

Bespoke Design Project

Design Thinking Journal

<i>Name</i>	Catalina Mathews
<i>Student ID</i>	20109326
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USER EXPERIENCE DESIGN

Faculty of IT & Design

CMD
COMMUNICATION & MULTIMEDIA DESIGN

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1 Step 1: Orientate and prepare

1.1 Meet-up

The first informal meeting with the user went well. At first, we decided to meet up at school then eventually ended touring around The Hague. We learnt quite a lot about each other such as our background, our interests and our hobbies. My user is interested in playing instruments such as the guitar and the drums. He also mentioned that he enjoys listening to music and his middle name is quite popular in The United Kingdom. His favourite sports are basketball and football. We are both from very different backgrounds with different upbringings. It was interesting to get to know him and I had a lot of fun exploring the city at the same time. Due to the pandemic, I have not been able to socialise with people other than my family so this was a nice experience to have with someone new.

1.2 Mind Map with assumptions



1.3 Research questions

1. What emotions does the user value when receiving a gift?
2. What elements create a meaningful experience to the user?
3. Which senses appeal more to the user when receiving a gift?
4. What type of anticipation does the user expect when receiving a gift?
5. How does the user perpetuate their most memorable experiences?

These research questions will ensure that I do not agree with my assumptions from the mind map throughout the process of making a gift giving experience for my user. It is important to understand what gives value and meaning to the user relatively to their emotions when creating a gift giving experience. It will provide the user with a close connection with the gift and make them appreciate the gift when this is taken into consideration. I also want to make the user feel stimulated in the gift giving experience, so I will need to understand which senses appeal to them and how I can create anticipation. By understanding how the user captures their most memorable experiences, I will also be able to create a gift for them which is meaningful.

1.4 Research techniques

1.4.1 Research plan chart

<i>Research techniques (in order of execution)</i>	<i>Why did you choose it?</i>	<i>Which research questions does it answers?</i>	<i>When and where will you gather the data?</i>	<i>How would you gather the data?</i>
Questionnaire with a follow up Interview	I chose this technique to ameliorate any of the assumptions in the mind map. The questionnaire asks basic questions to get a well-rounded idea of the user. The interview is much longer and asks questions to know the user at a deeper level, and to understand their personality and behaviour.	All	The questionnaire will be executed the day before the interview online, and the longer interview will be conducted in real life at my apartment.	The questionnaire will be created using survey monkey. Me and my partner used the same questions for the questionnaire and sent our users a link where their results are stored online. The longer interview will be recorded for me to collect insights.
Contextual inquiry (exploring)	By doing this technique, I will be able to gather insights about the user's home. There could be a possibility of gifts stored in their home which have a meaningful and valuable experience behind it, which the user can explain to me.	1, 2, 5	The contextual inquiry will take place right after the interview at the user's home.	If possible, I would like to take some pictures of some of the gifts. If not, I will write down some field notes describing what is inside their home, about anything which the user feels interested in or passionate about.
Observation	This technique focuses specifically on the gift receiving experience for the user. It will show me a prototype of what elements are important for them when receiving a gift.	1,2,3	At my apartment, a days after the contextual inquiry.	I will watch and the user will walk me through the steps they do as they create the gift for themselves. Throughout this process I will take pictures and notes.

1.4.2 Description of the chosen research techniques

First technique - Questionnaire with a follow up interview: First me and my partner created a miro board with all our ideas of questions that we wanted to ask our user. We wanted to make sure we ask questions will answer all the research questions. The questionnaire is the foundation block to get to know our user and their personality at a basic level. We created an online questionnaire using survey monkey, then sent our user's a link to complete the survey which took around 5 minutes for them to complete. Once we received their answers, we went our separate ways to make our interview questions based on the answers from the questionnaire.

Second technique - Contextual inquiry (exploring): Right after the interview, I will be looking around the user's home. I will ask them to give me a tour and then I will ask some questions about some of the items that spark interest to them or which they seem to appreciate or value.

Third technique - Observation: I gathered re-usable items (paper, cardboard, plastic) for my user to re-purpose for the observation. The only instruction I gave was to 'make a gift for yourself only using these materials.' I also included decorative items such as pens, perfume to make the gift more sensory aesthetically pleasing for the user.

2 Step 2: Empathize

2.1 Research analysis

2.1.1 Research activities

The user responded to the questionnaire very quickly, so I was able to make interview questions and arrange a meeting for the interview on the next day. (See appendix B for questionnaire results). The interview went well. Since me and my user live in the same apartment building, it was not an issue to arrange a time and place to conduct the interview. We both felt comfortable talking to each other and I felt as if I gathered enough information to make some insights from the data. Immediately after the interview, I went to his apartment to do the contextual inquiry. The user did not feel comfortable with me taking pictures of their apartment which is completely understandable, so instead I made field notes. (See appendix D for field notes). He gave me a very well-founded apartment tour, then we sat down and talked for a few more hours where I learnt more about him. I think the user found the task for the observation a little bit difficult. I arranged several materials for him to work with, but I think he felt a bit confused and overwhelmed about how to make a gift for himself. The task which I gave for him was quite broad and he wanted something more specific to have a better idea of what he should be working towards. I did not want to steer him with his ideas, so I just left it up to his own choice of what to make. He talked me through his thought process at the same time and really tried his best which I appreciate.

2.1.2 Data Overview

Observation field notes and Contextual inquiry notes are in the appendix.

Raw Data	Place of origin	Statement
'I can be patient with people, like I don't get angry really fast or if something doesn't work, I'm not gonna lose my mind or something. I know eventually it will work out'	2min 35sec	One of his characteristics is being patient with people. He is also a polite person towards other people despite disagreeing with them.
'I've learnt an instrument; I mean at the start I wanted to see progress right away also when I started working out. I really needed to be patient and keep grinding to see the results.'	3min 5sec	He is also patient learning to play instruments. He is determined and passionate to improve.
'I started playing the guitar for 7-9 years. Then I wanted to switch things up and started playing the drums. I would play drums now, but I can't fit it inside my studio apartment, and I don't think my neighbours would approve of that. I'm trying to get my guitar here.'	4min 10sec	He wishes that he could play the instrument here, however, he is considerate of others and doesn't want to disturb them.
'I worked in a supermarket so being patient with customers was also important and I can't be rude and give them the attention they deserve even though I might disagree. Even when I disagree, I am still friendly. I feel like that's a form of respect.'	5min 11sec	He takes on his duties seriously and his natural characteristic of being patient helps him in his job.
'A big accomplishment for me was getting my diploma but even getting my driver's license and performing in front of 500 people, getting the applause and the experience was an accomplishment. Also going here,	6min 11sec	The rewards which he values are intrinsic and are based off his talent. He takes pride and feels accomplished but somewhat undermines his own success by giving credit to his parents.

having the opportunity to go to the Netherlands, a new country is another big accomplishment for me. I had a lot of help from my parents to make this possible.'		
If something is interesting to me, I will keep investing time into it. But for example, playing drums, I trained a lot but, in the end, I just went with the flow and playing in the moment. For my diploma it was kind of different because I put a lot of work for my exams, but I wouldn't say that I did for the past two years.'	7min 35sec	If he finds something that sparks interest in him, he will take initiative to make an effort and pursue his goals.
My parents were there for me day by day and they helped me with things day by day. I first learnt the drums myself then after two years I got a teacher and played there for two years, then dropped out to focus on exams.	9min 31sec	His parents are really supportive of him and take good care of him. He prioritises school over playing the drums so he could graduate.
'I'm really competitive with every-day situations. Whenever someone is doing something better than me, I feel like I at least need to match them. That could be in sports, that could be with people playing instruments, or also smaller things.'	10min	He feels intimidated easily and does not want to feel left behind or let others know that he struggles with anything.
'I always strive to do better, for example in school if someone is doing better and I want better grades, I don't think there is a downside to that. I don't think it affects me in a negative way.'	13min 49sec	Being competitive is a positive attribute for his personality since he strives for self-improvement.
'I would say I'm creative with coming up with different approaches, different ideas. I would say I am somewhat rational. I don't compare myself in this way. I just go with the flow.'	14min 26sec	He is both a creative and a logical person which affects his life in many ways. He doesn't think about it too much.
'Football is my favourite sport, I never played in a team but from a young age I played with my friends. I always watched football and supported my favourite team. Then I also like basketball, that's something I picked up at 16 because my neighbours started playing, I watch NBA, I know all the players and I started playing here. Then I would say probably tennis because I played for 6-7 years in a club.'	16min 57 sec	He likes to stay fit and active by playing football and basketball with people close to him. He is also interested in watching basketball.
'During corona it's kind of hard (to go to the gyms) so on Monday I do a push day for my triceps/shoulders, then I have day off. Then I have a pull day, I do most of my workouts in my apartment studio. On my pull day I can't do them without any weights or equipment. I would go to a playground or a park which I use for pull-ups but it's not really convenient. Then I have a day off. After that it's a leg day, then a day off then on Sunday I either go for a run or high intensity interval training for my health. I also stretch every day.'	19min 31sec	At the moment, it is difficult to keep up a routine with his interests due to his circumstances (school, Covid). He likes to focus on one part of exercising per work out, then changes it every other day.
'I enjoy working out because it's keeping me sane. If I'm not learning, I'm either exercising or sleeping.'	21min 34sec	Working out is a positive and healthy distraction from school.
'Pasta is my favourite food and Skyr, I mean I don't have a favourite food, I have favourite ingredients so to say. The last recipe I tried was some kind of ramen,	22min 41sec	He is not so experienced with cooking yet. Before moving and living alone, his mum cooked him a lot of healthy and organic food at home,

so because I am now living alone so I am still learning. I can cook whatever I want so no one is gonna hate me if I fuck up, I am the one who is eating it. It is what it is.'		but he still has a lot to learn. – this was mentioned after the interview. He doesn't mind making mistakes because he is the one who pays for the mistake.
'Recently I heated something up and I kind of forgot to watch it and it ended up being up burnt in the pot. Yesterday I made a soup without an ingredient and added too much water in it, so it ended up being too watery, but I fixed it by adding more potatoes.'	23min 39sec	He uses rational thinking ability in daily situations like cooking.
'I am great at cooking salmon with whatever I want, like restaurant salmon. I enjoy eating the salmon. I don't like cooking that much but it's necessary. I am trying to find enjoyment in it, but I like the eating more. It's not rewarding because I cook for an hour or half an hour then I eat it for like 5 minutes or something, so it doesn't feel rewarding.'	25 min	He doesn't enjoy cooking the food. He takes a lot of care for his body such as exercising, playing sports and stretching but can't find how to balance a healthy diet properly (mentioned after the interview). He enjoys eating salmon but doesn't find it rewarding because the effort that he puts in is not worth the experience.
'I listen to music 24/7, when I wake up I listen to music, I have music playing in the background, if I come home shopping for groceries or from school, I mostly have my Air pods in and leave them in for hours. I can sit alone in my apartment and just listen to music. The biggest amount of music that I listen to is hip-hop from the 1970s to the 1980s, all the way to modern. Mostly American hip-hop but I started listening to a lot more U.K. hip-hop recently. Ever since I got here, I also started listening to more German hip-hop. If I'm not listening to hip-hop, I just have a playlist where I mix every genre.'	26min 17sec	Music is a big part of his life. He listens to music every day and enjoys American hip-hop, U.K. hip-hop and German hip-hop.
'Where I am from there is not much to do, we would usually drive around in a car, listen to music. Or going out just drinking something. Obviously with corona, we don't go to clubs any more, I wouldn't say I like going to the club but somehow, I still don't do it often. But yeah, I just enjoy having a good time, but yeah or we go to the city centre and get something to eat.'	28min 30sec	He is not a frivolous person and doesn't do extravagant activities with his friends. He enjoys being simple and having fun.
'I met my friends in school mostly, I mean my best friend I know him for 13 or 14 years. I made childhood friends from before school or new people I meet along the way, friends of friends. My friends are somewhat sub-consciously similar to me, but I wouldn't point out any similarities or something like that. I don't know what would be different about my friends.'	29min 15sec	His circle of friends is small. He stays around pretty much the same people (I think he is a little bit shy) and I think the reason why he has this circle of friends is because they grew up close together for a long time so he doesn't recognise similarities or differences.
'Only when its someone's birthday I exchange gifts. With my friends I would say it's a lot more informal (when exchanging gifts) When I'm gifting something to my friends for example, the most thing that is being gifted from me and my friends is money. I try to think of a way to wrap this money in a sense of what I associate with that person for example. That's just me personally, with my parent's I just wrap the gift to them and just give it to them. I don't write any letters	30min 55sec	Giftng with parents is formal and more thoughtful whereas gifting to friends is more laid back. He usually gives his friends money in a way that is relative to them.

for example. I receive letters from relatives, but I don't personally write them.'		
'The thing about the sneakers that I want for Christmas, if I tell them what I want, they could get me those sneakers. But if I don't tell them it's really difficult to ask. Because there are a lot of sneakers out there, good looking maybe weird looking ones so it is a really difficult task. I have a specific pair in mind but they're super expensive so I wouldn't choose them. I mean I try to keep it reasonable and try to not keep it super expensive. Or maybe basketball shoes are mostly the same price or even cheaper. The sneakers that I would like to get are the Pharrell Williams HU NMDs, they have a really interesting and clean aesthetic, and they have a nice message on them as well – basically it's just looks. They just look super dope.'	33min 05sec	He is considerate of other people and his own budget when it comes to spending gifts. He doesn't want to directly tell any friends or family exactly the gift he wants, but he will appreciate something small. The gift that he truly wants is quite expensive, but he wants it because of the clean aesthetic to wear.
'My favourite team is my hometown football team. But if I wanted to see them, I could easily buy a ticket to watch them. With basketball that would require travelling to the USA, staying there and watching my favourite team would be so dope. I am a fan of my hometown team because that's where I grew up and support it but later I started favouring other teams and I actually got kind of good tickets for a game and it was a great experience to go there. I would like to get something signed by them and be able to talk to them probably.'	35min 40sec	He appreciates tangible gifts too. He would love to visit his hometown football team, but it is easily accessible to him. If he had the chance to get one step closer to his favourite football team, he would like to interview them. Visiting the USA to watch his favourite basketball team would be a new experience for him because he can also explore American culture.
'Bungee jumping is not something that I wish for but if I received it as a gift, I would be super excited to do it. It is something difficult to answer for what I actually wish for. I haven't seen many countries so a world tour would be pretty cool or even just a road trip to another country would be cool. Exploring different countries is more entertaining. I would take my friends with me.'	38min 13sec	He appreciates memorable experiences. It is difficult for him to think openly without any boundaries because with some restrictions it makes it easier for him to make a decision. If there could be anything that he would wish for without restrictions or boundaries, it would be to travel the world with his friends.
'I'm not really a photo person. I don't take many pictures of myself. Most of my memories I keep in my head and that's what I've been doing so far.'	40min 8sec	He values living in the moment, he lives out the memories in person and doesn't really like to take pictures.
'My family doesn't live far away, it's only a 3-hour drive to get back home. I Facetime them a lot of times, for example I'm almost a month home. At the start when I got here, I didn't know anyone. I actually tried to convince my friends to come here and study here. At the moment he works but he still hasn't decided what to study. It was jokingly but not really serious. We keep in contact just through Facetime or WhatsApp.'	40min 42sec	He has a good connection with his family from back home and keeps in contact with them regularly.

