Design Thinking Crash Course

GIFT GIVING

by Ashley Liporace

Part 1: Empathy

INTERVIEW NOTES:

What was the last gift you gave?
A Dunkin Donuts gift card

Who did you give the gift to?
My sister's friend, I guess she is my friend as well.

What was the occasion of the gift exchange?
We were both graduating from the same University.

Why did you choose a Dunkin Donuts gift card?
Honestly, I'm not sure. We both love Dunkin and I wanted to get her something that she would like and use.

How did you feel when you gave your friend the gift?
Happy. I knew she would love it. Just seeing her smile made me feel good. However, something was missing.

DIGGING DEEPER NOTES:

Motivation
graduation
celebration

Emotion
joy
gratitude

Happy to be graduating and to be going home.

Part 2: Reframe the Problem

CAPTURE FINDINGS:

NEEDS: Things Jane is trying to do

Express gratitude towards a friend

Show affection towards a friend

Show compassion

INSIGHTS: New learning about your partner's feelings/worldview to leverage in your design

Gifts are from the heart

Should have thought behind them

Should be useful to the receiver

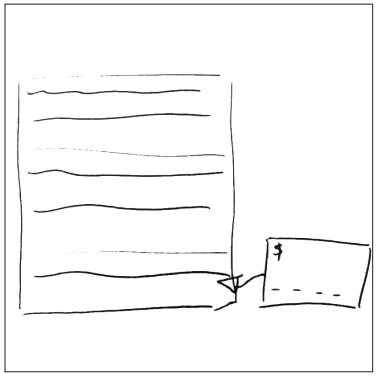
DEFINE PROBLEM STATEMENT:

Jane **NEEDS A WAY TO** give the gift of a gift card **BECAUSE** she struggles to make the gift card feel meaningful.

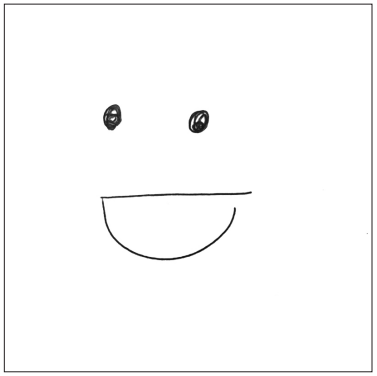
Part 3: Ideate

CAPTURE FINDINGS:

Jane **NEEDS A WAY TO** give the gift of a gift card **BECAUSE** she struggles to make the gift card feel meaningful.



NOTE.
I thought maybe Jane could write a note and attach the gift card to it.



SMILE.
Jane's smile should smile more when giving the gift, and tell a story with it to the receiver.

TRAVEL MUG WITH A GIFT CARD.
A gift card could be attached to a travel mug.

COFFEE BASKET.
A basket full of coffee and favorite treats of a receiver.

THANK YOU APP.
An app that allows you to give thank yous whenever you want.

SHARE SOLUTIONS AND CAPTURE FEEDBACK:

"Cool ideas!" Number three stuck out the most to Jane. The evidence of this was show on her face when the mug idea was brought up. I explored idea number three more.

Part 4: Iterate

A travel mug with a secret compartment, that the user only has access to.

Part 5: Build and Test

Final Thoughts

SOLUTIONS AND FEEDBACK

What worked
A place to store cards/money and a way to personalize a gift.

What could be improved
A way to protect from theft.

Questions
What if you leave it in public, is there away to get it back?

Ideas
A lock on the flap or a tracker in the mug that is connected though an app.