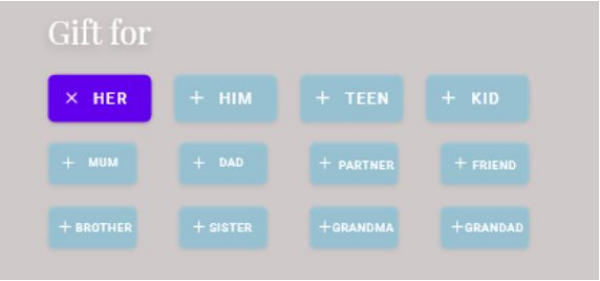
CATEGORIES

The decision of which categories to include stemmed from the user research and usability testing. I asked participants to tell me who they bought presents for and found that the most common answers were their mum, boyfriend, son, friends, etc; thus, providing me with a start to my list. Other websites offered a similar classification, for instance, Him / Her / Mum / Son. I have included these categories in my first Hi-Fi Prototype.

After usability testing, though, I discovered **I had included too many buttons**, which made it difficult for the participants to click on the correct one. Furthermore, it turned out to be distracting (too many options to choose from made the choice cumbersome). Another problem with this classification was that **it was gender binary**. The issues would arise if, for example, a man liked makeup and dresses. It was not necessary to state someone's gender as the items they already owned would decide on the most suitable gifts. Therefore, I designed a new categorisation. I decided to only include three categories: **'Partner', 'Family', 'Friend', and 'Other'**.

I wanted to keep the categories, rather than get rid of them, as they will include gifts specific to a person's relationship to another person. For example, a partner category will also include romantic gifts.

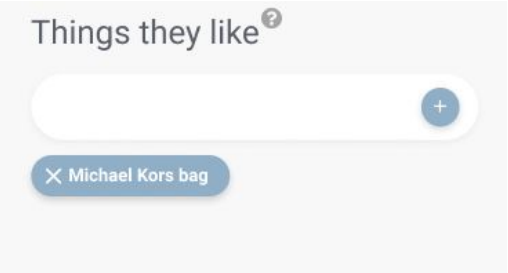


Original design

New design

USERS INPUT

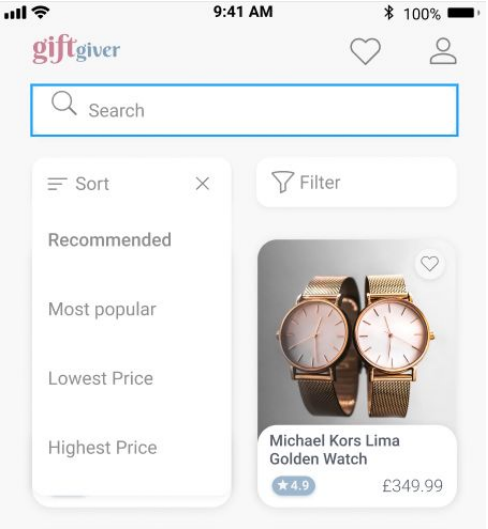
I was thinking what is the best idea for users to input the person's favourite things. First of all, I came up with as many as possible on my own. Then, I asked a few friends for their ideas as well . At this stage I wanted to **collect as many ideas as possible**, therefore I asked them to think freely, elimination would come later. Some of the ideas included: a list of categories and subcategories, a text box, voice recognition, a dropdown. Typing in a text box seemed to be the most appropriate, as it is the least time consuming. As the possibilities of things a person can own are endless, the input would not work as a dropdown, and it would be tedious to click through a hierarchy of categories too for every item. Furthermore, it would be beneficial if the input box could provide **autofill suggestions when users began to type**. This would help to make the text input quicker, avoid typos and prompt users to type in things that are already in the system. **If users type in an unrecognisable item, the system should come up with similar suggestions and inform the user that the item is not in the database** ('Oops! Sorry, this item is not in our database. Did you mean...?').