2.1.3 Insights gained

Insight 1	He is a competitive person who likes a challenge within the means of his ability for self-improvement.
Insight 2	He is passionate about football and basketball and enjoys playing these sports with his friends.
Insight 3	He is dedicated to playing instruments such as the guitar and the drums.
Insight 4	He has supportive parents who help him accomplish his biggest goals such as moving to The Netherlands to study at university.
Insight 5	He is independent and doesn't compare himself to others. He likes to go with the flow. (laid back)
Insight 6	He regularly exercises and has a daily routine for when he is not doing schoolwork or sleeping.
Insight 7	He is still learning how to cook but he doesn't enjoy it. For him it is not worth to cook for hours and then eat the meal for 5 minutes.
Insight 8	His interests also include listening to music. His favourite genres are American hip-hop and U.K hip-hop.
Insight 9	He enjoys spending time with his friends which he has known for 13-14 years who he met at school. Usually they go for drives, have drinks, have something to eat in the city centre and listen to music for fun. (Intangible gifts)
Insight 10	He exclusively gives gifts to his friends only when it's their birthday.
Insight 11	He only receives letters from his family members and relatives, not from friends. (Would not be appropriate for me to write a letter).
Insight 12	Him and his friends exchange gifts by giving each other money and wrap it in a way which he associates it to that person. One way is by gifting a 'joke' type of present such as medicine.
Insight 13	He does not want to directly ask his friends or family directly for the gift that he wants for Christmas or his birthday. He would find it difficult to ask for such an expensive gift. The gift that he wants is the Pharrell Williams HU NMDs because of its clean, simplistic visual aesthetic.
Insight 14	He would also appreciate intangible gifts such as tickets to go and see his favourite basketball team in the USA because it would be a new experience.
Insight 15	He finds it difficult to make a decision without some boundaries. He is both a rational and creative thinker, but he reasons his decisions carefully before making a final choice.
Insight 16	He is the type of person that likes to enjoy the moment. He keeps all his memories in his head and doesn't take pictures.
Insight 17	He communicates with his friends and family on a regular basis using Facetime and WhatsApp. He wants his friends to visit him in the Hague because he misses them. He has joked to his friends that he wants them to come and study in the same university as him.
Insight 18	He cherishes gifts even though he doesn't use them such as the coffee machine his parents gifted to him.
Insight 19	He has a small weight-lifting set by his bed which he uses regularly however it is not adequate for all the exercises he wants to do.
Insight 20	His apartment is very clean and tidy. He keeps football decorations on the shelf, and Harry Potter books.
Insight 21	He has a ukulele by his bed because he misses his guitar back home. It acts as a replacement for his guitar, but he wishes he could bring it from back home.

	He also has a mini electronic drum set. He doesn't want to bring one from home because it would be disrespectful to the neighbours.
Insight 22	He does not use extensive gift wrapping for when he gives or receives gifts. He usually tries to wrap gifts himself, but he says that he is horrible at gift wrapping.
Insight 23	The gift which he designed for himself that he wanted to have is a black electric guitar. He envisions the guitar was inside a guitar case with a soft velvet interior. He wanted to make the guitar case the same shape as the guitar. He designed this because he misses his guitar from back home and wants to bring it with him to The Netherlands.

2.2 'Surprise'

My user enjoys a simple gift giving experience. He is not extravagant or frivolous when it comes to gift giving or receiving between friends. He says between his friends, they usually give each other money, and he would wrap it in a way he associates with that person. He said he also doesn't write letters, but he receives them from relatives. I decided it would be best to write a short, sweet and simple note to put the gift into context. The user said that the gift that he would love to have for Christmas is a really expensive pair of sneakers however, he cannot afford them yet. Another way the user said they exchange gifts to friends is through gifting a joke. I therefore decided to incorporate these elements in my gift unwrapping experience.

The joke of the gift is that it will be wrapped as if he is actually receiving the expensive shoes which he wants for Christmas but in reality, he will be receiving 10 euros. I found a plain white shoe box and decorated it as the same style of the sneakers he wants, with his shoe size photoshopped on the side of the box, so he would be expecting his dream shoes. I also put wrapping inside to build more anticipation and a high expectation of the gift. The unwrapping experience is the joke as he is supposed to think he will actually be receiving the sneakers he wants for Christmas. Instead there is a piggybank with the photo of the shoes, and 10 euros with a note that says: 'A kick start for saving up for your sneakers.' The piggy bank is the token as a reminder and memory to save up towards a goal to get the sneakers for himself.



3 Step 3: Define

3.1 User receiving their 'Surprise'



It was an interesting and fun experience to understand how the user reacted to the surprise which I gave him. He mentioned that for Christmas he wanted a new pair of sneakers because of it's simple, clean visual aesthetic (insight 13). The gift giving experience between his friends and his family are quite different. Gifts between his family are more personal however, him and his friends usually gift each other money which is wrapped in a fun way to associate with each other (insight 12). I did not use excessive gift wrapping for the gift to be revealed to him, so the unwrapping experience of the shoebox remained simple (Insight 22).

Julian appeared to be very curious when he saw the shoe box. He could immediately tell that the shoebox was for the exact model sneakers that he wants for Christmas in his shoe size by looking at the side of the box which I photoshopped. He laughed a little bit and he looked really happy. I could sense a build-up of excitement and he paused several times as he started opening the box. He noticed inside it is also wrapped like there is a pair of shoes, so he became even more excited. When the token was revealed to him, he was still excited. His reaction when he saw the piggy bank and the 10 euros was 'ohhh damnn, holy shit'. He found the note and read it out loud, his reaction was really sweet. He said it was 'really nice' and he 'doesn't know how to act now'.

I think that I executed the surprise for my user quite well. I also really appreciate his thoughts and reaction to the gift which I gave him. He said he really appreciated the detail because of its similarity to the shoebox for the pair of shoes he wants. He also said that between him and his friends, they gift each other in a very similar way and that I did a really good job. I was very pleased to hear that. After gifting the surprise, we decided to talk to each other for longer and I gained more insights about him and gift giving between his friends and family.

Insight 24	He likes to listen to rap music as well. He has a playlist with over 500 songs of rap. His two favourite artists are AJ and AITCH. He also likes Tyga, Gunna, Nipsey Hussle, Kendrick Lamar and Wu Tang
Insight 25	Sometimes he finds it difficult to answer personal questions about himself. He would say he is like an abstract artwork because he doesn't know how to describe himself.
Insight 26	His dislikes are cooking, doing projects in school which he doesn't find interesting because he gets demotivated and also certain trends. By certain trends he means things which don't last long (fashion, tiktok trends etc). He likes to think about how things will be good in the long term. He also does

	not like people who are just crazy about having one opinion and cannot see another point of view.
Insight 27	He is in between spontaneous and organised but sometimes he procrastinates.
Insight 28	His favourite colours are green and blue.
Insight 29	His favourite football team (home team) is called Arminia Bielefeld.
Insight 30	His favourite NBA player is Russel Westbrook. He has 2 of his jerseys with him in The Netherlands. One if from when Russel played for Oklahoma Thunder and the other is when he played for the Washington Wizards.
Insight 31	He usually wraps gifts in wrapping paper, and he doesn't write letters.
Insight 32	Gifts are given and received during Christmas and birthdays.
Insight 33	With his friends, he usually also gives money accompanied with something if it is not wrapped in a way that he 'associates it with them'.
Insight 34	There are different ways which he celebrates his birthday. He doesn't like having parties at his own house, but he prefers to go out in a small circle with his friends in the city centre.
Insight 35	He mostly plans his own birthdays. He would not mind being surprised for his birthday because he has never experienced one before.
Insight 36	For Christmas, his parents ask what he would like to be given and they would usually give him what he asked for. Sometimes they don't. He usually celebrates Christmas at his grandparent's house and open gifts after eating Christmas dinner.
Insight 37	He usually asks for reasonable gifts to his parents when its his birthday or when it is Christmas. If they don't get what he asks for, they usually just gift money to help him save up for his investments or they sometimes don't give anything at all.
Insight 38	For Christmas this year, he is going to ask his parents for a dip bar. He needs a dip bar for doing pull up exercises, because he can't install the regular pull up bar due to the weak door frames in his apartment.
Insight 39	He always talks about health and nutrition. He is trying to gain more muscle mass and trying to eat a more protein rich diet. It is difficult for him because he does not enjoy preparing meals or cooking for a long time and eating a meal only for 5 minutes. He doesn't find it difficult to start exercising because it helps him release stress from school and he finds it more fun than cooking.
Insight 40	He said that he also needs a new perfume which is under 130 euros. He wants different perfumes for different occasions so the price may vary. He doesn't enjoy the perfume testing experience at the shop because his nose becomes sensitive to trying out so many different fragrances and it is also a big effort to travel to the city centre only for testing perfume.
Insight 41	Sometimes he has expectations for gifts but not all the time. His expectations are not always specific. If a family or friend forgets to gift them, then he won't be mad about it.
Insight 42	His grandparents sometimes give weird gifts. For his birthday, he was gifted a t-shirt that he wouldn't wear.
Insight 43	He is really grateful and appreciates everything that his grandparents have done for him. Without them he wouldn't be where he is now. His grandparents help to financially support him and encourage him to achieve his goals in life.
Insight 44	His favourite gift of all time actually hasn't been gifted to him yet. His grandparents have been saving 50 euros each month for him ever since he was born. When he turned 18, he could receive the money from them, but he

	decided to wait until later. He thinks long term decisions and investing is important.
Insight 45	He likes to save lots of money and doesn't like to spend money on small things.
Insight 46	His biggest investments have been his mountain bike which he bought at 16 years old and his MacBook which he bought for studying at university. He likes to invest in high quality technology which will last long.
Insight 47	He really enjoys the thrill of driving fast in cars. He doesn't do any races or speed extremely fast anymore because there have been times where he almost had an accident.
Insight 48	He wants to buy a motorcycle for a hobby because it would be 'really dope'. He can't buy it yet because he doesn't have his license for it and its quite expensive for him right now. Its not necessary for him right now but it is something that he would like in the future. His parents also think its too dangerous.
Insight 49	There is a bucket list of things that he wants to achieve in his lifetime. This includes: Doing the moonwalk, being able to dive 50 meters, complete 100 push-ups, make cocktails, whistle with two fingers in his mouth.

3.2 User Portrait

(see appendix F)

3.3 Draft Design Vision

- User and their needs

The user is a 19-year-old straight male from Germany. He is highly invested in health, nutrition and fitness (insight 39). It is important for him to maintain his fitness and play sport such as football and basketball (insight 2). He needs a way to balance his health and nutrition with his busy school life. It would also be fun for him to travel to the U.S.A and watch an NBA basketball game (insight 14). His apartment is quite small and due to COVID-19, he doesn't want to go to the gym so he needs a way to be able to exercise in a similar way to his gym experience (insight 19, 38). The user does not spend money frivolously, he invests his money wisely (insight 44, 45) to think about his long term wants and goals such as graduating high school, bringing his guitar to The Netherlands, new sneakers, and buying a motorcycle (insight 13, 21, 23, 48).

- The gift and the occasion, purpose and giver of the gift

The gift will be an app related to health, fitness and sport. The aspects to the app can be both private and public. For example, he can log for his daily calorie and nutrition intake as private, but he can show his statistics of how much weight he can lift or some other impressive football goal he scored which other people using the app can see. Other sections included can be new quick and easy recipes for him to follow, inspirational motivation quotes, and he can also follow his favourite NBA players 'accounts' on there if he wants to see what their statistics are like.

The user only gives gifts during Christmas and Birthdays, the gift will be given during Christmas. The purpose of the gift is to relate to his health and fitness needs. He is not so good with managing a healthy diet, and he can be able to learn new information to reach an overall healthier lifestyle. The gift is also supposed to be inspiring for him to meet with new people and feel motivated to continue being active and playing sport. His parents (mum and dad) understands and supports his goals in life. They encourage him to do his best and he

feels comfortable with them to ask them for a gift that he would meet his needs more specifically than with his friends or grandparents.

- Design statement Token
POV: Julian needs a gift which is visually simplistic, versatile and high quality so he can use it now and it will also benefit him in the long-term.
- Design statement Digital unwrapping
POV: Julian needs to be activated into his competitive mode to feel stimulated because he wants to upgrade himself towards a healthier and more active lifestyle.
- Design statement Gift Giving Experience

The token acts as a reward for when Julian completes his health and fitness goals in a certain amount of time. Because Julian is competitive, he needs to have a challenge in order to reach his goals. He will only feel motivated to reach his goal if he enjoys what he is doing.

The app is versatile with many options to improve his lifestyle however he chooses. He also sets the goals himself on the app and once he completes the goal under specified time frame, then he is allowed to use the token.

The grand token itself is a ticket to watch an NBA game once Julian has completed a certain amount of goals in the time which he specifies. For example, he can be rewarded this gift after completing at least 100 health and fitness goals in under 12 months. The ticket has a QR code which needs to be scanned on his phone in order for him to access the app each time he wants to use it.

The token has other rewards which increase in value as he progresses through his goals. For example, if he manages to get 50 goals, he can receive new fitness equipment for free. If he surpasses achieving 100 of his health goals, he can also get a chance to have VIP access at the game and possibly meet his favourite player (Russel Westbrook).

This means that the gift can be used for a long period of time for Julian as long as he has an input for a new goal in the app every time, he improves himself fitness or health-wise. This will continue to motivate him as well as stimulate him because he is being competitive and striving for a better reward each time, he completes his health or fitness goal.

- UX factors

Insights used that will be useful for the design - User:

Insight 1	He is a competitive person who likes a challenge within the means of his ability for self-improvement.
Insight 2	He is passionate about football and basketball and enjoys playing these sports with his friends.
Insight 14	He would also appreciate intangible gifts such as tickets to go and see his favourite basketball team in the USA because it would be a new experience and he would like to travel more.
Insight 25	Sometimes he finds it difficult to answer personal questions about himself. He would say he is like an abstract artwork because he doesn't know how to describe himself.
Insight 26	His dislikes are cooking, doing projects in school which he doesn't find interesting because he gets demotivated and also certain trends. By certain trends he means things which don't last long (fashion, tiktok trends etc). He

	likes to think about how things will be good in the long term. He also does not like people who are just crazy about having one opinion and cannot see another point of view.
Insight 30	His favourite NBA player is Russel Westbrook. He has 2 of his jerseys with him in The Netherlands. One if from when Russel played for Oklahoma Thunder and the other is when he played for the Washington Wizards.
Insight 39	He always talks about health and nutrition. He is trying to gain more muscle mass and trying to eat a more protein rich diet. It is difficult for him because he does not enjoy preparing meals or cooking for a long time and eating a meal only for 5 minutes. He doesn't find it difficult to start exercising because it helps him release stress from school and he finds it more fun than cooking.

Decision for intangible gift - How it fits the user:

By making the user competitive with his friends to do what he is passionate about, he will be challenged to feel stimulated with the goal of self-improvement. He will feel motivated to continue using the app because it has elements of health, fitness, football and basketball which he enjoys. The engagement factor which is important here is immersion. The user needs to feel motivated and inspired to continuously self-improve and watch himself physically and mentally grow by meeting his goals on the app.

