YOURSTRULY

we deliver the celebration

The Problem

When sending gifts to loved ones, it's challenging to mimic the experience of giving a gift in person. Only some retailers let you add personal messages, and compiling a thoughtful care package yourself takes a lot of time and effort. Our app will facilitate this process of sending gifts in a meaningful, personalizable way. First, users will have the option to attach a video message to their package via QR code. Next, they may choose from several fun delivery options, such as balloons/streamers, specialized gift wrapping, etc. Then, we offer a variety of accommodations, such as hand-to-hand delivery. Finally, users can save their work for later and revisit any of their planned gifts.

Our Mission

We turn boring, brown–box gift deliveries into memorable experiences. It's never been easier to share your love for others – no matter where a gift is from or where it's going!

Our Values

- **Self-agency**
  - *Design how you want your gift to be delivered by moving through a clear selection flow*
- **Beauty and Aesthetic**
- **Inclusion and Equity**
  - Make beautiful, fun experiences accessible to everyone by promoting accommodations
- **Transparency**
  - Understand all parts of the delivery process with clear steps and explanations
- **Joy**
  - Make using the app fun!
- **Affordability**
  - Fun available at all price points

Conflicting Values

- Beauty and Inclusion
  - Beauty can be perceived in many different ways (i.e. the perspective of a seeing versus a blind person.)
  - We hope to include people of all ability levels by consciously adding options and accommodations.
- Inclusion and Affordability
  - The cost of our service may exclude users with a lower income or economic status, violating our value of inclusion.
  - We plan to compromise, and offer free QR code printing (within a cute template of course) to attach to your own package.

Tasks

- **Simple Task:** Record or upload a video message
- **Moderate Task:** Choose from a list of delivery add-ons
- **Complex Task:** Choose a given accommodation or write in your own
- **NEW**:
  - **Moderate Task:** Start a celebration and save it for later

Usability Goals and Measurements

- **Discoverable** – User easily learns how to accomplish tasks by being guided through all 3 main tasks at the start of any order. This is needed because our solution is novel, so this exposes the user to all you can do with the app without an explicit set of instructions.
    - **Measurement:** Users can complete tasks without guidance
- **Efficient** – User can perform tasks quickly; Adding a video is streamlined and easy; Our solution overall is easier than sending a care package on your own.
    - **Measurement:** How long user spends in total while testing
    - **Measurement:** How long each individual task takes (should be less than a minute)

Major Design Changes

Added a blurb on home screen about "starting the celebration"

- "Add a video, delivery add-ons, accommodations, and more!"

Why?
To make the app's purpose clear and prepare a user with a roadmap.

BEFORE

AFTER

Major Design Changes

Include what next and previous buttons will lead you to

Why?
To help users understand where they are within the app and how to navigate.

BEFORE

AFTER

Major Design Changes

Changed delivery options header to "delivery add-ons"

Why?
To make our second task more salient – adding extra features to your order, not just specifying usual delivery options.
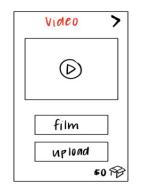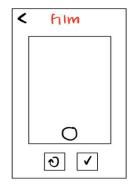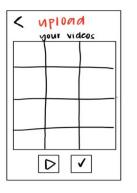
BEFORE

AFTER

Lo-fi Before Changes
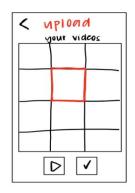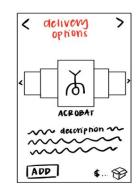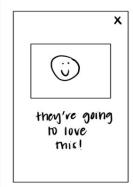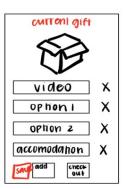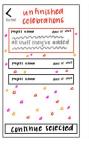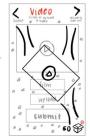
Lo-fi After Changes
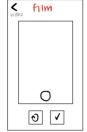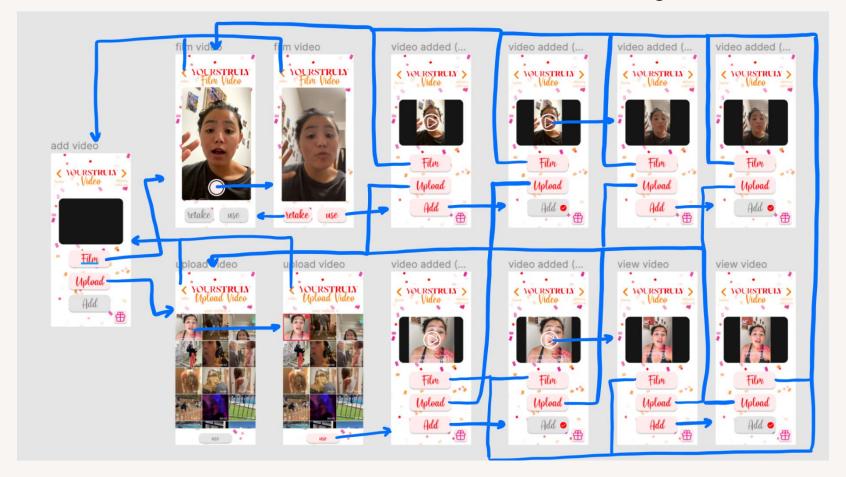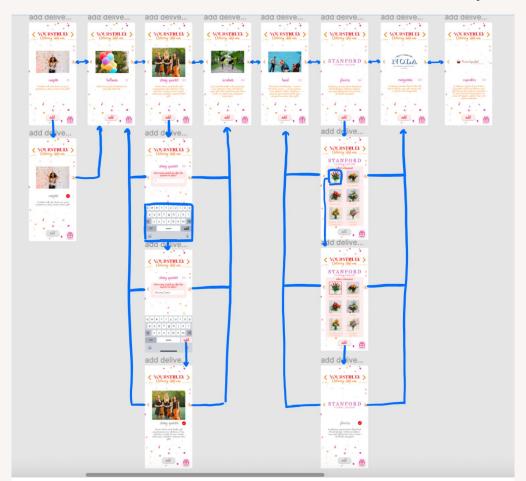
Med-Fi Prototype Task Flows