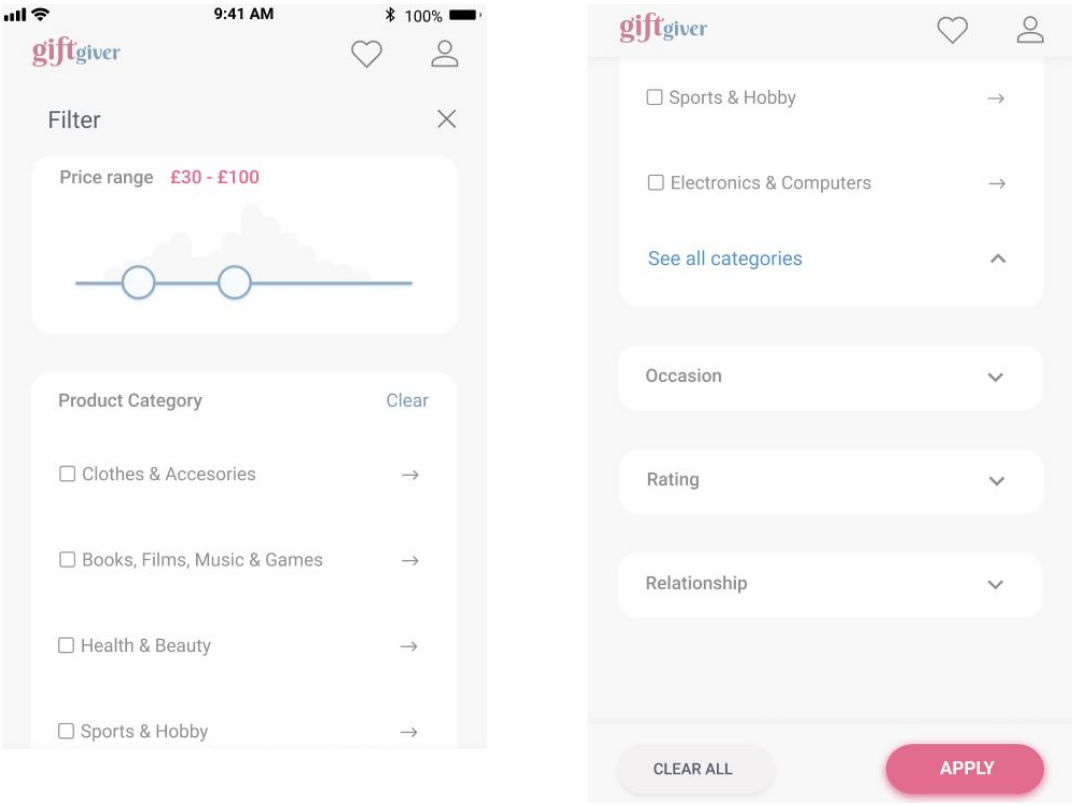
FILTER AND SORT

Once the user lands at the results page, they should be able to sort and filter results. The default sort should be by 'Recommended', but users should also be able to choose to sort by 'Most Popular', 'Lowest Price' or 'Highest Price'. Filtering can be done by 'Price', 'Product Category', 'Occasion', 'Rating', and 'Relationship'. These options stemmed from user research and competitors analysis. I conducted a **card sorting** exercise, where participants had to sort different items into their own categories and name them. Then, I asked them to add their own items and come up with their own categories for filtering in an e-commerce app. This exercise allowed me to understand participants' process of thinking while selecting sorting or filtering options.

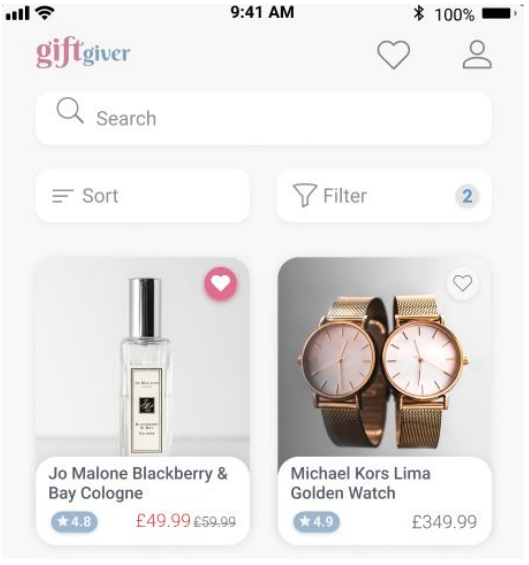
Some users wanted to choose a personalised present for their mum, but the main category was a general term 'Family'. Therefore, I have applied the additional filter of 'Relationship' at the results page (e.g. the recipient can choose 'Mum' relationship and will be shown a filtered list of personalised presents for Mums).



Sort options



Filter options



Applied filters view