The app is versatile similarly to receiving money. He can use it however he wants, set his own boundaries, and change them depending on his own health/fitness level. Sometimes asking personal questions to describe himself in some aspects can be challenging. If there were pre-set goals which he needs to achieve on the app, it can also cause some uncertainty. His goals might change over time depending on how much he improves. This relates to the ease-of-use usability factor because the user should be in control of defining their own needs. The app should then adapt to his needs which increases the immersion factor.

Having his once in a lifetime dream experience to watch an N.B.A basketball game in the U.S.A would be a dream come true for the user. Instead of using money to invest in tangible objects, the digital unwrapping experience and reward token will be used to fuel the user into investing towards improving their health and being connected to their passion. The meaning factor for the user is stimulation because they need to feel actively motivated and challenged to self-improve, in order to receive their reward (the token).

Insights used that will be useful for the design - Giver:

Insight 4	He has supportive parents who help him accomplish his biggest goals such as moving to The Netherlands to study at university.
Insight 37	He usually asks for reasonable gifts to his parents when it's his birthday or when it is Christmas. If they don't get what he asks for, they usually just gift money to help him save up for his investments or they sometimes don't give anything at all.
Insight 42	His grandparents sometimes give weird gifts. For his birthday, he was gifted a t-shirt that he wouldn't wear.

Decision for the intangible gift - How it fits the giver:

His parents usually gift the user a present which meets his expectations. By the giver being their parents, the user can also feel a sense of security knowing that he can have some expectation of a gift that will meet his needs. This also links to the flow of how the gift will

be presented to the user. They won't have a reaction where they need to pretend to like the gift even if they think the gift is weird in their head. The user can act natural around their parents and they shouldn't feel anticipation of how they should emotionally react to the gift.

Insights used that will be useful for the design – Occasion:

Insight 9	He enjoys spending time with his friends which he has known for 13-14 years who he met at school. Usually they go for drives, have drinks, have something to eat in the city centre and listen to music for fun. (Intangible gifts)
Insight 16	He is the type of person that likes to enjoy the moment. He keeps all his memories in his head and doesn't take pictures.
Insight 34	There are different ways which he celebrates his birthday. He doesn't like having parties at his own house, but he prefers to go out in a small circle with his friends in the city centre.
Insight 36	For Christmas, his parents ask what he would like to be given and they would usually give him what he asked for. Sometimes they don't. He usually celebrates Christmas at his grandparent's house and open gifts after eating Christmas dinner.
Insight 45	He likes to save lots of money and doesn't like to spend money on small things.

Decision for the intangible gift - How it fits the occasion:

The occasion which the intangible gift will be given to the user is during Christmas. After him and his family have their Christmas dinner, that is when the user will receive and unwrap the gift from their parents. The flow should feel natural to him when receiving the gift as well. It is important that he fully enjoys the moment. He mentioned that they only give gifts during Christmas and birthdays.

When the user actually uses the app, it fits their needs to also use it in their studio apartment in The Netherlands. Activation is important while the user is using the intangible gift because they find it difficult to maintain a healthy and active lifestyle in his while studying in his apartment.

Once the user is actually able to use the token, he will receive the extra gifts/benefits for free since he already spent so much time and effort investing into his health, fitness and passion. He also deserves to enjoy the moment without worrying about spending on small things when he travels to watch the NBA basketball game with his friends in the U.S.A. The token is shared with his friends, but the user is the one who holds it for himself for keepsake. They need to feel a sense of purpose and relatedness when travelling to a new country with his friends who share the same interests as him.

3.4 Persona

(See appendix H)

Feedback from individual user portrait:

Before we made the user portrait, as a design team we wanted to see what similarities both of our users have so we put everything into a miro board (See appendix G). I met up with my user 3 times to get feedback for the portrait that I made of him. We both agreed that some of the information could be summarised in fewer words. For example, in the bio for the persona, the personality is summarised in 3 words which is more concise and straightforward. There were some details which I included in the portrait which the user said

wasn't necessary. My first draft of the portrait was very detailed with information that he said could be cut out. Overall, the persona is much more readable due to the reduction of words. If someone were to look at the persona, I think they would be able to grasp a good general idea about the user.

3.5 Final Design Vision

- User and their needs

The user is a 19-year-old male from Albania. He misses his friends from back home and want them to visit him. Jurun likes to celebrate his birthday in different ways with his circle of friends, but he mostly have drinks with his friends, go out into the city centre to party late at night. He is interested in basketball and is a big fan of NBA (the NBA bubble is located in the U.S.A.). If he had the opportunity to travel to the U.S.A to watch a game, it would be 'really dope'. Since Jurun has grown up his whole life in his home country, he wishes to travel more for a valuable intangible experience. In addition to making the intangible gift memorable for the user, travelling with their friends will accomplish his main the user need. Jurun invests his money towards his long-term goals and hobbies that will benefit in the future. Another long-term goal which he is working towards is graduating from university.

- The gift and the occasion, purpose and giver of the gift

The gift Jurun would be receiving are tickets for an NBA game to the U.S.A., where he can watch his favourite basketball teams and have once in a lifetime experience with his friends.

The occasion which the gift will be given to Jurun is on his 21st birthday as he mainly receives gifts for special occasions and the giver would be his grandparents.

The purpose of the gift is for him to have an interconnected experience with his passion of basketball and his friends. Travelling to the U.S.A. is a new experience which Jurun would appreciate since it is a new, different way to celebrate his birthday. At 21 years old, he will also be able to celebrate by drinking with his friends legally in cities of the U.S.A. The gift overall is a grand gesture which he can anticipate, making the gift more exciting and lifechanging. Hopefully the gift will inspire Jurun to feel comfortable travelling and exploring a new country with his friends, while his passion of watching live NBA will inspire him to physically continue playing basketball as a hobby.

- Design statement Token

Jurun needs a gift which involves his friends to feel a sense of relatedness because he feels like he is missing out on experiences that they would usually have together in his hometown.

Jurun misses his close group of friends from back home because of the fun things they would do together in their free time, like going for long drives, parties and going to the city centre. He needs something to remind him of them, but also show him their appreciation of him.

- Design statement Digital unwrapping

Jurun needs to be stimulated to by having a build-up of anticipation for a gift which he know he will receive over a long period of time before the day it is gifted to him.

Jurun has saved his money from his parents and by working long hours at a grocery store during the summer. However, he also enjoys the anticipation of waiting for a special day to receive money over a long period of time whether it is his pay-check or from his family/friends. Jurun appreciates receiving money as a gift since it is versatile, to use it however he likes. Frivolous and small frequent purchases are not a part of his character, he values high quality assets over something which is cheap. Examples are technological gadgets such as a new laptop for school and a new camera for his photography hobby. The best gift of all time which Jurun has received is one which he hasn't gotten yet. His grandparents have been saving money since he was born. He appreciates a grand gesture gift which he can open knowing that it was worth waiting for so long in anticipation.

- Design statement Gift Giving Experience

The connection between the token and the gift-unwrapping experience is that they would together solve two of his biggest user needs – missing his friends and finding a way and to enrich his passion for basketball. The token would fulfil his wish to feel connection with his friends.

Insights used that will be useful for the design - User:

Insight 2	He is passionate about football and basketball and enjoys playing these sports with his friends.
Insight 6	He regularly exercises and has a daily routine for when he is not doing schoolwork or sleeping.
Insight 7	He is still learning how to cook but he doesn't enjoy it. For him it is not worth to cook for hours and then eat the meal for 5 minutes.
Insight 13	He does not want to directly ask his friends or family directly for the gift that he wants for Christmas or his birthday. He would find it difficult to ask for such an expensive gift. The gift that he wants is the Pharrell Williams HU NMDs because of its clean, simplistic visual aesthetic.
Insight 30	His favourite NBA player is Russel Westbrook. He has 2 of his jerseys with him in The Netherlands. One if from when Russel played for Oklahoma Thunder and the other is when he played for the Washington Wizards.
Insight 39	He always talks about health and nutrition. He is trying to gain more muscle mass and trying to eat a more protein rich diet. It is difficult for him because he does not enjoy preparing meals or cooking for a long time and eating a meal only for 5 minutes. He doesn't find it difficult to start exercising because it helps him release stress from school and he finds it more fun than cooking.
Insight 46	His biggest investments have been his mountain bike which he bought at 16 years old and his MacBook which he bought for studying at university. He likes to invest in high quality technology which will last long.

Decision for intangible gift - How it fits user:

The aesthetics of gifts which Jurun receives is an important factor. He likes a clean, simple visual aesthetic. A timeless gift is engaging for him because he values using things for a long period of time. Jurun needs to be physically activated to feel a connection with his passion of basketball. The lockdown means he is not able to stay fit outside his apartment and engage in social activities including his favourite sports. It is important for Jurun to stay physically active despite the current situation, so he maintains a balanced and enjoyable lifestyle. If he loses connection with his passion to a healthy, active lifestyle and stops playing basketball, it means that he loses his regular routine and an interesting hobby. He

also will end up only focusing on schoolwork and sleeping if he becomes out of touch with this lifestyle.

Insights used that will be useful for the design - Giver:

Insight 9	He enjoys spending time with his friends which he has known for 13-14 years who he met at school. Usually they go for drives, have drinks, have something to eat in the city centre and listen to music for fun. (Intangible gifts)
Insight 12	Him and his friends exchange gifts by giving each other money and wrap it in a way which he associates it to that person. One way is by gifting a 'joke' type of present such as medicine.
Insight 13	He does not want to directly ask his friends or family directly for the gift that he wants for Christmas or his birthday. He would find it difficult to ask for such an expensive gift. The gift that he wants is the Pharrell Williams HU NMDs because of its clean, simplistic visual aesthetic.
Insight 17	He communicates with his friends and family on a regular basis using Facetime and WhatsApp. He wants his friends to visit him in The Hague because he misses them. He has joked to his friends that he wants them to come and study in the same university as him.

Decision for the intangible gift - How it fits the giver:

Him and his friends gift each other presents that is wrapped in a way which they usually associate with each other. It can be difficult to adapt in a new environment and start a new chapter of life that is the first year of university. He misses his friends from back home especially all the social activities that they did together such as going for drives, having some drinks and travelling to the city centre. He misses these activities and wants to feel a sense of purpose and relatedness with them once they see each other again. The gift givers (his group of friends) also should make the token a physical element which shows their appreciation to Jurun, and reminds him that even though they are apart, they will still have a close connection when they meet up and do their favourite activities together.

Insights used that will be useful for the design – Occasion:

Insight 14	He would also appreciate intangible gifts such as tickets to go and see his favourite basketball team in the USA because it would be a new experience.
Insight 32	Gifts are given and received during Christmas and birthdays.
Insight 34	There are different ways which he celebrates his birthday. He doesn't like having parties at his own house, but he prefers to go out in a small circle with his friends in the city centre.
Insight 35	He mostly plans his own birthdays. He would not mind being surprised for his birthday because he has never experienced one before.

Design for the intangible gift – How it fits the occasion:

Jurun would appreciate a new experience to travel to the U.S.A to watch an NBA basketball game with his close friends. His birthday is next year in June so hopefully at that time if there is no more lockdown, his friends could give him this gift. Accessibility and safety are important usability factors, because they would need to travel across the world to have this experience. This new experience is also stimulating for the user, he has never been gifted a surprise birthday before.

3.6 Review of your Design Thinking Process

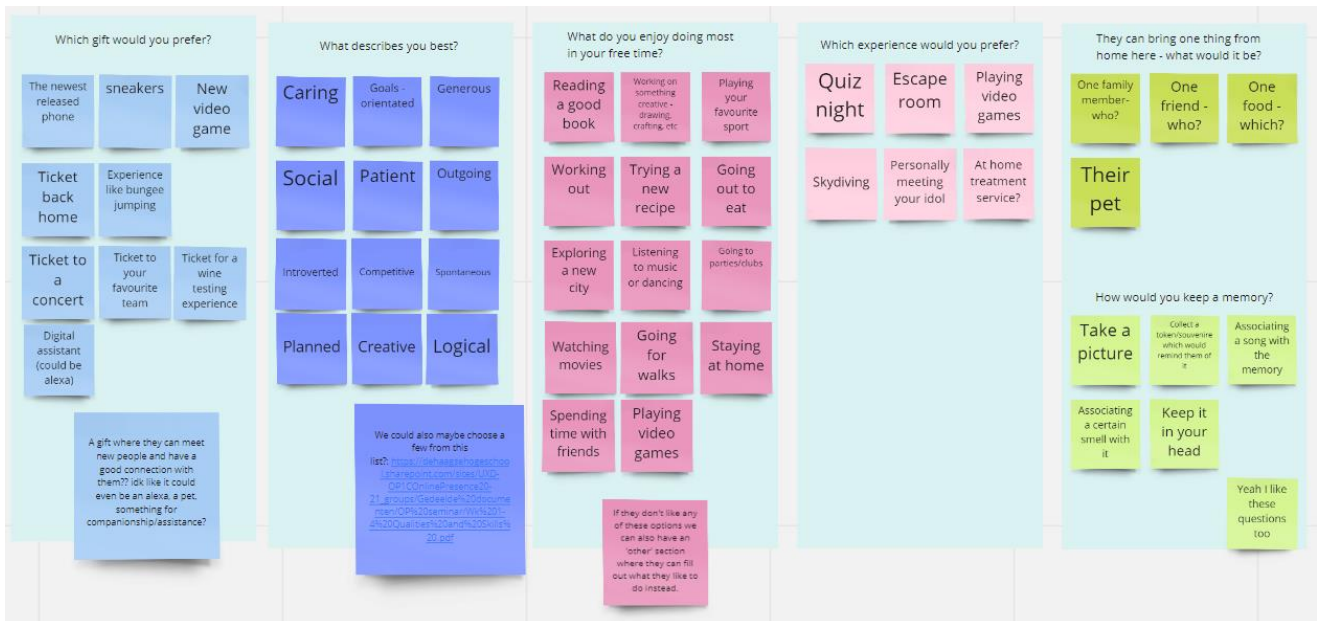
Overall, I am really pleased with how the design process went. I met with my user more times than instructed in the design journal so that I can have more time to empathise with them and get to know them. Doing this has unintentionally helped me gain more insights to use in my journal. I'm glad that after the 'surprise' I met up with him to talk because that is when I found out a lot more information that is useful for the user portrait. After doing the user portrait, me and my user also scheduled consultations to check each other's portraits to see what improvements can be made.

The activities that I am pleased with the most are the interviews. I feel that I asked good questions and received good answers to make valuable and meaningful insights. It was not difficult to schedule a time for us to meet up and it all went as according to my plan and my protocol. However, I am not pleased with how the observation was carried out. If I were to do something similar next time, I would have more clear instructions and an easier set-up so that the user has a clearer direction to follow.

The activities each week aim to help me see different perspective that I would not usually think of myself. I may have my own ideas and assumptions, but when I get feedback or talk to someone else about my understanding, I can receive new valuable ideas. For example, the diverging technique in class which I used to answer my HMW question for the digital unwrapping experience was Edward de Bono's 6 thinking hats. It considers factual, positive, intuitive, creative, negative and processing ideas to come up with new ideas. By following this, I am able to have a better understanding of the user's experience and also be able to make new connections that I wouldn't think of myself.

4 APPENDIX

Appendix A: Protocol ideas for the questionnaire



Appendix B: Data from questionnaire

Q1

Which of the following best describes you?

