Customized Corporate Gifts: Provide one-stop solution

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Executive Summary

We are at very early stage of our product. Our team is mainly interested in exploring opportunities in developing a product that helps uses select and order "Customized Gift Items". The over-all goal of the product is to provide a one-stop solution for employers to select, order and get the customized gift items delivered at their door-stop. For this purpose, we interviewed 5 employees from high-management learn how they select the vendor, what kinds of gift items they prefer to be customized.

Key Findings

All the employers (our users) prefer an online platform to get their customized gifts. The users prefer to have digital accessories (such as USB Driver, Power Banks, Headphones etc.) and office accessories (such as diaries, pen etc.) to be customized such that the items contains the company name and company logo. There are very limited users who prefer other kinds of customization.

What did I want to learn?

I wanted to understand how an user selects a vendor to place a customized-gift item, once vendor is selected, what are the kinds of items that users like to get customized, what kinds of customization they prefer, how frequent users tend to give customized gifts to employees.

Key Research Questions

- How do users select the vendor?

- What gift items did users award to employees for last three times?

- How do users prefer to customize the gift items?

Participants

	Preference of Vendor	Gift items in last 3 years	Types of Customization
Participant 1	Local	USB Drive Diary Headphone	Company Logo Company Name
Participant 2	Local	USB Drive Power Bank Merchandise	Company Logo Company Name Employee Name
Participant 3	Local	Power Bank Headphone	Company Logo Company Name
Participant 4	No preference	Diary Diary Merchandise	Company Logo Company Name Employee Name
Participant 5	Local	USB Drive Headphone Wireless Charger	Company Logo Company Name

Key Finding 1

Users prefer to have a vendor who provides an online solution (website and app) that helps the users to select the gift items, compare various items, customize the gift items and place the order.

Recommendation 1

Our product should be a website and mobile app that lets users select gift items, customize items.

Key Finding 2

Users prefer to gift digital accessories that are customized with company name and company logo to employees.

Recommendation 2

Our product should majorly concentrate on digital accessories such as USB Drives, Power Banks, Headsphones, Wireless chargers etc. and office accessories such as diaries, pen etc.

Key Finding 3

Users want to have functionality to customize the product anyway they want.

Recommendation 3

Our product have required functionality that let the users customize the gift items. It should have a live view feature that lets user see how the item would look like once the customizations are implemented.
Typically users want the company name and company logo to be printed on gift items, but our products should let users have any kind of customization they want.

Next Steps

- Undermine findings by quantitative survey.
- Develop a prototype (to start with, we can develop a website prototype only)
- Test user acceptance

Appendix