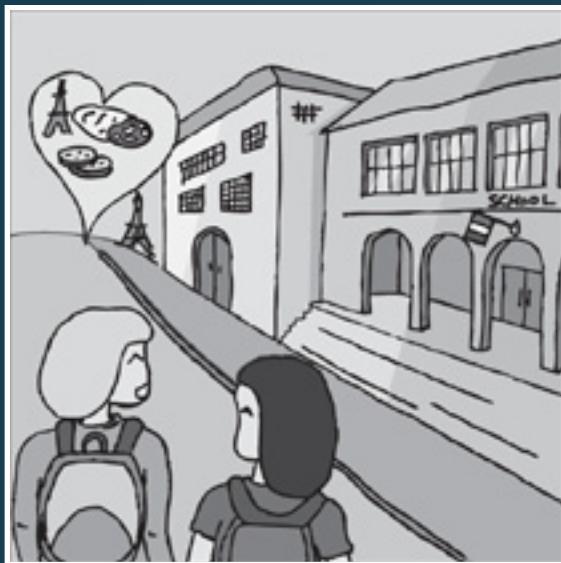
Expressive Messages



Expressive Messages



Expressive Messages



Augmenting the Experience



Carnegie
Mellon
University

Visioning

papercherry

151

Augmenting the Experience



Augmenting the Experience



Augmenting the Experience



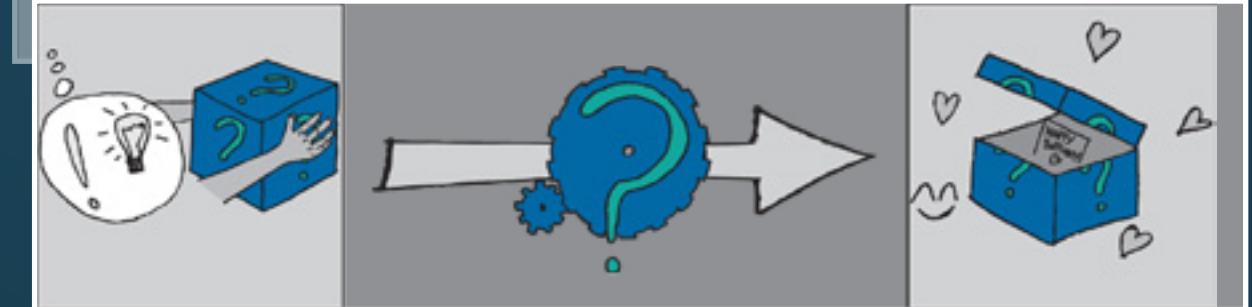
Augmenting the Experience



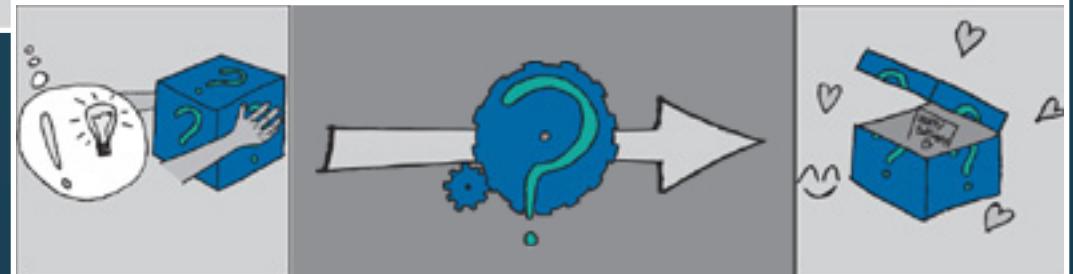