Patient

Goals - orientated

Competitive

Logical

Creative

Q2

What do you enjoy doing most in your free time? (please choose up to 5 options)

Playing your favourite sport

Working out

Trying new recipe

Listening to music or dancing

Spending time with friends

Q3

Which of these gift would you prefer the most?

Sneakers

Q4

Which of these gift would you prefer the most?

Ticket to your favourite team

Q5

Which of these gift would you prefer the most?

Experience like bungee jumping

Q6

Which experience would you prefer?

Personally meeting your idol

Q7

How would you keep a memory?

Keep it in your head

Q8

If you could bring one thing from home here - what would it be?

A friend

Appendix C: Protocol for Interview

Hey Julian, the objective of this interview is for me to get a more in depth understanding of the answers which you gave me in the questionnaire that I gave you yesterday. I would like to know your experiences behind the answers which you gave me so that I can create an enjoyable gift giving experience for you. There are no right or wrong answers, I am just trying to find out more about you so that I am able to make this gift giving experience for you. If you have any questions before we start, please let me know.

1. Can you tell me about a stressful experience where you needed to be patient?
 - How did that make you feel?
 - How did you overcome this?
 - Have you applied this approach in other stressful situations?
2. What are some of the biggest goals that you have accomplished?
 - How did you accomplish those goals? Interest
 - Did you have a mentor?
3. Can you tell me about a situation where you felt competitive?
 - What triggers do you think make you have a competitive mindset?
 - Does that happen all the time? (If not how else do you approach the situation?)
 - What do you gain by being a competitive person?
4. You said in the questionnaire that you are a logical and creative person, can you tell me a little bit more about that?
 - What are your strengths/weaknesses being a logical person?
 - How have you applied your logical ability to real life situations?
 - What are your strengths/weaknesses being a creative person?
 - How have you applied your creative thinking ability to real life situations?
5. What are your favourite sports and why?
 - Do you play any of those sports?
 - Can you tell me how you began playing this sport?

- How has playing sport influenced you as a person? Do you think playing sport has an effect?
 - on your persona and in what way?
 - What does your workout routine look like?
 - What do you enjoy about working out? Is there something that you think could improve?
 - your workout routine?
6. What are your favourite foods?
- In the questionnaire you said that you enjoy trying new recipes, can you tell me about the
 - latest recipe you learnt?
 - Have you had any recipe disasters?
 - How do you think you could have stopped this from happening?
 - What was your most successful recipe?
 - What did you enjoy about it?
7. In the questionnaire you also said that you like listening to music and dancing. Do you enjoy both or prefer one over the other?
- What is your favourite genre of music?
 - How often do you listen to music? Is there some special occasion when you do?
 - Can you show me a quick dance?
8. What do you usually do with your friends?
- How did you meet your friends?
 - Do you think that your friends are like you in any way?
 - Do you and your friends exchange gifts at all?
 - Are there any customs or rules that you have for exchanging gifts with your friends or family?
9. How would you feel if your friend gifted you a new pair of sneakers for Christmas?
- What made you think to want a pair of sneakers?
 - Could you tell me what type of sneakers you would like and how you would use them?
10. In the questionnaire, you said that you would like a ticket for your favourite team. Could you tell me a bit more about this team?
- Why is this team so important to you?
 - Why do you choose this team over the others?
 - What would you like to do with your favourite team if you were given the chance to meet them?
11. How would you react if you were told that you were gifted a bungee jumping experience?
- What made you chose this option?
 - Do you know a place where you would like to go bungee jumping?
 - Would you take someone with you?
12. Can you tell me why you like to keep memories in your head?
13. You said in the questionnaire, if you could bring one thing from home that it would be a friend.
- Could you tell me what exactly do you miss about your friend?
 - How are you managing to keep in contact with your friend?
 - What are you doing in order to maintain the friendship?

End of interview

Okay thank you for your time and for answering the questions. I feel like I know a lot more than I did before to make an enjoyable gift giving experience for you.

Appendix D: Field Notes – Apartment Tour

- Has a coffee machine which he doesn't use. It was gifted to him by a family member.
- He has a lot of glass jars and bottles on the floor because he doesn't know where the recycling bin is. (There isn't one in our apartment). He could repurpose some of the items that he wants to recycle.
- There is a PS4 in front of his television which he uses to play some video games.
- He has a small weight-lifting set by his bed which he uses to exercise. It is not adequate for the exercises he wants to do.
- He has a ukulele by his bed because it reminds him of his guitar. He says he is trying to bring his guitar from home to his apartment so he can keep on playing it.
- There is also a tiny electronic drum set by his bed, he wishes he could play the drums here in his apartment, but it would be too loud for the neighbours.
- On his bookshelf by his bed, there are a lot of Harry Potter books. He also has some other childhood books which he enjoys a lot.
- His apartment is very clean, his bed was made, it smells fresh and there are nice football decorations on the bookshelf. There are also some mints and a fake plant on the coffee table, which is a nice, clean touch.

Appendix E: Observation photos and notes

The only instruction I gave for my user in the observation was to create a gift unwrapping experience himself to see what he would come up with. He found it difficult to complete the task because he said the instruction was too broad for him to come up with a solution. It would be better if he had some boundaries, limitations or restriction to the task, so he knew what direction to go.

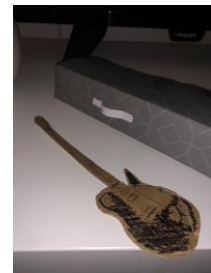
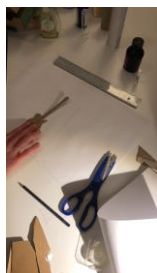
He ended up spending an hour making his gift. He used a ruler to precisely measure the dimensions and he showed me a picture online of what he was trying to make because the end result did not meet the idea which he had in mind.

Set-up:

User's Expected outcome (black guitar and red velvet guitar case):



Final outcome:



Appendix F: User Portrait

Julian Kendrick Müller



Biography

Julian is a 19 year old boy from Germany. He describes himself as both a rational and creative thinker. After graduating high school, he worked patiently at a supermarket before going to The Netherlands to study User Experience design.

Relationships

Parents: Helped reach his goal to study abroad. They support his interests in music.

Grandparents: Financially support him and also encourage his goals in life.

Friends: Good connection with friends from hometown. He has known his closest friend for over 13 years.

Interests

Football, American and U.K hip-hop, playing the guitar and drums, basketball, health and nutrition.



Dislikes

Cooking, doing projects in school which he doesn't enjoy.



Tagline: I am an abstract artwork because I don't know how to describe myself..

Julian's Bucket list

- Do the moonwalk.
- Complete 100 push-ups.
- Make cocktails.
- Dive 50 metres.

Christmas list

Sneakers, dip bar for exercising in studio apartment.



User Needs

- Have his guitar with him in The Netherlands and have his friends visit him.
- He would appreciate travelling to the U.S.A to watch an NBA game.
- Road trip.
- A motorcycle would be a cool new hobby to try.



Gift giving and receiving

- Usually only gives and receives gifts on special occasions (Birthday, Christmas)
- He doesn't write letters but receives them from family.
- Gifts money to friends and wraps it in a way that he associates it to the person.
- For Christmas, he wraps gifts in Christmas wrapping paper



- Usually plans his own birthdays.
- Likes to celebrate birthdays in different ways.
- Celebrates by going out in a small circle with friends to party late at night.
- Doesn't like to party at his own house.
- Likes to go for drives to the city centre with friends.



- There aren't high expectations for gifts which he receives.
- He does not expect something specific if he asks his parents for something.
- He wouldn't mind being surprised.
- If his family or friends don't give him a gift on a special occasion, he doesn't mind.

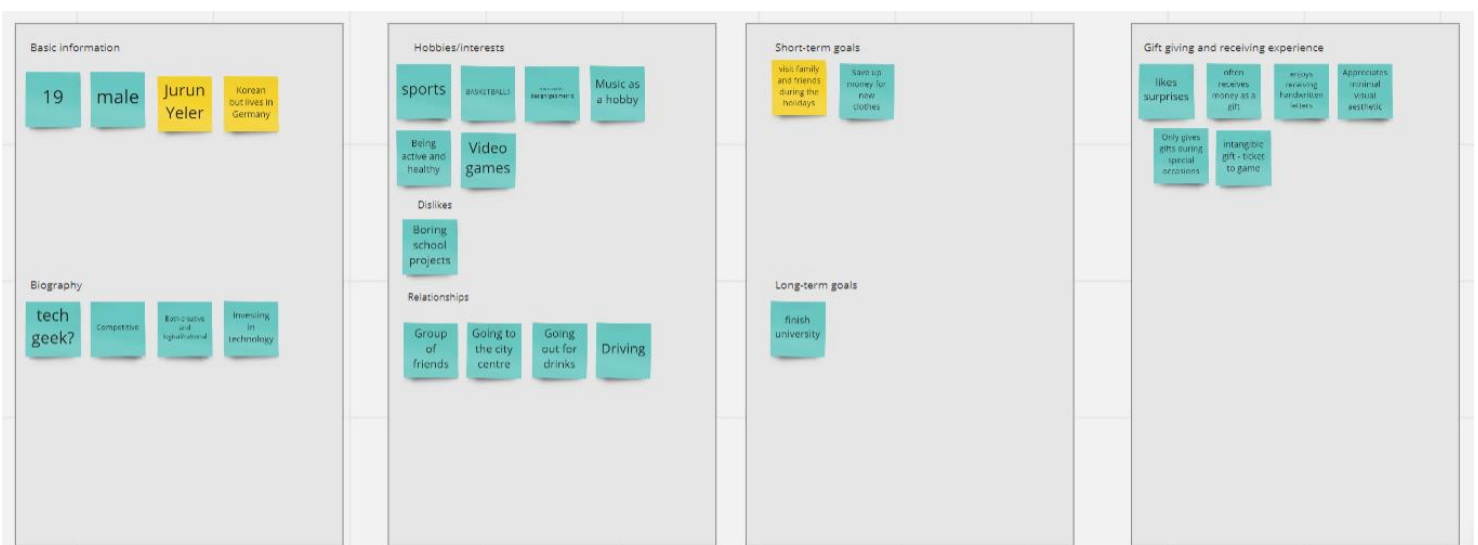
- He doesn't spend money on small things.
- He likes to use the money which he is gifted for long-term investments.
- His biggest investments are a mountain bike and his laptop for school.



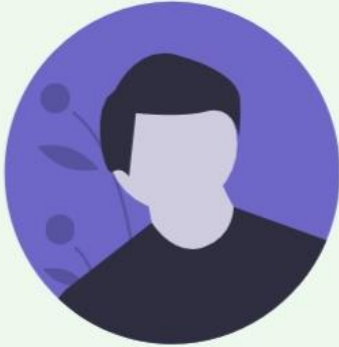
- Enjoys receiving money as a gift.
- Money is versatile so he can use it however he likes.
- Best gift he has received so far would be from his grandparents which is money that they have saved for him since he was born.

Appendix G: Miro Board for User Persona

[Mind Map, Online Whiteboard for Visual Collaboration \(miro.com\)](https://miro.com/)



Jurun Yeler



Age: 19
Location: Den Haag
Occupation: UXD student
Relationship status: Single

Things he likes

- Geometric art
- Technology
- Watching NBA
- Being active and healthy
- Listening to rap and hip-hop music



Goals

- Visit family and friends during the holidays
- Save up money for new clothes
- Graduate from university

Relationships

Has a group of friends back home, who he knew most of his life. They enjoy doing all kinds of fun things together like:

- driving around
- going for coffee at the city center
- grabbing drinks

Very close relationship with his family, who support him and help him through everything.

Bio

Jurun is half Korean - half German, but has lived most of his life in Albania. After graduating from highschool, he moved to the Netherlands to continue his studies as a UXD student at THUAS, Den Haag.

Competitive

Creative

Rational

Gift-giving experience

- enjoys **surprises**
- often receives **money as a gift**
- loves receiving **handwritten letters**
- appreciates **minimal visual aesthetic**
- only gifts/receives gifts during **special occasions**



Hobbies

- Basketball
- Working out
- Healthy lifestyle
- Video Games
- Playing music instruments and creating music



Things he dislikes

- Boring school projects
- Cooking

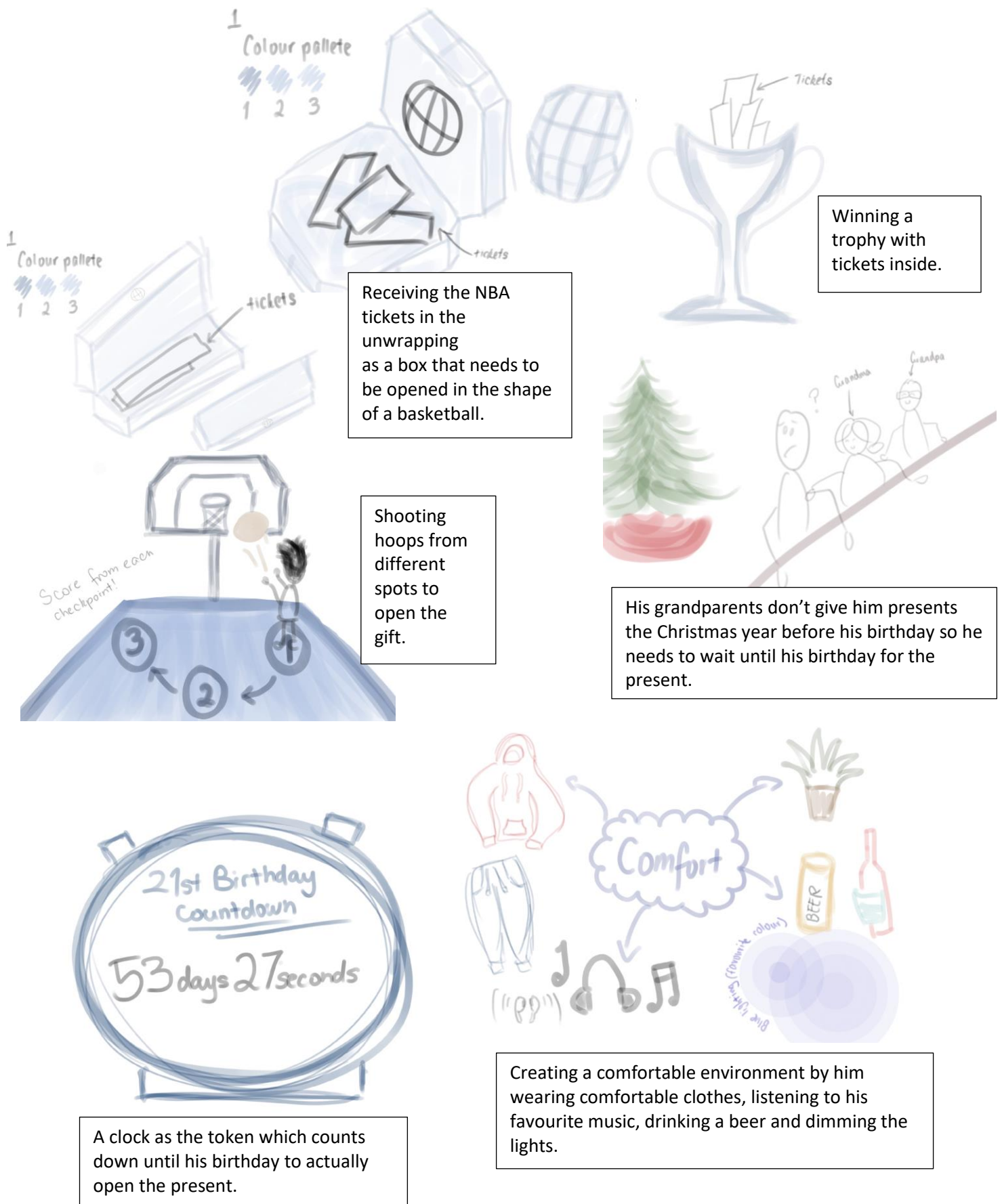


5 Ideate

5.1 Individual list of HMW's

- Unwrapping experience: How might we create a minimalist visual aesthetically pleasing design for the user to appreciate the gift?
- How might we initiate the grandparents to deliver the message to the user for receiving the gift?
- How might we make the user physically active in the gift unwrapping experience so he feels a connection to the passion of basketball?
- How might we ensure that the user will remain engaged until receiving the gift by creating a sensation of anticipation for a long period of time?
- How might we make the token meaningful by involving the user's friends?
- How might we create a token for the user which increases value over time as a reminder for a memorable experience?
- How might we connect the user's passion of basketball with his friends to feel like they are still close?
- How might we spice up the user's gift unwrapping experience by incorporating a joke?
- How might we let the user's mind feel comforted by showing some guarantee that he will like the gift?
- How might we challenge the user by physically activating them to feel energized about the experience?
- How might we comfort the user during the experience to reduce awkwardness?
- How might we stimulate the user by enhancing his competitiveness during the experience?

