User Experience Nanodegree Capstone
Learning Reflection Write-up

To start with, I followed an iterative design process to come up with my solution. To start with, I did a market survey to find out the prospects of the product and the potential users of the product. This was followed by coming up with a high-level prototype that was shared with users to get their feedback on usability. After working on feedback, the product was optimized to make it a better version of itself before releasing it to wider audience. I used my design thinking and software engineering skills to tackle this project, and knowledge of tools like figma and miro helped me a lot to deliver the capstone project.

The major activities included researching the potential of product on the internet by going through existing research reports and then recruiting participants, conducting interview and surveys to get more insights on the scope of the product. The most interesting insight I found based on the interviews and surveys that were conducted was how users are willing to opt for an online solution meet their customized gift needs, yet it is not a common product easily available in the market. This was quite a surprise given that fact that this is a huge opportunity and very less people are exploring it.

The major tradeoff that I made was related to providing lesser choices of items for customization. Users were expecting wide range of products for customization, but as I progressed, I realized that providing all the possible products in one-go is quite challenging and need large efforts. Scaling of my solution at that level can be a job I will do in future, but right now, my priority is to provide products that are mostly used for customization and launch my solution to users. I think this decision is indeed a wise choice as I see users are happy to use my solution and I see more and more users are on-board now to order various customized items using my solution.