Augmenting the Experience



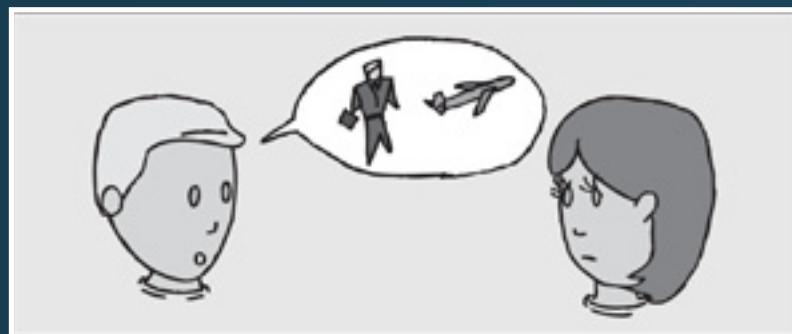
Augmenting the Experience



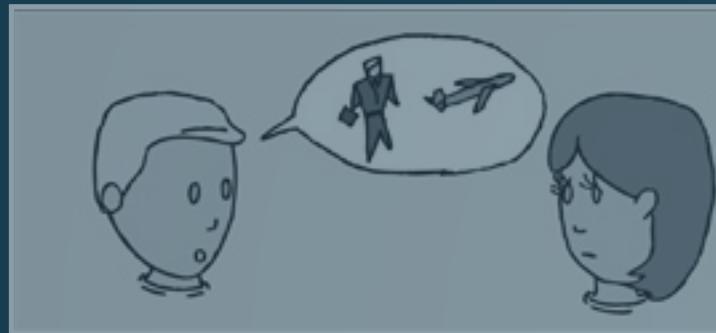
Augmenting the Experience



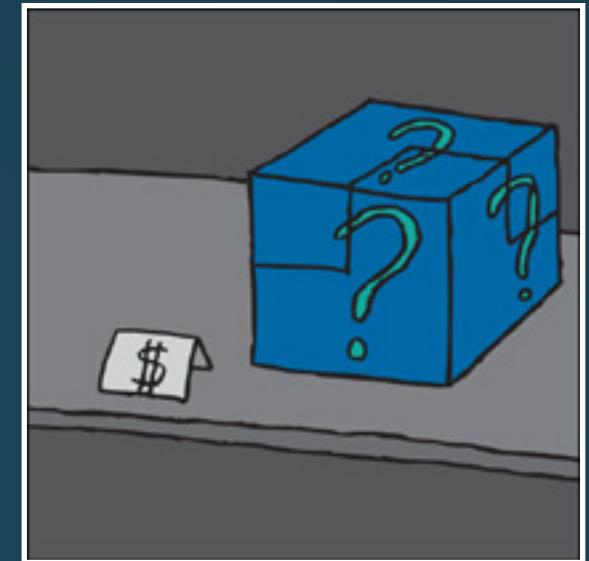
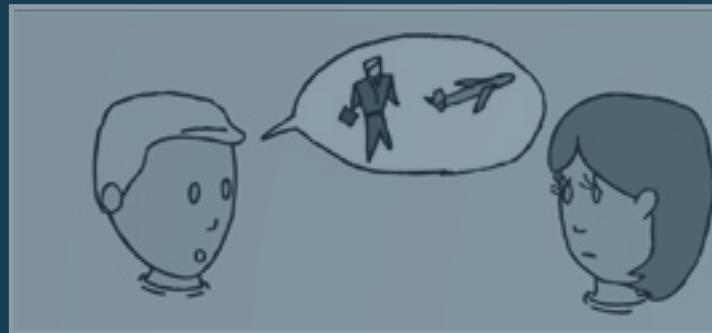
Paired Objects



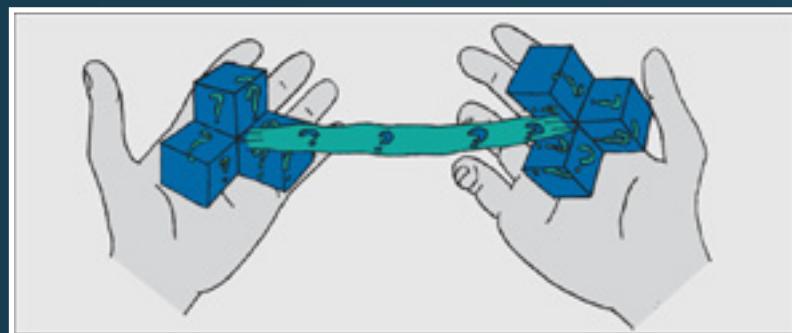
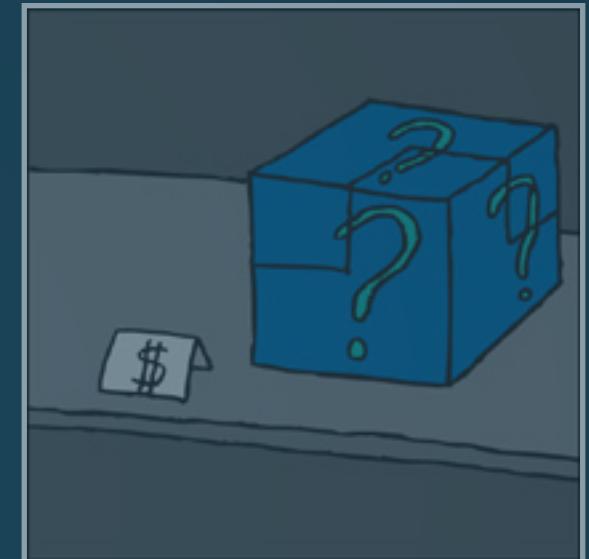
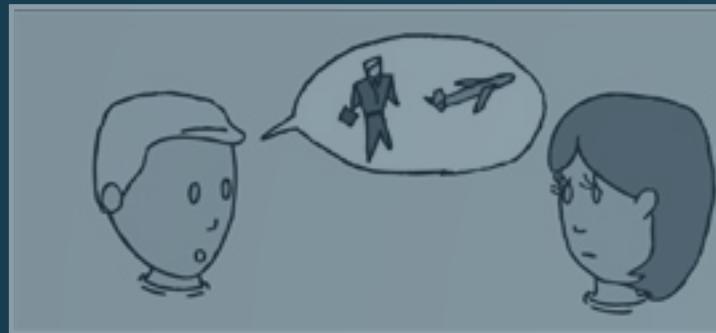
Paired Objects