5.2 Brain dump



5.3 Design Teams list of HMW's

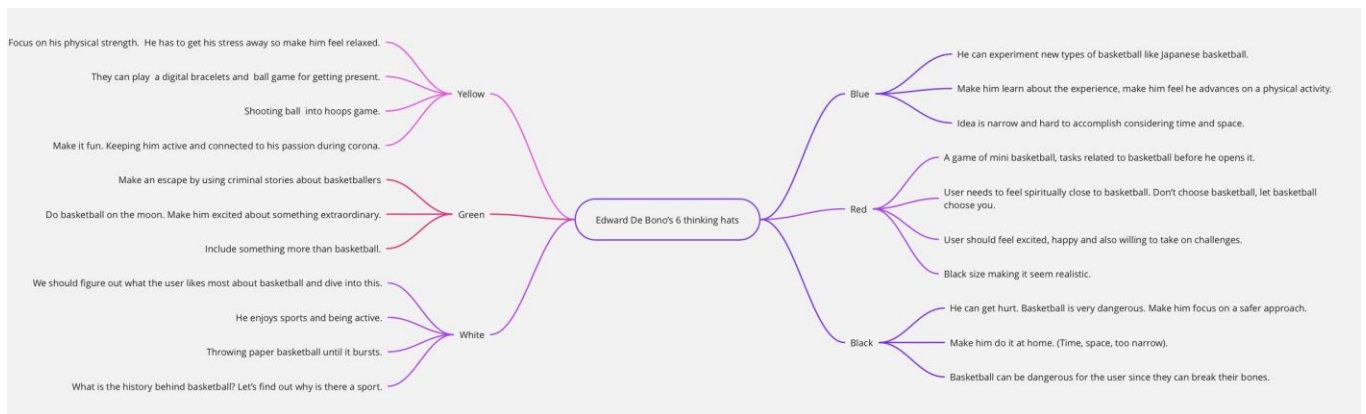
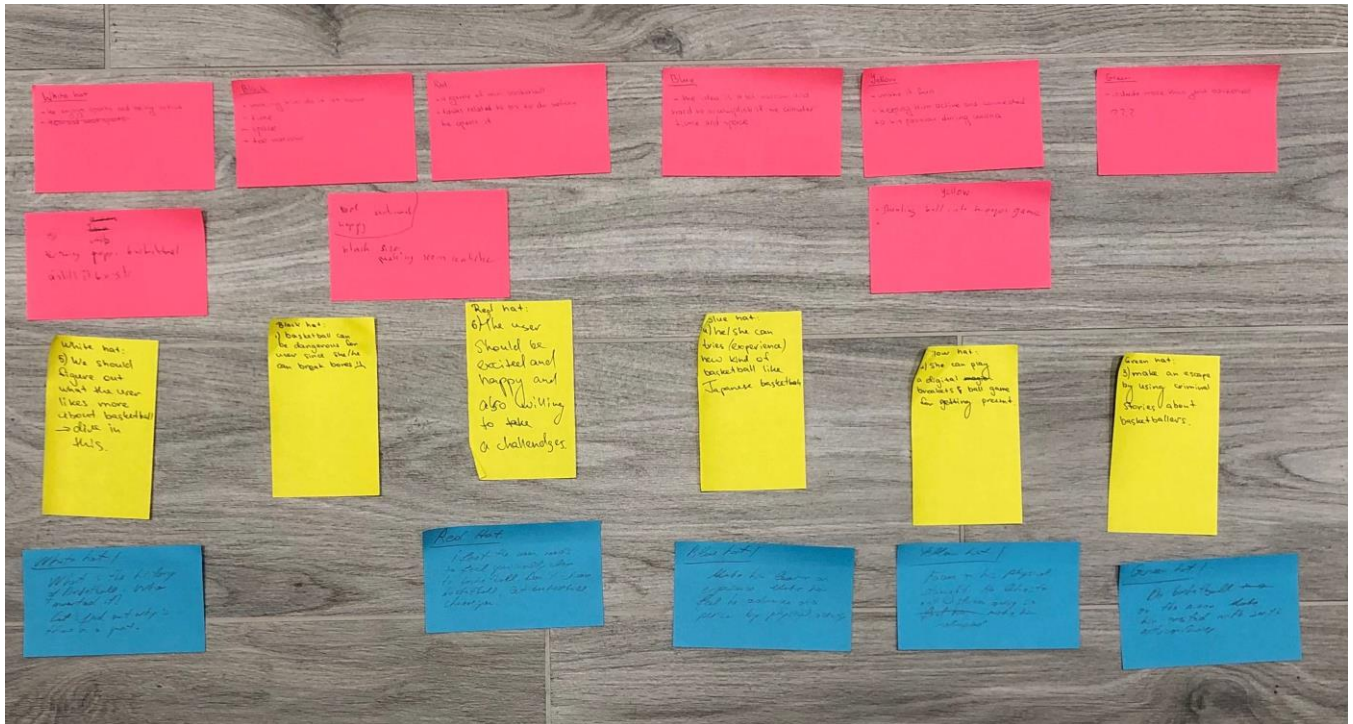
- How might we make the user physically active in the gift unwrapping experience, so he feels a connection to the passion of basketball?
- How might we create a token for the user which increases value over time as a reminder for a memorable experience?
- How might we ensure that the user will remain engaged until receiving the gift by creating a sensation of anticipation for a long period of time?
- How might we connect the user's passion of basketball with his friends to feel like they are still close?
- How might we stimulate the user by enhancing his competitiveness during the experience?
- How might we challenge the user by physically activating them to feel energized about the experience?
- How might we initiate the grandparents to deliver the message to the user for receiving the gift?

5.4 Creative technique with instructions and results

The creative technique which I used to inspire more ideas was Edward De Bono's 6 thinking hats. The White Hat calls for information known or needed. "The facts, just the facts." The Yellow Hat symbolizes brightness and optimism. Under this hat you explore the positives and probe for value and benefit. The Black Hat is judgment – the devil's advocate or why something may not work. Spot the difficulties and dangers; where things might go wrong. Probably the most powerful and useful of the Hats but a problem if overused. The Red Hat signifies feelings, hunches and intuition. When using this hat you can express emotions and feelings and share fears, likes, dislikes, loves, and hates. Green Hat focuses on creativity; the possibilities, alternatives, and new ideas. It's an opportunity to express new concepts and new perceptions. The Blue Hat is used to manage the thinking process. It's the control mechanism that ensures the Six Thinking Hats guidelines are observed.

I executed the creative technique in a group by displaying the how might we question: How might we make the user physically active in the gift unwrapping experience, so he feels a connection to the passion of basketball? And the 6 thinking hats. Everyone sat in a circle, and I assigned each person 1 hat to begin with. Post-it notes were handed out to the group members to write down their suggestions and they wrote the colour of the hat at the top of the post-it note. I assigned rounds for 30 seconds where each person needed to write a suggestion, then they would rotate the colour of the hat. Eventually all the group members came up with ideas using each thinking hat.

- Maximize productive collaboration and minimize counterproductive interaction/behavior
- Consider issues, problems, decisions, and opportunities systematically
- Use Parallel Thinking as a group or team to generate more, better ideas and solutions
- Stimulate innovation by generating more and better ideas quickly
- Go beyond the obvious to discover effective alternate solutions
- Spot opportunities where others see only problems
- Think clearly and objectively
- View problems from new and unusual angles
- See all sides of a situation
- Keep egos and "turf protection" in check



5.5 Sketches

- How might we make the user physically active in the gift unwrapping experience so he feels a connection to the passion of basketball?

MASTER KOBE'S MOVES CARD PACK!



Win a prize after mastering all the skills!

Completing cards which have different basketball moves to reveal the prize.

SOLVE THE MYSTERY



Finding clues to solve a mystery involving a basketball player.

1. What is your best friend's favourite colour?
2. When is his birthday?
By push to the left side of puzzle piece 1 (there will be 24 pieces in total to unlock the puzzle)

DIGITAL PUZZLE



Pushing puzzle pieces together after answering questions about basketball to reveal the puzzle also in the shape of a basketball.



Playing a simulation of a real NBA basketball game.

BASKETBALL PUMP



Pumping up a basketball until it explodes – also makes him feel energized and stimulated.

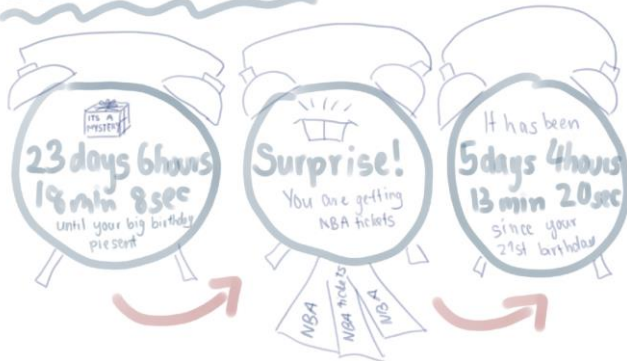
COMPLETE BASKETBALL SUIT (super Power)



Basketball suit that works like a superhero suit. It gives powers to play the best in basketball and will also protect him from getting hurt.

- How might we create a token for the user which increases value over time as a reminder for a memorable experience?

COUNTDOWN



An alarm clock counting down until his birthday and he knows he will get a prize. After the gift, it counts down since he received it.

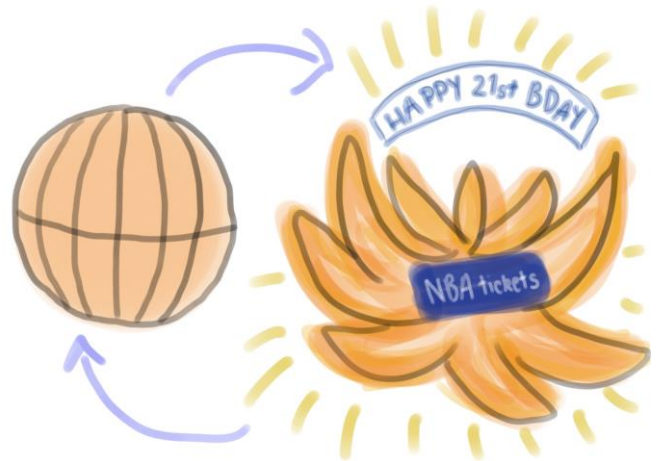
KEY to unlock the maze



Basketball shaped key in a treasure box which unlocks a maze.



A giant basketball.



Basketball which can open and close revealing the gift after digital unwrapping.



Physical book that also connects to an e-book about the history of basketball, the rules etc.

BASKETBALL SHOES



After making the surprise, I gained from the insights that the user wants sneaker shoes. These are basketball shoes which when activated, count how many steps they take when playing a basketball game. If they pass a certain number of steps, it can reveal the gift.

- How might we ensure that the user will remain engaged until receiving the gift by creating a sensation of anticipation for a long period of time?

BASKETBALL AROUND THE WORLD



Video game of playing basketball all over the world. He will unexpectedly play in a different country each game.

COUNTDOWN



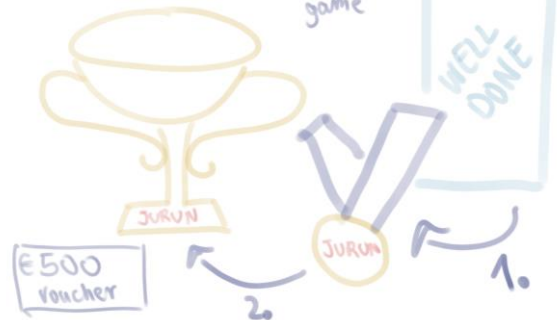
Different activities related with fitness/basketball to do as it gets closer to his birthday.

Play Basketball through History



Playing basketball games throughout history until he reaches the present.

REWARDS



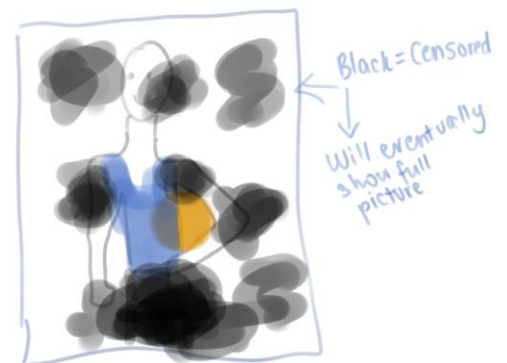
Earning small rewards for completing challenges. Rewards increase in value over time.

BASKETBALL ISLAND ~game



Having different levels to complete challenges. Include unexpected surprises along the way.

GRADUAL REVEAL

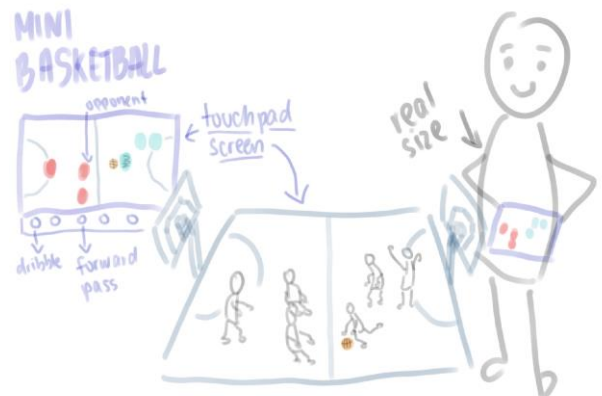


Slow and gradual reveal for certainty that he will receive a gift and that he is doing the digital unwrapping correctly.

- How might we connect the user's passion of basketball with his friends to feel like they are still close?



Landing from a parachute and his friends have a happy birthday message on the ground.



Him and his friends can play basketball online together on a touch screen pad.

DIGITAL FRIENDSHIP BRACELET



Digital friendship bracelet that counts how many games him and his friends play basketball games together.

Complete the maze



Completing a maze while calling friends at the same time for help to reach the centre.



