

Case Study Checklist

Make sure that your portfolio weaves a good story throughout the process and journey:

- What was your process?
- What did you contribute to the project? What skills or expertise did you use?
- What key activities happened in the project?
- What interesting or critical insights or findings did you encounter?
- What key tradeoffs or decisions did you have to make? What constraints or challenges came up as you progressed?
- How did you arrive at your solution or conclusion, and what impact did your design ultimately have? How well did you meet the goals and needs of your target user or customer?



PJ Enterprises

Customized Gifts Made Simple

PJ Enterprises Gift Shop

Customized Gifts Made Simple

Prashant Joshi

2 Months

Figma, Miro, Zeplin

Challenge or Problem Overview

Customized gifts for employees of an organization is a multi-billion dollar business. However, there are limited apps/websites that lets its users customize the gifts the way they wish. We want to provide a solution that helps the users to have a simple yet useful interface to get the gift item customize they want, place an order for the same and delivered it to the door-step.

We are primarily envisioning the Office Administrative Heads or HR officials to be the first-hand users of our product. Based on our research and discussions with those users, we found that they mostly rely on off-line vendors to get their gifts customized. That is primary reason for us to come up with an online solution for this problem..



Discovery: Research & Analysis

For anything related to your Discovery process, be sure to clearly focus on your reasoning and explanation of what you did, why you did it, and what key findings or insights you took away from the process.

We had to figure out how the *custom gifts* market segment works to start with and what is expected growth in that market. Based on numerous face-to-face interviews, online surveys and market research, we found that the market is mostly driven by local vendors of the gift items. The primary reason local vendors were preferred was simply unavailability of a simple yet useful online solution. Along with that,