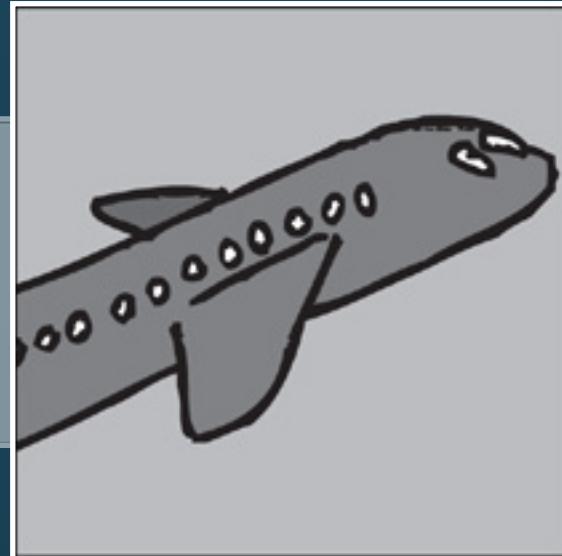
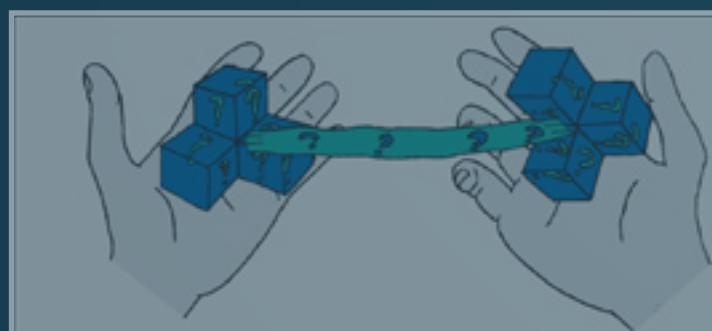
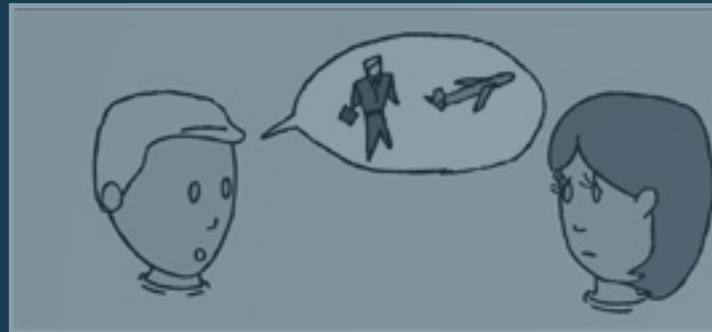
Paired Objects