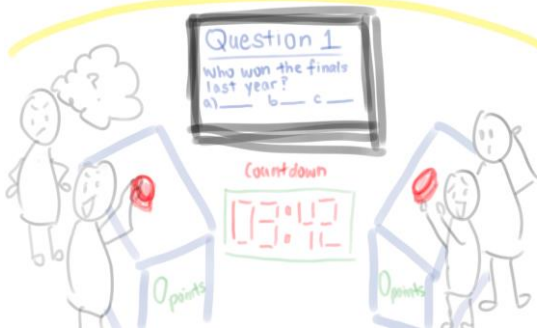
Using sensor camera to detect the user doing the digital unwrapping with friends at the same time.



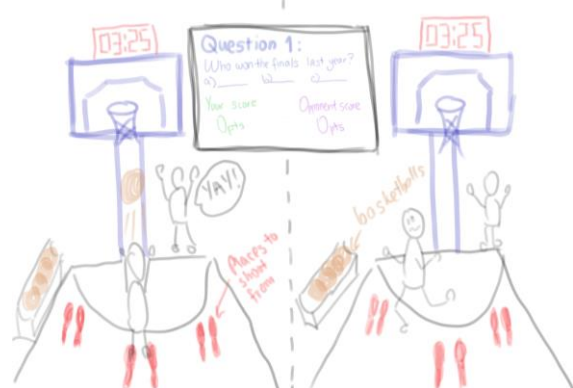
Goggles for playing in a simulation with friends.

- How might we stimulate the user by enhancing his competitiveness during the experience?

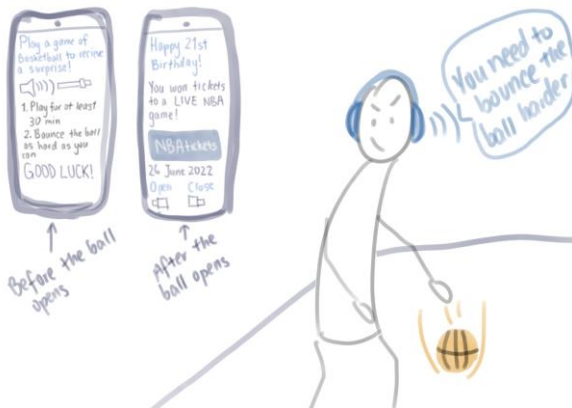
BASKETBALL TRIVIA!



Playing a game of trivia of basketball questions with his friends.



Trivia game but instead of pressing buzzer, he needs to shoot basketball in the hoop to answer the question.



Needs to bounce the basketball hard enough until it bursts open.



Shooting the basketball with few attempts to collect money and the gift. Hoops are different sizes and distances from the line.

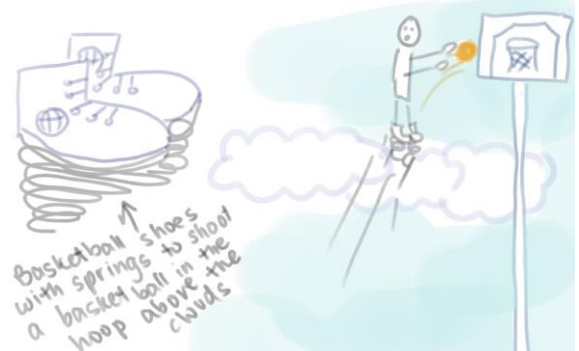
MUSICAL BASKETBALL



Use up all the balls to score in each hoop before his playlist of favourite songs ends.

Shoot basketballs in all the hoops before his favourite songs finish playing.

SUPER SPRING BASKETBALL SHOES



Has few attempts to use basketball shoes with springs to shoot the ball into the hoop above the clouds.

- How might we initiate the grandparents to deliver the message to the user for receiving the gift?



User would be switching through tv channels, then grandparents appear on the screen to announce a gift.

MONEY TRAIL



Before the user goes back to the Netherlands for university, his grandparents leave a money trail in his belongings which lead to a note or the token for digital unwrapping.

FOOD DELIVERY



Grandparents call someone to deliver to his door a healthy ready-made birthday meal with a note that announces digital unwrapping.

PHOTO ALBUM



He receives a photo album from grandparents: showing him growing up playing basketball with friends and a note for digital unwrapping.

In order to make sketches for each question, I used the data from my insights, user portrait and persona. The creative technique resulted in many new ideas for me which I had not considered before such as safety. I was able to alter the ideas of the suggestions which students gave me, to construct a new idea that makes sense to me and which fits the design vision. I also considered how the sketch could answer other questions which might not be specifically related. For example, I considered how I can incorporate the user's passion for basketball in some questions where basketball is not mentioned to focus on an idea to create. All of these elements helped me to create a lot of sketches which inspires design.

6 Concepts & Prototypes

6.1 Three draft concepts

I used the methodological chart to come up with my 3 concepts. I put the HMW questions in one column, and the rows show the sketches for the questions. I started to circle one drawing at a time starting from the top of the chart and writing down how I think a story of receiving the gift would happen in a random order. Once I had some points of the story, I changed the order to come up with my ideas to make the story flow from beginning to end.

Idea 1 – Mystery Maze



Jurun's grandparents make a short video to wish him happy birthday and announce that he has a gift to be opened while he is switching television channels. Jurun is presented with a mystery case to solve by his grandparents involving a famous basketball player. Jurun needs to find out who else was involved in the case by completing a maze. He receives the key as a token to unlock the maze. At various points inside the maze, there are traces of evidence but before he can touch any evidence, he needs to figure out what connection it has to the case. He must confirm his answer why that evidence can help him solve the case by communicating to the maze through shooting a basketball in the hoop. (The maze is interactive like Alexa). He also calls with his friends on the phone to help him figure out pieces of information. The more evidence Jurun collects, he gradually reveals the picture of who else was involved of the mystery case which can be seen by Jurun at all times. When he reaches the centre of the maze, he finishes. The walls of the maze fall down, and he keeps the key to the maze as a token. That is when he is revealed his gift of NBA basketball tickets with his friends. - This will only take one day to complete.

Idea 2 – Countdown Clock

How might we make the user physically active in the gift unboxing experience, so that he feels a connection to his passion of basketball?	MASTER ROBE'S MOVES AND TACKLES	SOLVE THE MYSTERY	DIGITAL PEOPLE	NBA FINALS	BASKETBALL POINT	COMPLETE BASKETBALL
How might we create a token for the user which increases value over time as a reminder for a memorable experience?	COUNTDOWN	KEY IS WHICH THE MOST	SHOOT THE BASKET	SHOOT THE BASKET	SHOOT THE BASKET	BASKETBALL SHOTS
How might we ensure the user will remain engaged until receiving the gift by creating a sensation of anticipation for a long period of time?	BASKETBALL AROUND THE WORLD	COUNTDOWN	PLAY BASKETBALL EVERY DAY	REWARDS	BASKETBALL SHOOT	CARDINAL REVEAL
How might we connect the user's passion of basketball with his friends to feel like they are still close?	PARACHUTE DOWN	KEY IS WHICH THE MOST	DIGITAL BASKETBALL	COMPLETE THE MUSIC	BASKETBALL SHOOT	CARDINAL REVEAL
How might we stimulate the user by enhancing his competitiveness during the experience?	BASKETBALL AROUND THE WORLD	PLAY BASKETBALL EVERY DAY	DIGITAL BASKETBALL	COMPLETE THE MUSIC	BASKETBALL SHOOT	CARDINAL REVEAL
How might we initiate the grandparents to deliver the message to the user for receiving the gift?	COUNTDOWN	MONEY TRAIL	FOOD DELIVERY	PHOTO ALBUM	MUSICAL BASKETBALL	SUPER-SPRING BASKETBALL SHOTS

Jurun's grandparents wish him an early happy birthday by sending him some delicious food to prepare for receiving his gift along with a note. (He is surprised because the gift is 6 months early). He opens the token which is a clock that is counting down until his 21st birthday. The clock comes with a watch that is in sync with his friends to track their daily activities and how much basketball games they have played together so he is motivated with them to see what the gift is. He notices that there is a pack of cards with all of his favourite players moves that he must complete before the clock hits 0. The activities get harder as the clock reaches closer to 0. For each move that Jurun learns, there is a playlist which he can listen to in order to feel energised and learn faster. When the clock hits 0, it gives Jurun tickets to the NBA. After he comes back from the trip, the clock counts backwards since he had the life changing experience.

Idea 3 – Around the world virtual reality

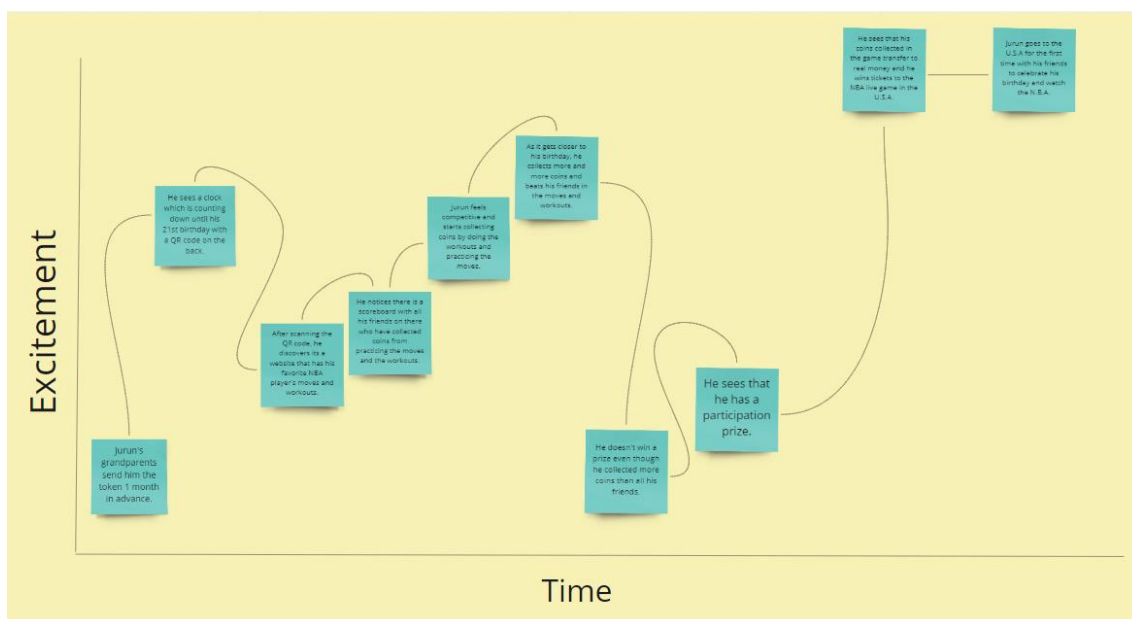
How might we make the user physically active in the gift unboxing experience, so that he feels a connection to his passion of basketball?	MASTER ROBE'S MOVES AND TACKLES	SOLVE THE MYSTERY	DIGITAL PEOPLE	NBA FINALS	BASKETBALL POINT	COMPLETE BASKETBALL
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How might we stimulate the user by enhancing his competitiveness during the experience?	BASKETBALL AROUND THE WORLD	PLAY BASKETBALL EVERY DAY	DIGITAL BASKETBALL	COMPLETE THE MUSIC	BASKETBALL SHOOT	CARDINAL REVEAL
How might we initiate the grandparents to deliver the message to the user for receiving the gift?	COUNTDOWN	MONEY TRAIL	FOOD DELIVERY	PHOTO ALBUM	MUSICAL BASKETBALL	SUPER-SPRING BASKETBALL SHOTS

Jurun's grandparents left a trail of money among Jurun's belongings before he went back to The Netherlands for university. His grandparents left written notes so that the trail of money led him to pick up a virtual reality set with an electronic basketball that he would use to play with his friends online. He played NBA basketball using virtual reality with his friends around the world and after each destination, him and his friends had to answer trivia questions about the game in order to get to the next country and play. They played in 10 countries

however when he reached the U.S.A, Jurun scored an amazing shot and the electronic ball bursts open in real life! Inside there are NBA basketball tickets to the U.S.A for him and his friends. Jurun keeps the VR set and basketball as the token for keepsake.

6.2 Team concepts

My partner and I arranged a call after completing our 30 sketches to combine our ideas into 3 concepts. We took turns in who explains their idea first. After one of us had explained our idea, we had taken notes to compare them. There was a feedback moment where we told each other what we liked about each other's idea, what we didn't like, what didn't make sense etc. After confirming our ideas and taking notes, we drew some similarities between the ideas and used a miro board to make the dramatic arc. For the scenario, I would explain some points that would be fitting, and my partner would make additional comments for a wholesome story.



THE COUNTDOWN CLOCK

Jurun's grandparents wish him an early happy birthday one month in advance. He receives a delivery at his door from his grandparents with a healthy meal to prepare for the journey he is about to embark on.

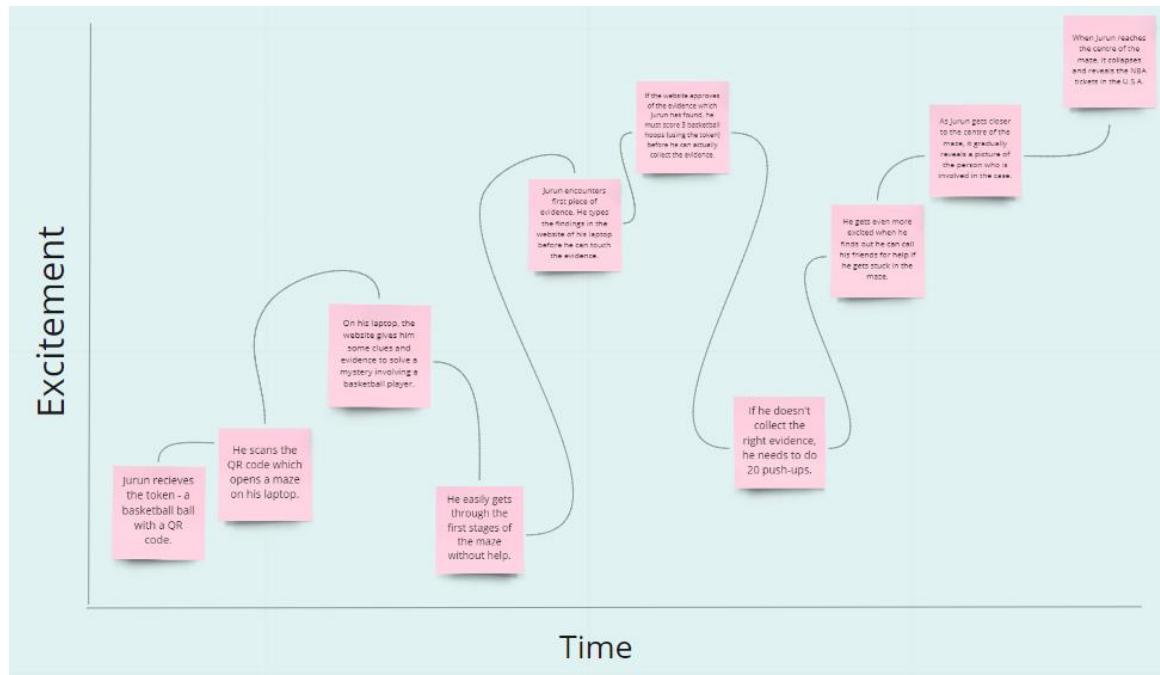
Alongside his food delivery, he notices there is a clock which is counting down until his 21st birthday. There is a QR code on the back of the clock which when he scans it, it takes him to an online game server with his friends on it.