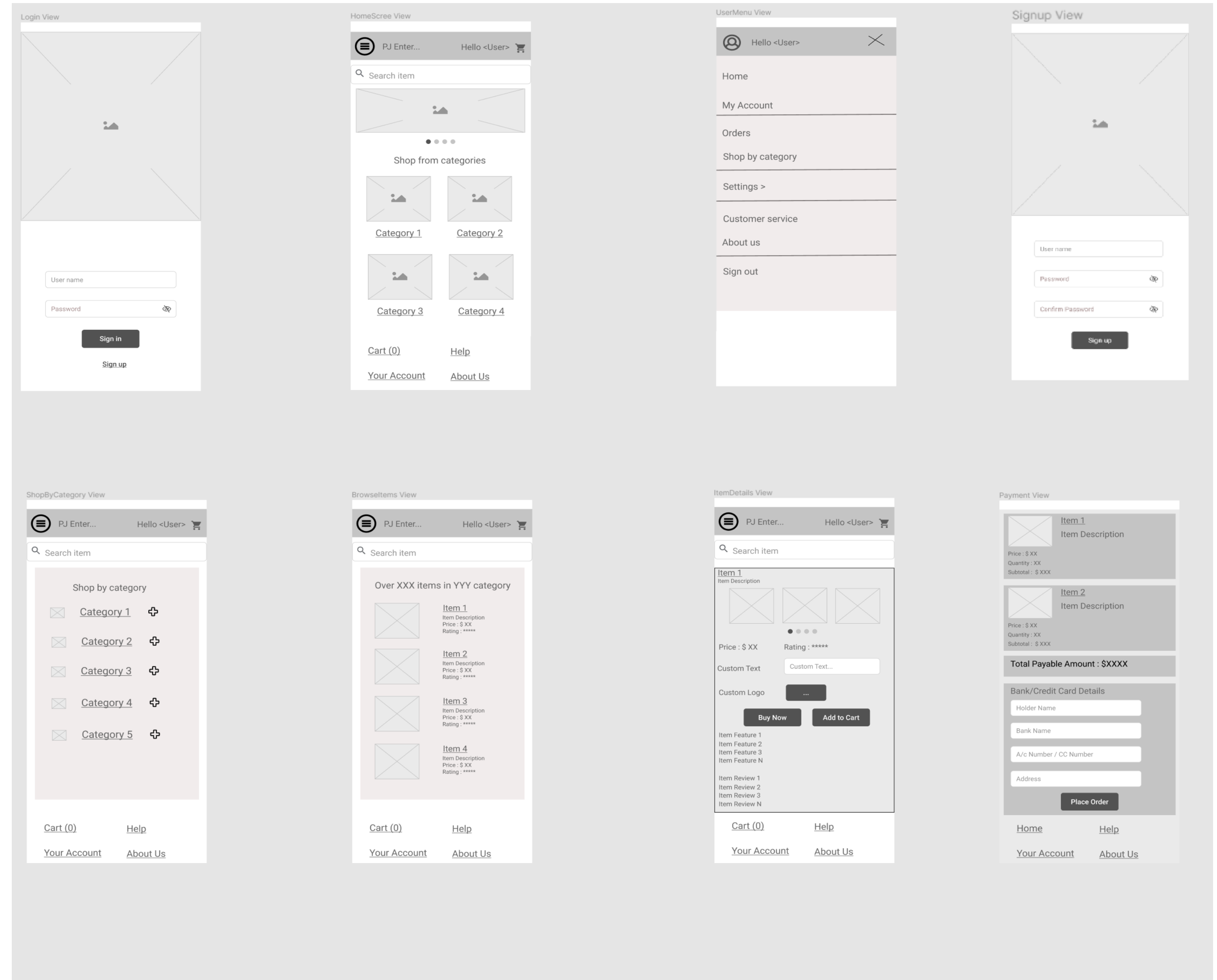


Design: Concepts & Sketching

After our discovery and research synthesis was over, it was quite evident that there is a need for an online product that lets users' give a intuitive interface to customize the gifts, place the order safely and get them delivered to destination.

Our market research also suggested that the market for an online product to deliver customized gifts is huge and is going to grow tremendously in coming year.

So to start with, we decided to come up with a online solution that would help users to get digital accessories customized with certain name and/or logo as per their choice. The entire process will be online and it will be similar experience to dealing with any other e-commerce platform.