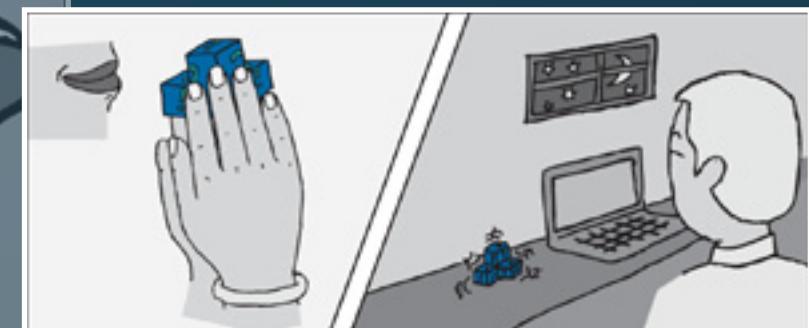
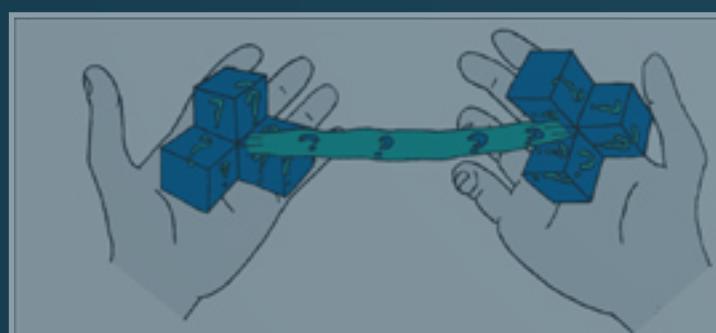
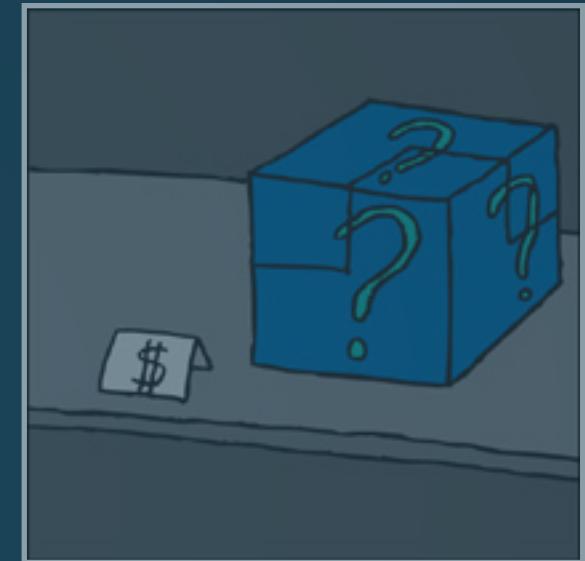
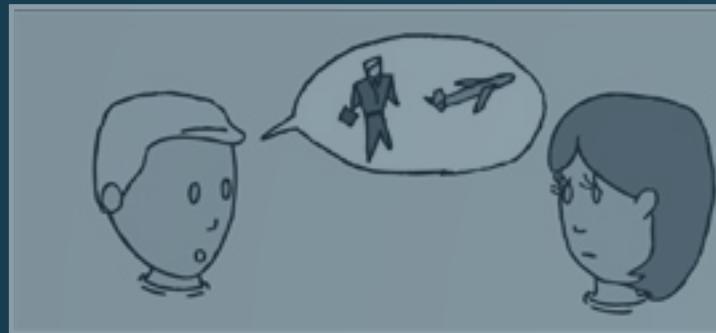
Paired Objects



