Your Mission: Redesign the gift-giving experience ... for your partner. Start by gaining empathy.

1 Interview
8min (2 sessions x 4 minutes each)

Notes from your first interview
• Got a wristwatch of color that she hates → communicating so would offend
• Repeated gifts are problematic
• Brother re-gifted her a scarf
  Unthoughtful → BAD
• Boyfriend’s gift was handcrafted
  → Thoughtful → Good

Switch roles & repeat Interview

2 Dig Deeper
6min (2 sessions x 3 minutes each)

Notes from your second interview
• Thoughtful gifts → Practical gifts
  Better
• Problem: Sometimes people assume that she likes things that she doesn’t
  → like favourite color
• Thoughtful → reminder of an event
  A movie she saw with boyfriend

Switch roles & repeat Interview
Ref-frame the problem.

3 Capture findings  3min

**Goals and Wishes:** What is your partner trying to achieve through gift-giving?
- **Receive/Give a gift that relates to a meaningful event**
- **This is thoughtful**

**Insights:** New learnings about your partner’s feelings and motivations. What’s something you see about your partner’s experience that maybe s/he doesn’t see?

* Make inferences from what you heard
- She needs a way of communicating what is meaningful, important to her without being explicit that would make the gift any order, this unthoughtful

4 Take a stand

**with a point-of-view** 3min

**needs a way to** receive & give gifts that show thoughtfulness by connecting/rebelling to a meaningful thing or event for the gift-receiver because (or “but...” or “Surprisingly...”)

**but without explicitly stating** what these meaningful events/things might be.
Ideate: generate alternatives to test.

5 Sketch at least 5 radical ways to meet your user’s needs. 5min

Ensuring that your gift will be thoughtful without having the other person tell you so.

write your problem statement above

An App/WebApp where you post your idea for a gift and the gift-receiver’s friends can rate/comment on the gift & idea.

An App/WebApp that gathers someone else’s Facebook likes, Amazon search queries, and other similar data so that it can suggest gifts that fit your friend’s current interests.

GIFT-WIZARD
Claire has been looking at Harry Potter clips lately, you should buy her the book!

Give your friends a wishlist with 3 things you want and one you do not. Since they are your friends, they’ll know what you don’t want.

You and your friends should give each other riddles whose answers represent the things you find meaningful. The movie we watched was TANGLED.

App where people anonymously post potential gifts & you and your friend rate them. Since it’s anonymous, no one gets offended.

Secret Santa Possible gift 1

6 Share your solutions & capture feedback. 10min (2 sessions x 5 minutes each)

Notes
- For "GIFT-WIZARD" it’s too invasive/privacy issues.
- She liked the 1st and 5th suggestions because anonymity allows her to be honest without hurting anyone’s feelings.

The 3rd and 4th suggestions are too complicated and require too much effort from both parts.

SIMPLICITY = GOOD

Awesome

Switch roles & repeat sharing.
Iterate based on feedback.

7 Reflect & generate a new solution. 3min

Sketch your big idea, note details if necessary!

From Clara’s perspective

SECRET SANTA
Anonymous posted the following gift for you.
GUITAR
Please rate it.

Clara’s Iphone
EXPLANATION
Using the "Secret Santa" App, her friends anonymously suggest potential gifts to her. She gets to rate the gift with a scale of 1 to 3 stars! I decided to keep the 2 principles that she found important:
• Anonymity for her friends so that she can rate the gift honestly.
• Ease of use (simplicity) by limiting the interaction on her side to just rating. The comments option was disabled.

From her friend’s perspective

SECRET SANTA
You posted a GUITAR Clara gave it a rate of
7 stars

John suggested A Beatles CD
Ely Marie likes this suggestion.

Nick suggested A laptop

EXPLANATION
Using the "Secret Santa" App Clara’s friends can see Clara’s rating on the gift suggestion while staying anonymous themselves. However, Clara’s friends are not anonymous to each other and thus can suggest better gifts and endorse other friends suggestions.

Since Clara herself is not suggesting gifts, her friends are still thinking independently about gifts... thus keeping it thoughtful.
Build and test.

8 Build your solution.

Make something your partner can interact with!

9 Share your solution and get feedback.

+ What worked...
  - Preservation of the thinking aspect of choosing a gift
  - Clara does not have to explicitly "demand" gifts
  - Simplicity
  - Anonymity that allows honesty

- What could be improved...
  - A new problem arises
  - She can now more accurately guess what her gifts will be => miss the surprise factor

? Questions...
  - What can Clara’s friends tell me about the difficulties of buying a meaningful gift?
  - Does Clara (and people in general) have a specific set of rules that define a meaningful gift for them?
  - This could help me implement more solutions

8min (2 sessions x 4 minutes each)

! Ideas...
  - For preserving the surprise factor, either:
    - Eliminate her interaction in the app. Make it more like the 5th idea (section 5) - a forum where friends select gifts for someone without that person’s input
  - Give Clara automated gift suggestions made by the app’s AI such that Clara finds it more difficult to guess what her gift might be