

Crash Course In Design Thinking:

Redesigning the gift giving experience

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ICM 512: Principles of User Experience Design
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Learning Module 1

Step 1: Empathize

By interviewing Kimberly, I was able to get a general sense of how she viewed the gift giving process; what about it was important to her, how she felt about gift giving, and what she wanted to accomplish by doing so. It allowed me to pick the most prominent points for later on in the process where those points could be used to create a new way of gift giving.

1. Interview (8 min.)

- Kimberly gave her boyfriend a gift
- Not into gift giving
- She picked from list of things he said he would like as a gift
- She gave candy as stocking stuffers as well to add to the gift giving experience
- He knew that she was picking from a list of things he wanted
- She gifted him a boardgame and Mario games for the Nintendo Switch
- She bought both in stores and online using Walmart, Target, and Amazon.com
- She felt like she could have spent more time finding a great gift
- She felt like she didn't have enough time
- She also felt like she started gift shopping late

2. Dig Deeper (8 min.)

- She felt relief after she gave him his presents, not excitement. She felt like she did her best with the limited time she had but wished she could have done more.
- She didn't feel that the gift is that special because she didn't commit enough time.
- He was very happy because he got what he wanted
- She felt that next time, she would most likely shop online more or exclusively

3. Capture findings (3min.)

Needs: Things they are trying to do (use verbs):

- Give – She wants to give her boyfriend a great gift
- Shop – She wants to shop conveniently and effectively
- Search – She wants to find the right gift in a timely manner
- Buy – She wants to purchase these gifts quickly
- Understand – She wants to know which present her boyfriend would like the most
- Empathize – She is trying to put herself in her boyfriend's place to see if the gifts she is thinking of giving him are the gifts he would really want. Also considers the element of surprise in gift giving essential the experience

Insights: New learnings about your partner's feelings/world view to leverage in your design – make inferences from what you have heard.

- She wanted him to be happy with his gift
- She felt bad for not spending more time picking the gift out
- She gave a variety of candy as stocking stuffers to add to the experience
- She gave multiple gifts as one package
- She felt she could have shopped online more and would have been beneficial to her limited time
- He loved the gifts he received, while she felt relieved about the stress of gift picking
- The Christmas gift giving experience and the element of surprise are important to her

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Step 2: Define the problem

So now that I had all the baseline information noted, and received valuable information as to where her mind was in the process, I was able to come up with a problem statement, which could then be used as part of the objective in redefining the gift giving process. In this case, time was the main issue, and there were several alternatives that I thought of that I could then use during the ideation stage of the design thinking process.

4. Define the problem statement (3min.)

Kimberly needs to find a way to manage her time quickly during her gift giving experience while finding a quality gift because her time is limited.