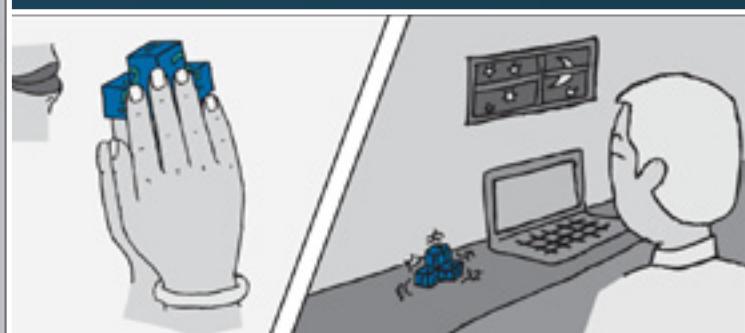
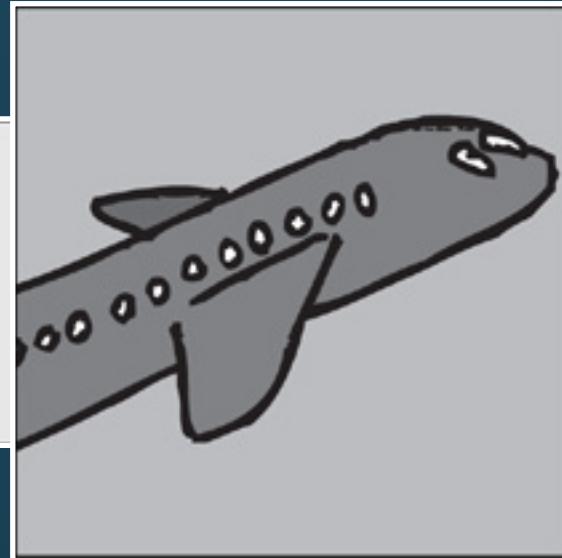
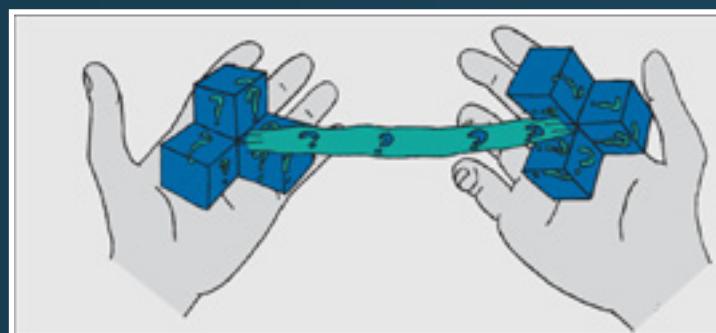
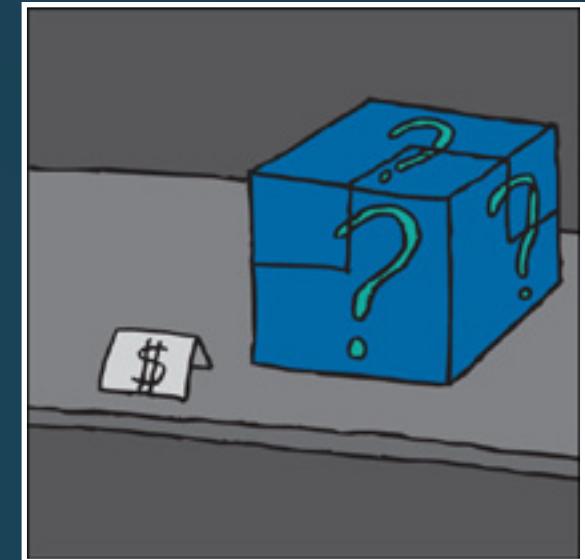
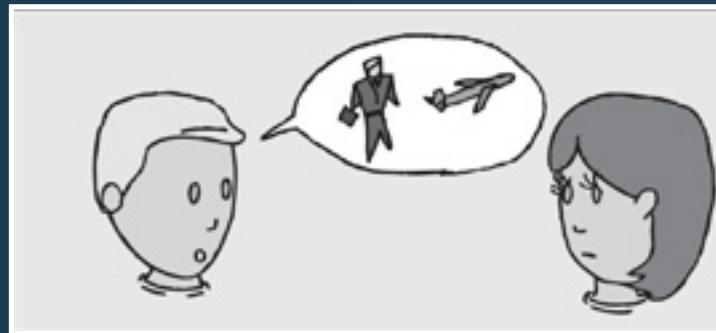
Paired Objects