Simple Task: Record or upload a video message
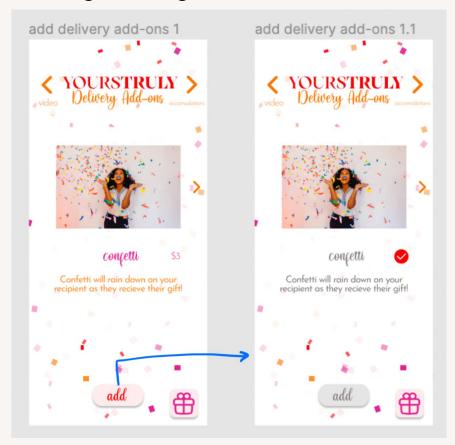
Moderate Task: Choose from a list of delivery add-ons

Moderate Task: Choose from a list of delivery add-ons …

Customize by choosing from given options

Moderate Task: Choose from a list of delivery add-ons …
Customize by choosing from given options
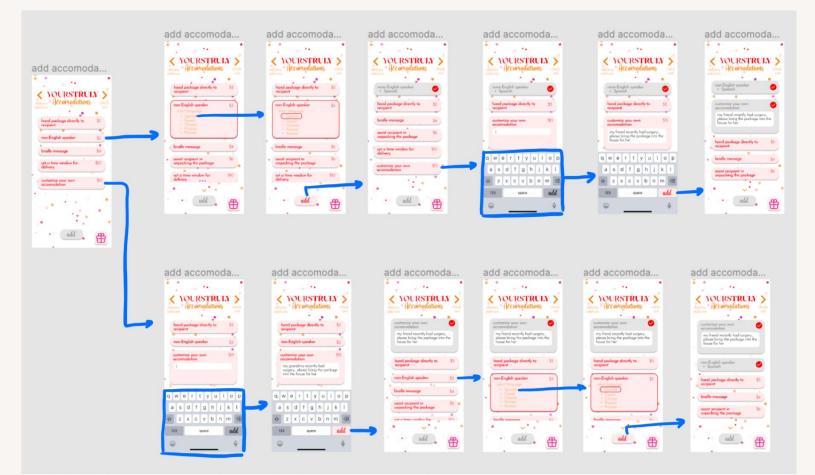
Moderate Task: Choose from a list of delivery add-ons …
Full customization

Complex: Choose a given accommodation or write your own
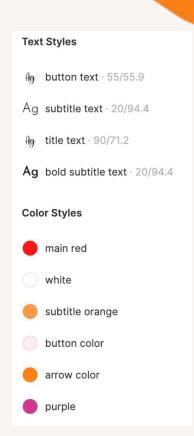
NEW Moderate Task: Start a celebration and save it for later

Prototype Overview – Tools

- Figma, various plug-ins (Sprinkle, Basil Icons, iOS keyboards)
- How the tools helped:
  - Saving styles (i.e. colors, fonts, sizes)
  - Simple to copy/paste objects between pages/ entire frames
  - Grouping elements – organization and moving easily
- How the tools did not help:
  - Need lots of outside plug-ins
  - Certain file types are glitchy (SVG animations)