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Step 3: Ideate

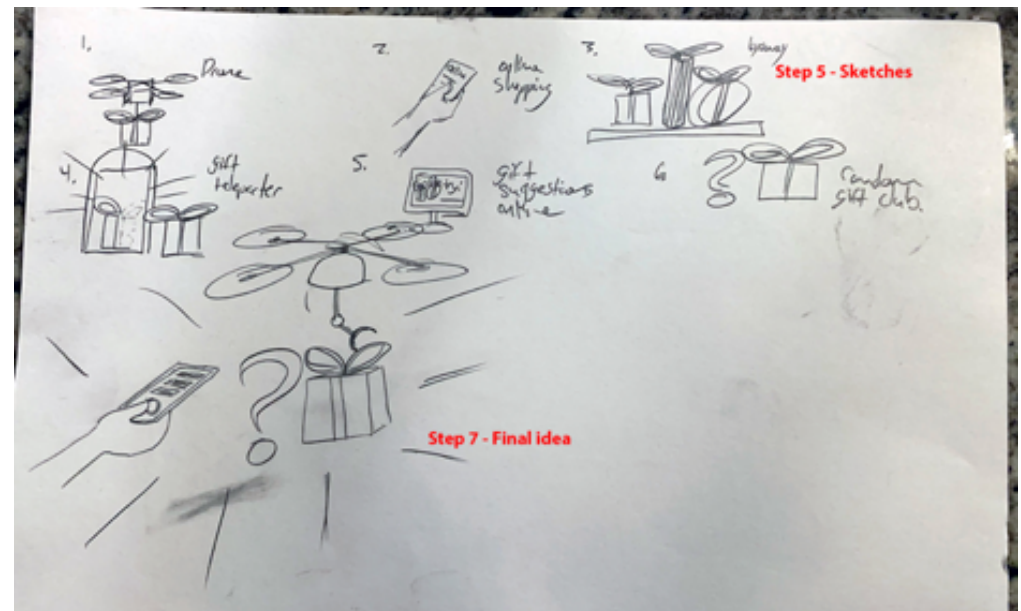
In This part of the process, I came up with 6 sketches for ideas to mitigate the problem she was having with the gift giving process. We were told to think outside of the box and be imaginative, so some of these solutions were less practical than others but the idea was to get your imagination to expand and think as much as you can as to what could become a good solution. I drew everything from a drone delivery service, to a teleportation device, to an online randomized gift subscription program that covers all holidays. It was an interesting way of unleashing my creativity.

5. Sketch at least 5 radical ways to meet your user's needs. (4 min.)

6. Share your solutions & capture feedback. (8 min. – 4 min. each)

- She liked the drone concept on sketch #1 and thought it was an efficient delivery method
- Online shopping was a bit too on the nose by itself, and required a more creative out of the box solution
- Layaway or something like it would be beneficial, and starting gift shopping earlier using that kind of solution makes sense
- The gift teleporter was another solution she liked
- The online gift suggestion app was also not as out of the box as say the teleporter, but still was a sensible solution if it were possible
- She found the random gift club interesting, and we discussed further how the details of that operation could work. It started to seem like a better idea as we came up with solutions

7. Reflect and generate a new solution. (3 min.)



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Step 4: Prototype

This was the most interesting part of the process for me. We were given 10 min. to use whatever tools we had at our disposal to create a physical prototype of our main solution. It was difficult to do, but once the time started, all my brain worried about was getting it done. I ended up building a mix of 2 sketches I consolidated in step 7: a drone delivery service, that was linked to a “random gift club” online subscription service that worked based on custom user input using an app.

I used any tool at my disposal and ended up with a prototype made from an eraser, construction paper, dental floss, and glue sticks.

8. Build your solution (10 min.)

Make something your partner can interact with!



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Step 5: Test

When it was all said and done, she enjoyed learning about and seeing my solution in prototype form. I gathered more information about the prototype and what could be done to expand its capabilities, or more practical ideas that could be incorporated into the final version.

9. Share your solution and get feedback.

Solution: A Drone that delivers randomized presents based on consumer input into a present subscription service that handles all holidays.

What worked:

- The idea of combining 2 sketch solutions into one worked for her, and we kept discussing how it could be further developed
- Creating a subscription for gifts based on what the user inputs as fields of interest where gifts are then tailored to the user's needs while the idea of surprise is intact

What could be improved:

- Will this be a fleet of drones? How will the process work on a larger scale
- What if the consumer is not satisfied with the random gift they plan to give?
- How will gifts be returned if defective or damaged

Questions:

- How much would this service cost as a subscription?
- How will the companion app work to coordinate a sale and delivery?
- What is needed for a largescale network for shipping and receiving in such a business?

Ideas (8 min.):

- To continue down the path that Amazon and other online retailers have started by further automating this online retail/club business to coordinate all of the orders simultaneously and effectively
- To allow the app to be used not only to shop, but as a beacon for the consumer's location for delivery, to answer any questions a consumer may have, to help tailor the gift shopping experience and customize it to every individual user