The online game server has a series of card packs which include his favourite basketball player's moves and workout routines which he needs to master. He sees that with each card and coins he needs to collect, there is a playlist connected to his favourite songs. By the time he finishes listening to the playlist for each coin pack, he feels comfortable yet motivated to collect the coins. (Cards=mastering basketball player move, Coins=completing a workout routine).

On the main page of the game server, he sees there is a scoreboard with his friends which shows what cards they have mastered and how many coins they have collected. The person who collects the most coins and mastered the most cards will win a grand prize that is unannounced on the main page. This makes Jurun feel competitive against his friends while being connected to his passion for fitness and basketball. Making the prize unknown also creates further anticipation for Jurun.

As the clock gets closer to counting down to zero, the activities for the card packs and collecting coins become more and more difficult. If Jurun doesn't end up winning the prize by the time the clock reaches zero, he is still notified that he has a prize for participation. That is when he is revealed with the NBA tickets to the U.S.A and the coins he earned in the game turn into real money in his bank account.

After his 21st birthday experience in the U.S.A with his friends to travel and watch the N.B.A game, he returns home and sees that the clock counts down from his life-changing experience. This is how the token increases in value over time as a memorable gift for Jurun.



THE COUNTDOWN CLOCK

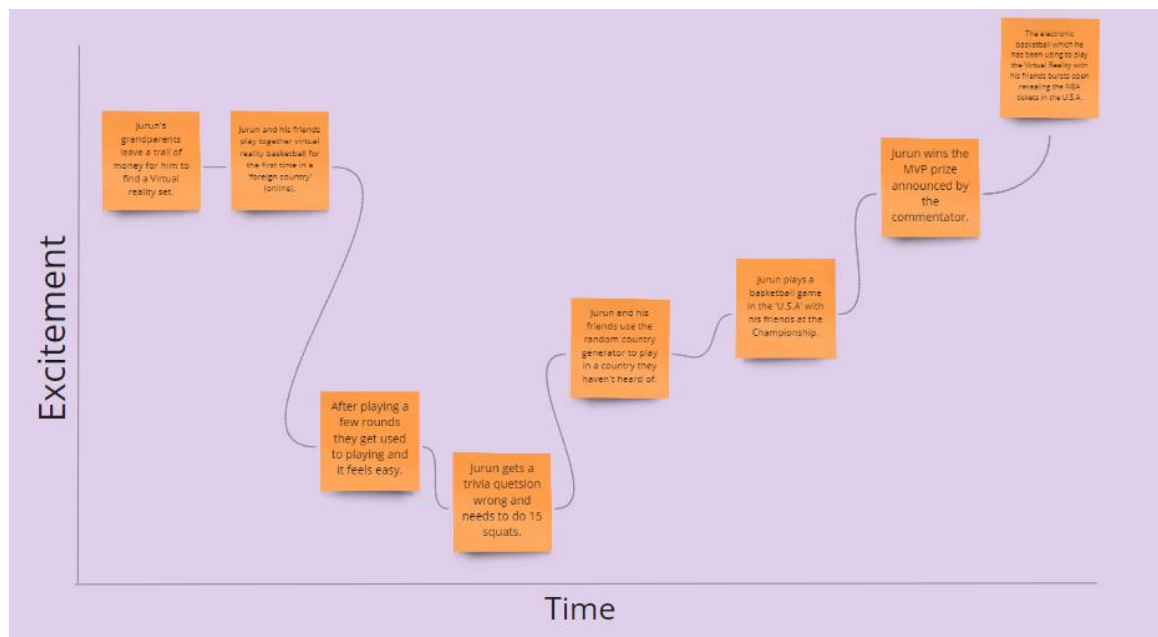
Jurun receives an incoming call from his grandparents wishing him a happy 21st birthday. They tell him that they need help figuring out some problem with their laptop, so Jurun pulls out his laptop to share his screen with them. They reveal that the problem is a mystery that needs to be solved involving his favourite NBA basketball player. The only way how he can solve the mystery is by scanning the QR code on his basketball which he brought from home to his laptop.

The QR code takes him to a website where the case of the mystery is explained to Jurun and it includes some starting evidence with clues. He must continue to use the QR code once again by scanning it to unlock a circular maze which has the rest of the clues and evidence for the mystery to find who else is involved. There is a digital photograph at the centre of the maze which slowly reveals a gradual picture of the other person involved as Jurun gets closer to the centre of the maze. This slowly builds up the anticipation and allows the user to suggest who the possible suspects could be.

In order for Jurun to actually collect evidence, he needs to firstly upload his findings onto the website which will approve whether the evidence is valid or not. If the evidence fits the case, Jurun needs to shoot a basketball in a hoop 3 times before he can add it to his build his case. He needs to be careful because the maze could have some planted fake evidence. If he uses fake evidence from the maze, the website will recognize it as invalid and he needs to do 20 push-ups before he can continue.

As the maze becomes more difficult, he is allowed to call his friends for help to solve the mystery. If he still gets the wrong evidence, his friends can encourage him when he is doing the 20 push-ups. Once he reaches the centre of the maze with his friends' help, the full picture is revealed of the other person involved in the mystery. After finding out who the culprit is, the walls of the maze fall down and this is the moment when the NBA basketball tickets are presented to him for completing the challenge.

Jurun keeps the basketball with the QR code as the token - a memory for solving the case using evidence which he and his friends found together.



AROUND THE WORLD VIRTUAL REALITY

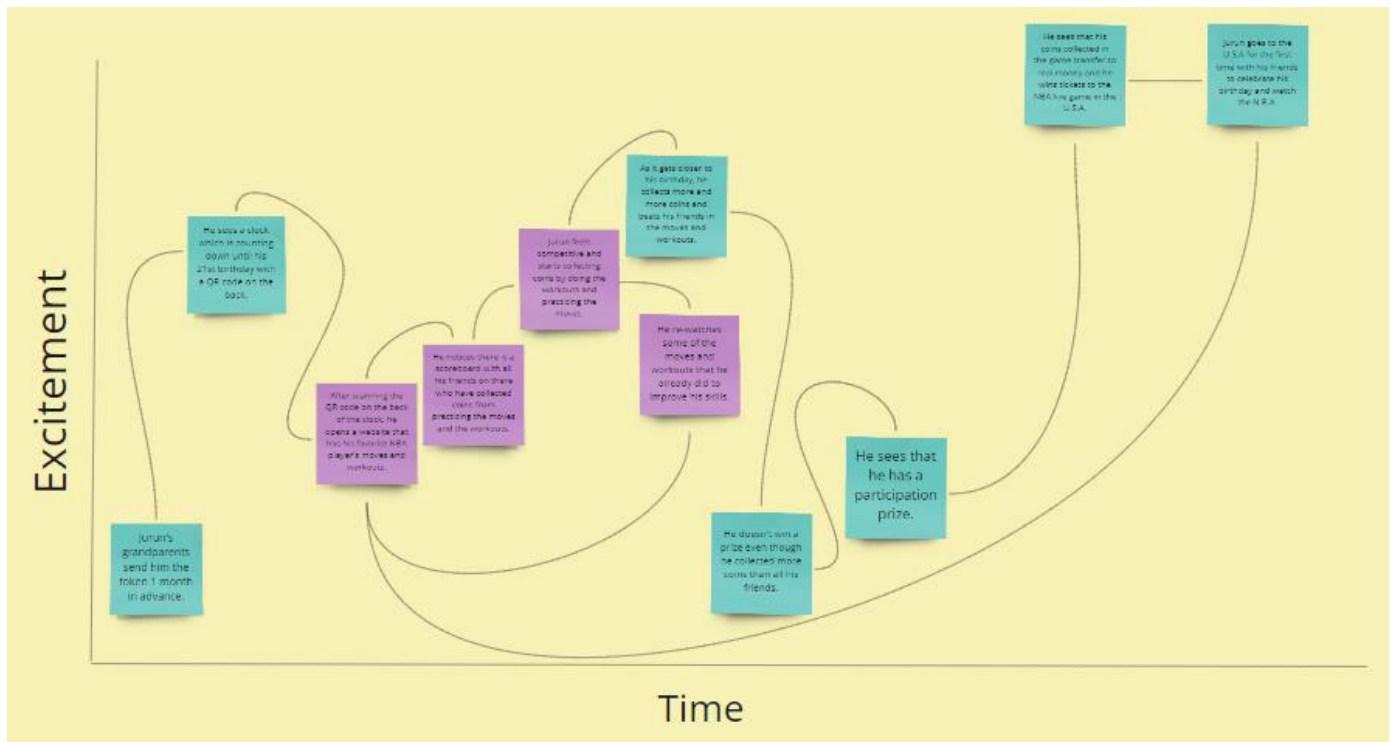
Jurun's grandparents left a trail of money within his belongings of his suitcase before he went back to The Netherlands for university. The trail of money comes with an explanation which leads to him finding a virtual reality set (eyepiece and an electronic basketball). Jurun is able to connect the virtual reality set to his tv in his apartment and play basketball online with his friends.

Jurun and his friends need to play intense basketball games in 10 different countries around the world before the gift is revealed. There are options for which country they can choose to play in and if they don't want to choose themselves, there is a random card generator that reveals which country they will play in. This is one way to create anticipation because they can play against any country which they would not expect.

After playing a game in each destination, Jurun and his friends need to play a game of trivia (which has questions about how their basketball game went) with the team they played against in order to move to the next round. This is how Jurun's competitiveness will be enhanced in the digital unwrapping experience. If Jurun answers a question incorrectly, he will need to do 15 squats. In the next round, the country they play in becomes more difficult and more competitive.

The last destination which Jurun and his friends will play in is the U.S.A. It will not be available for them to play in previous rounds or in the random country generator. Once they reach the most difficult level to play in the U.S.A, after the game finishes Jurun is announced the most valuable player. He is told by the commentator to shoot the basketball in the hoop to celebrate and when he does, the ball bursts open. The ball also bursts open in real life. Inside the ball, it reveals the gift of the NBA basketball tickets in the U.S.A. Jurun can keep the electronic basketball for keepsake as a token, and control how and when it opens and closes.

6.3 Final concept



THE COUNTDOWN CLOCK

Jurun's grandparents wish him an early happy birthday one month in advance. He receives a delivery at his door from his grandparents with a healthy meal to prepare for the journey he is about to embark on.

Alongside his food delivery, he notices there is a clock which is counting down until his 21st birthday. There is a QR code on the back of the clock which when he scans it, it takes him to an online game server with his friends on it.

The online game server has a series of card packs which include his favourite basketball player's moves and workout routines which he needs to master. He sees that with each card and coins he needs to collect, there is a playlist connected to his favourite songs. By the time he finishes listening to the playlist for each coin pack, he feels comfortable yet motivated to collect the coins. (Cards=mastering basketball player move, Coins=completing a workout routine).

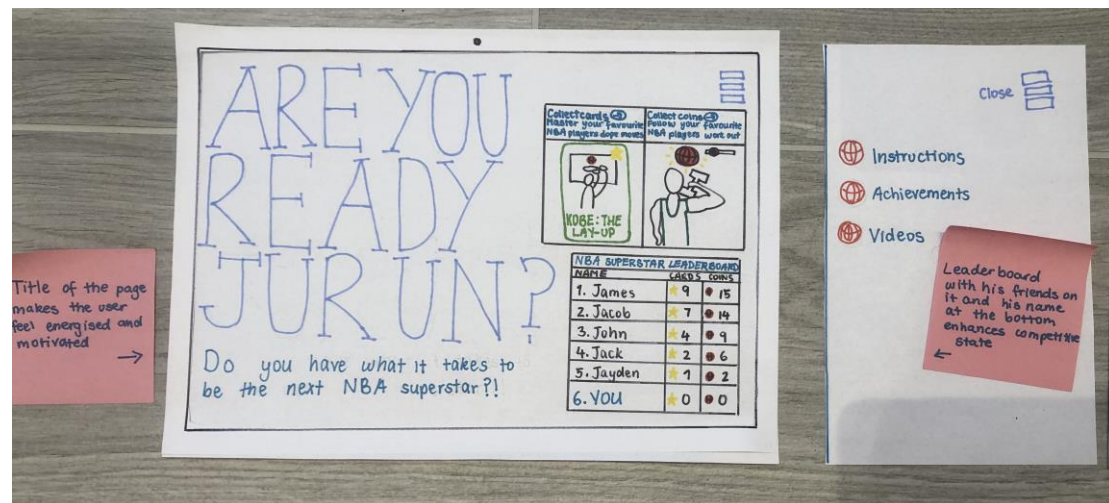
On the main page of the game server, he sees there is a scoreboard with his friends which shows what cards they have mastered and how many coins they have collected. The person who collects the most coins and mastered the most cards will win a grand prize that is unannounced on the main page. This makes Jurun feel competitive against his friends while being connected to his passion for fitness and basketball. Making the prize unknown also creates further anticipation for Jurun.

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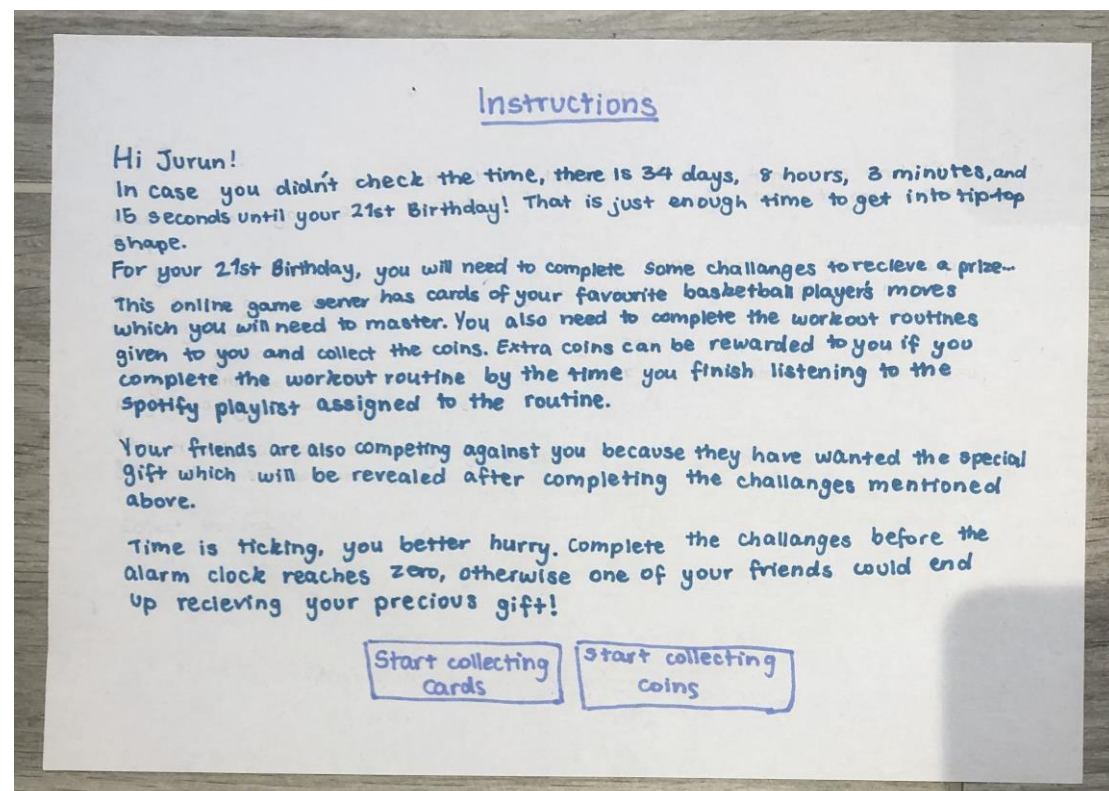
After his 21st birthday experience in the U.S.A with his friends to travel and watch the N.B.A game, he returns home and sees that the clock counts down from his life-changing experience. This is how the token increases in value over time as a memorable gift for Jurun.