Text Styles

Ag button text · 55/55.9

Ag subtitle text · 20/94.4

Ag title text · 90/71.2

Ag bold subtitle text · 20/94.4

Color Styles

● main red

○ white

● subtitle orange

● button color

● arrow color

● purple

Prototype Overview – Limitations

- Unable to import the background confetti gif – so some animations didn't show
- Unable to actually accessing user's videos/camera
- No way to input text
- Cannot horizontally scroll through delivery add-ons in a visually appealing way
- Unable to validate address and payment information in Figma
- No memory in Figma
- No ability to go down different paths like an if/else statement

yourstruly_confetti (1).gif

Prototype Overview – Wizard of Oz

- One task requires filming a video, which would require advanced plugins and libraries. We hard-coded this feature for now, but could have a tester use a regular video recording device if testing our prototype.
- The same task also requires accessing camera roll, which is not possible on Figma for our med-fi. We hard-coded this for now, but also could plug in a user's camera roll if we had access.
- Inputting addresses requires and validating payments are outside of the scope of the course. Both are hard-coded with filler information, but in testing, we could use 3rd party sites like Google Maps and Venmo to verify.
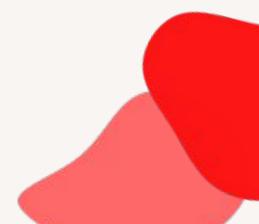
Prototype Overview – Hard Coded Features

- Static Confetti Animation
- Delivery add-ons (We choose a subset of options that *may* be offered, if we were to partner with those services. We also hard-coded Palo-Alto specific options for the purposes of the prototype.)
- Camera Roll (We used a screenshot of our own camera roll to simulate choosing a video)
- Video Message (We used a thumbnail of our own video to simulate a completed video message)
- Prices (We made educated guesses at some example price points)
- Check-Out Page (We hard-coded an example order)

Appendix

Link to Med–Fi Frames

Link to Med–Fi Prototype
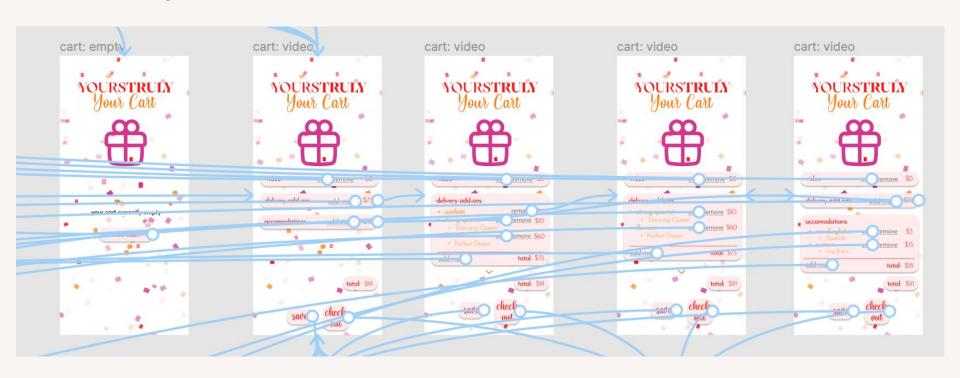
Lander

Saved celebration pages

Cart Pages

YOURSTRULY
Your Cart

your cart currently empty

cart: video

YOURSTRULY
Your Cart

delivery add-ons $73
accomodations

total: $91

save   check out

cart: video

YOURSTRULY
Your Cart

delivery add-ons
• confetti   remove
• Dancing Queen   remove $10
• Perfect Dozen   remove $60

total: $73

total: $91

save   check out

cart: video

YOURSTRULY
Your Cart

string quartet   remove $10
• Dancing Queen
• Perfect Dozen   remove $60

total: $73

total: $91

save   check out

cart: video

YOURSTRULY
Your Cart

video   remove $0
delivery add-ons

accomodations
• English   remove $3
• Spanish   remove $15
• "my frien..."

total: $18

total: $91

save   check out

Check Out Pages

check out

YOURSTRULY
Check Out

contact info (for order notifications)
email address
phone number

delivery info (recipient)
name
first name   last name

contact
phone number

address
country
city   state   zip code

date of delivery (schedule delivery date)
date

next

check out

YOURSTRULY
Check Out

contact info (for order notifications)
youremailadress@gmail.com
(310) 888 - 8888

delivery info (recipient)
name
Kristina   Inouye

contact
(310) 999 - 9999

address
USA
100 Stanford Lane
Stanford   CA   94040

date of delivery (schedule delivery date)
March 18, 2021

next

check out

YOURSTRULY
Check Out

payment method
name on card
credit card number
expiry (MM/YY)   CVV

billing address
country
address
city   state   zip code

review order

check out

YOURSTRULY
Check Out

payment method
Jane Doe
0000 0000 0000 0000
08/24   111

billing address
USA
1 Stanford Lane
Stanford   CA   94040

review order

check out: summar...

YOURSTRULY
Review Order

package summary
video

delivery add-ons:
• confetti
• string quartet
    • 'Dancing Queen'
• flowers
    • Perfect Dozen

accomodations
• non-English speaker
    • Spanish
• custom
    • 'my friend recently...'

contact info
youremailadress@gmail.com
(310) 888 - 8888

confirm order!

next steps

YOURSTRULY
Next Steps

Direct your package to us:

44 YoursTruly Street
Stanford, CA 94040

We'll take care of the rest!

xoxo, YoursTruly