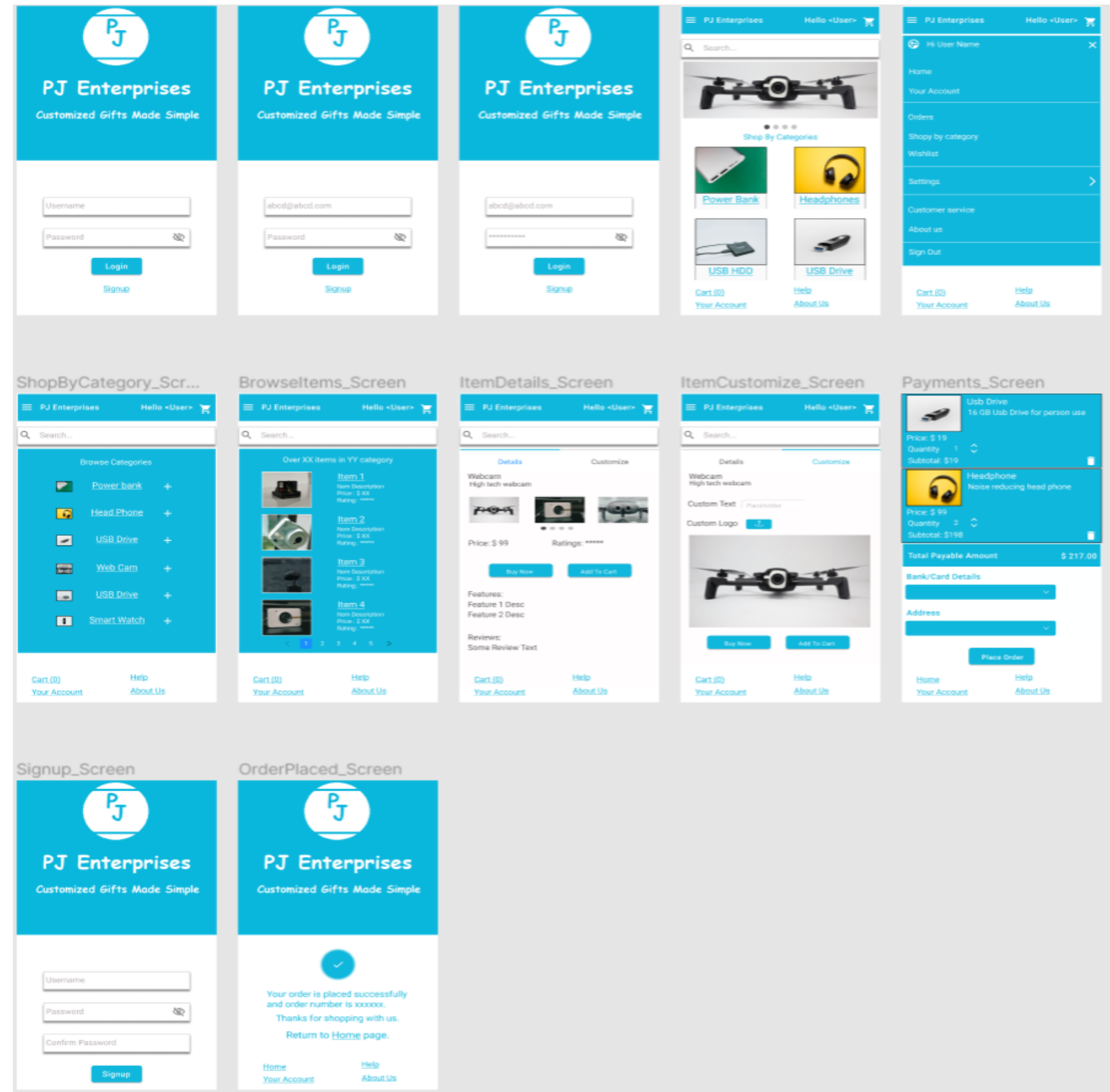


Develop: Prototyping

We have developed a high-fidelity prototype of the product using *figma*.

Please use link mentioned below to have a look at the prototype:

https://www.figma.com/file/J3PNOcOoxuw0su6LwDVuJl/C3_MidTerm_Project?node-id=13%3A236



Test: Validation, Usability, Feedback

We conducted a survey with a couple of potential users who agreed to validate our product, see how useful it is and provide their feedback to make the product better.

The data based on this survey was organized and then we analyzed it to get more insights. Below is the major take-aways of our data-analysis:

- 86% of the users were happy to switch to an online product instead of dealing with off-line vendor to order customized gifts
- 90% of the users were happy with usability of the product
- 27% of the users wanted us to add more items in our online solution (to begin with, our item catalogue contains only digital accessories)
- 86% of the users were not happy with not letting them delete or remove an items from the shopping cart during check-out

Design: Iteration

Based on the feedback we received in the survey we conducted, we found that there are few suggestions to improve our product. We worked on them and made our product a better version of itself by adding couple of features. They are:

- Store multiple payment details and address into user profile and during checkout provide them so that user can select them instead of adding such details every time they place an order.
- Provide an option to delete or remove an item from the shopping cart during check-out. This allows users to get rid of any item(s) that they added accidentally.
- Provide a tabbed interface by providing item details in one tab and letting users customize the item in another tab. This made the “Item Details” screen of our product noise-free.

Solution & Impact Overview

To access the final product, please take a look at following *figma* prototype:

https://www.figma.com/proto/J3PN0c0oxuw0su6LwDVuJl/C3_MidTerm_Project?node-id=13%3A237&scaling=scale-down

About Me

I am a software engineer for 13+ years now. However, I am new to UX Design as I have spent most of my career writing Operating System kernels and device drivers. I am learning new tools like Figma, Miro to get deeper understanding of UX Design.

I hold a masters degree from University of Pune, India. Currently I am working as a senior engineer in General Motors. I would like to build a company to promote my ideas in the UX Design domain.

I am an avid reader, stock-market trader and love to watch international cinema.