Paired Objects



Paired Objects

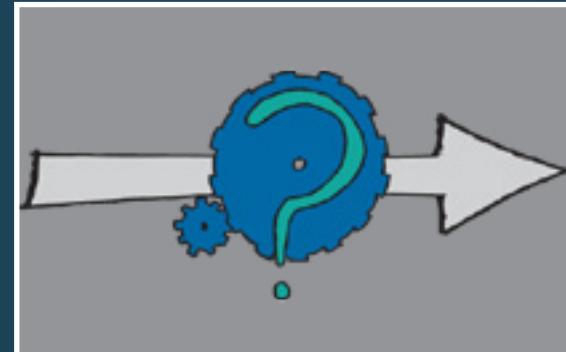




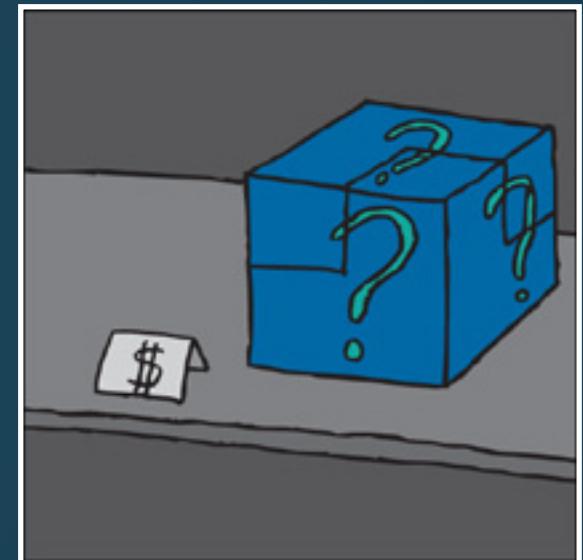
Current offerings



Expressive
Messages

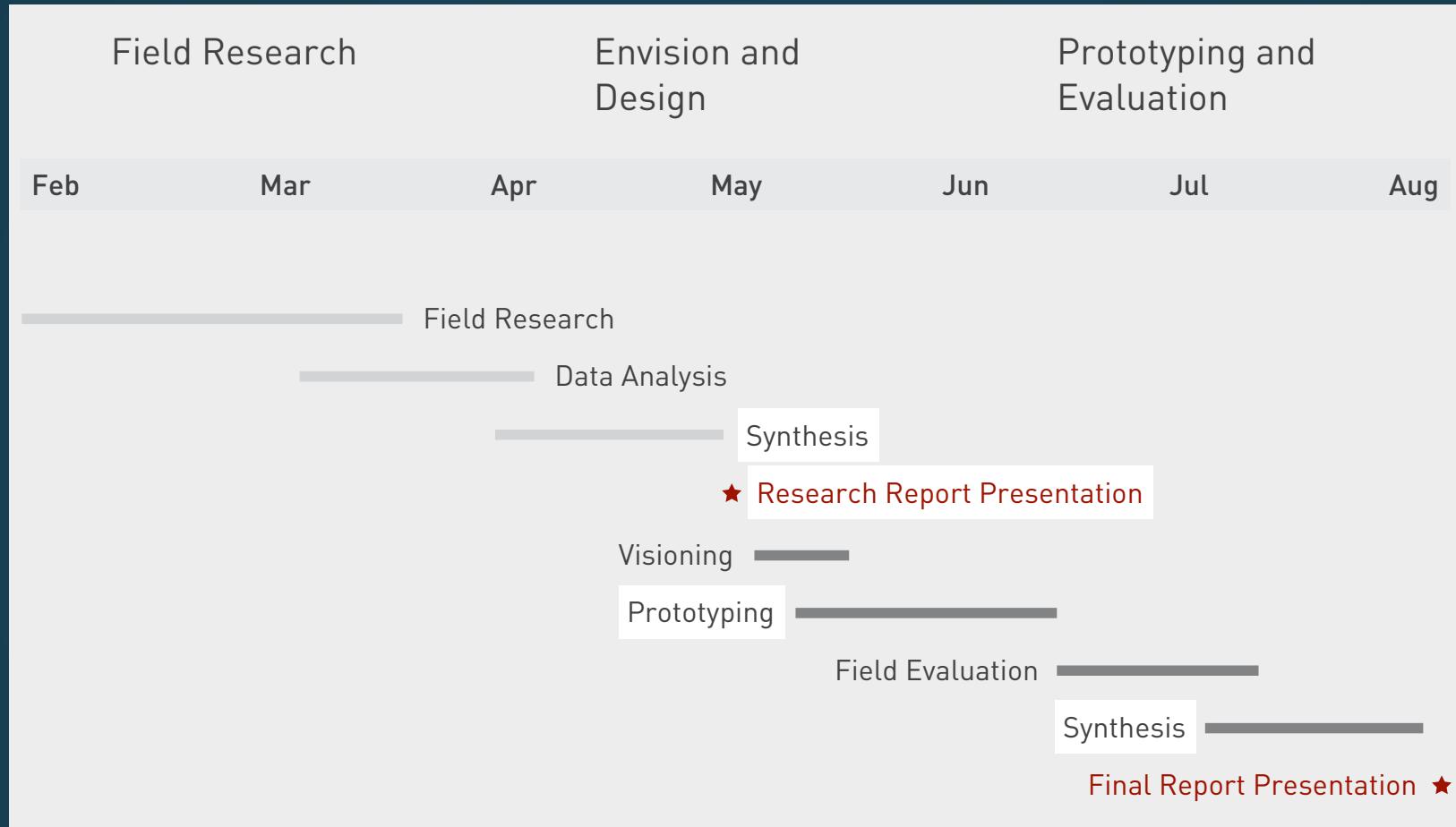


Augmenting
the
Experience



Paired
Objects





Sincerely,

 papercherry

Social Expressions for the
21st Century