After discussing the concepts with my partner, we agreed on this concept since it was the most feasible compared to the others. We started to fall behind and wanted to accomplish creating a gift giving experience where we meet their needs. Additionally, the storyboard now includes a loop where the user would be able to visit the website again whenever he likes after receiving the gift. He can still practice the cards with his friends and see his progress over time.

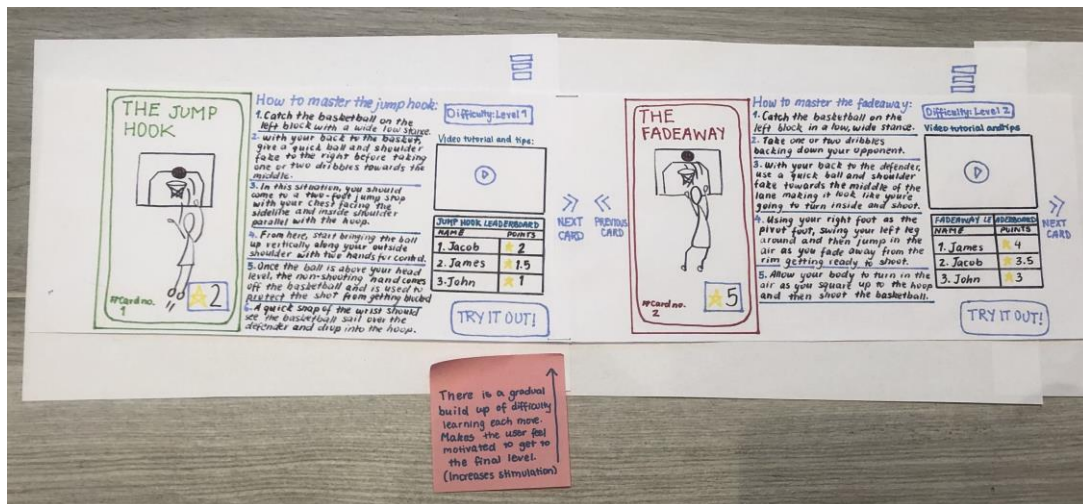
6.4 Paper prototype



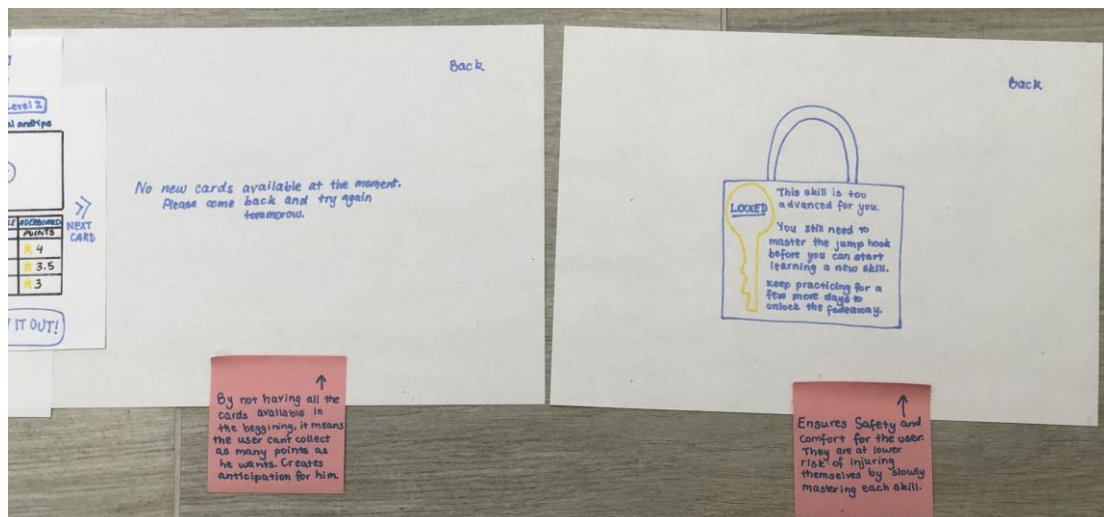
User sees leader board with friend's names on it and they have already earned points. Here I am trying to enhance stimulation by increasing his competitive state.



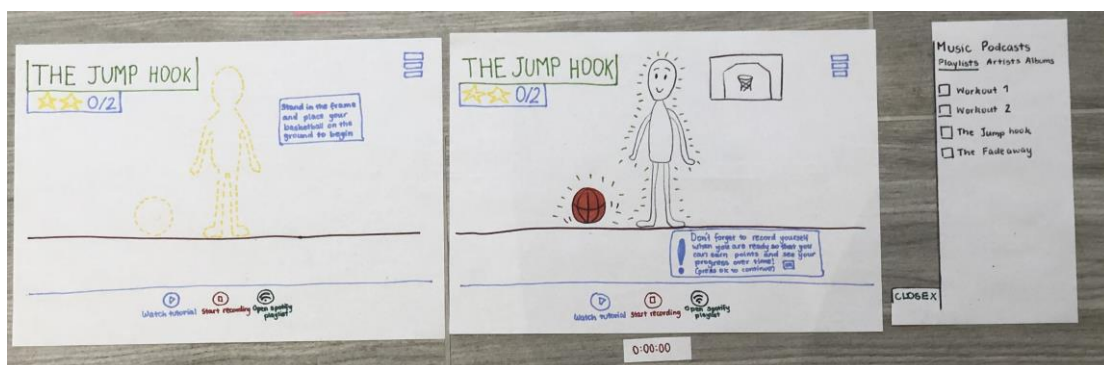
He knows that there is a prize to be earned and he is competing for it with his friends.



The first two cards are already ready for him to start playing. As the card number goes up, the more points it is worth. Each card increases in difficulty level. Instructions and a video tutorial are also included.

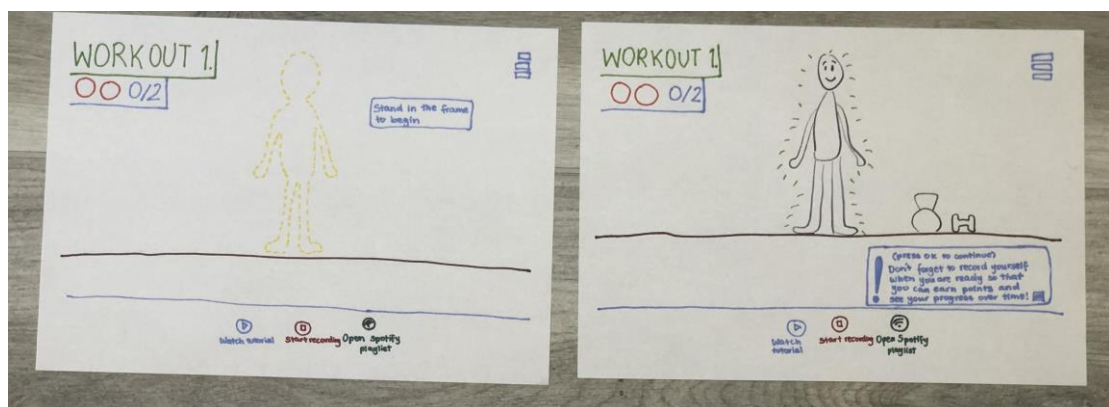
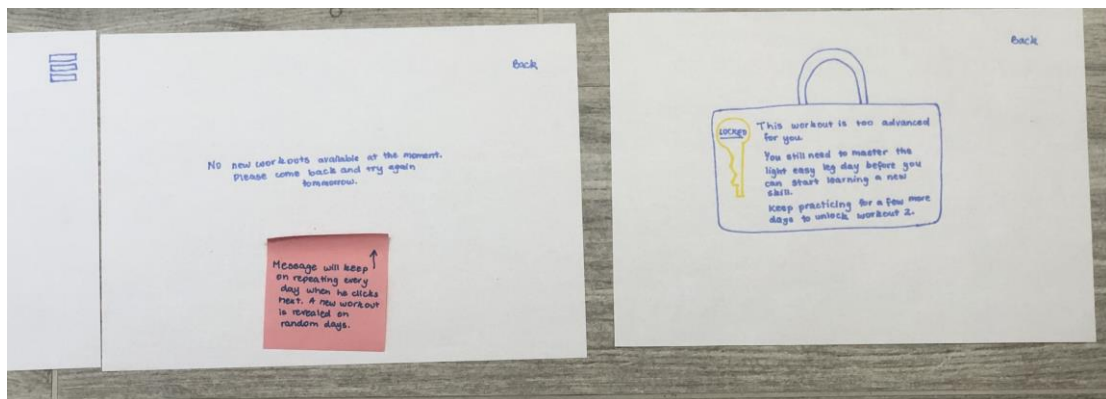
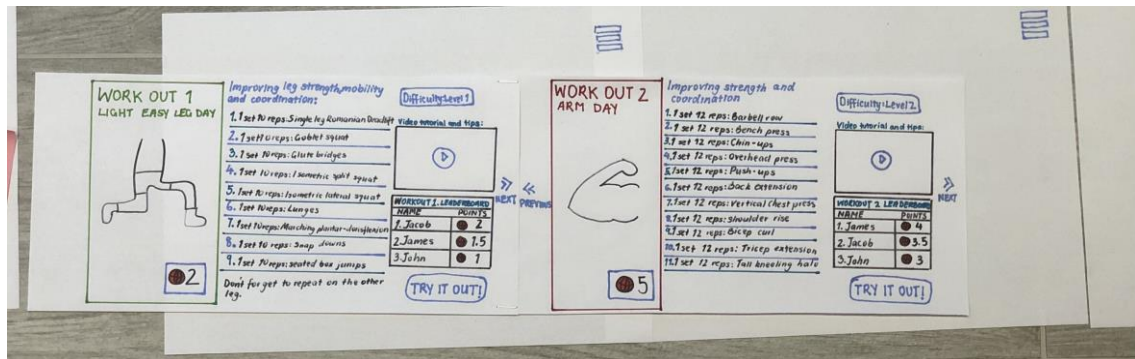


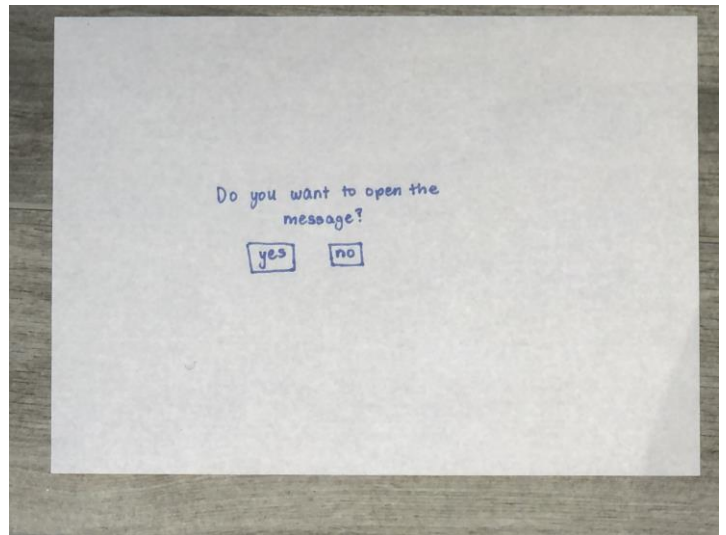
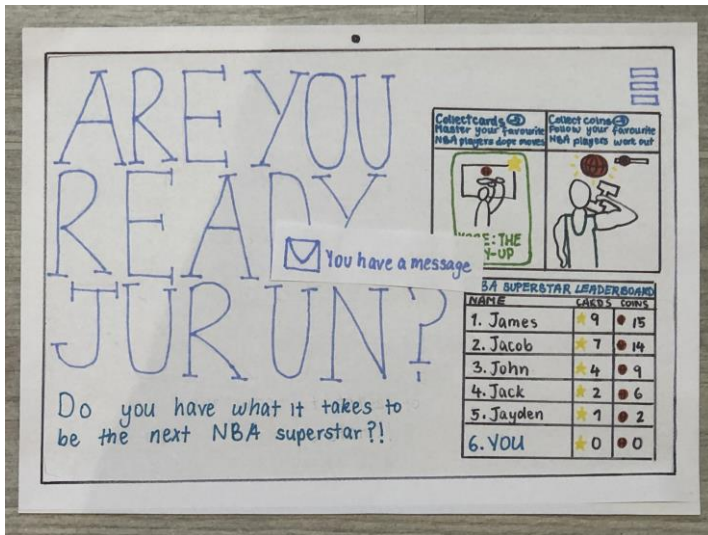
The user needs to master the previous cards before seeing what the next cards are. Involving some mystery further creates anticipation.



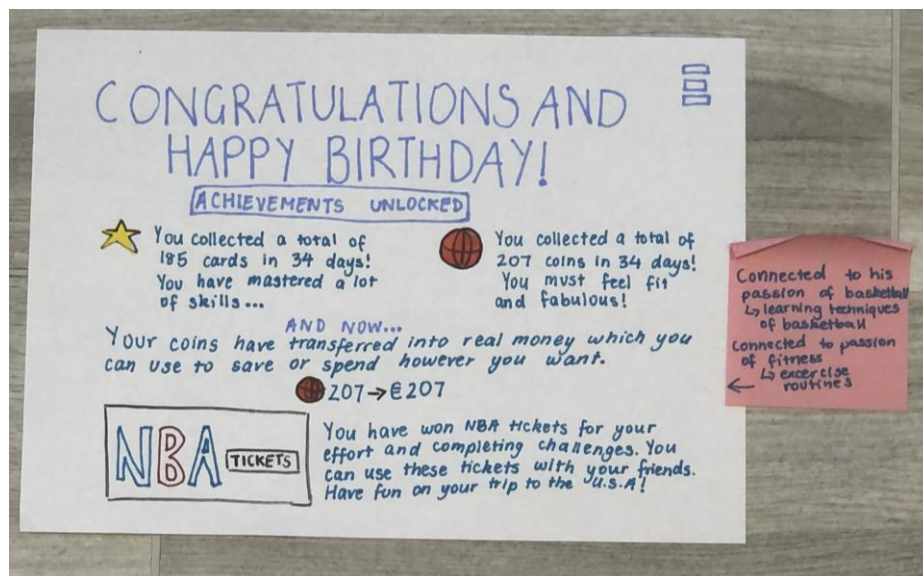
After pressing 'try it out' button on the card, the video camera on his laptop will turn on for him to record himself doing the skill. He can also open a spotify playlist while doing the skill, to feel comforted listening to his favourite songs while being challenged.

The workout cards are formatted the same way as the basketball skills instead he will earn coins instead of points.





He sees that after a month of completing the challenges (it is now the day of his birthday) there is a message on the home page which pops up.



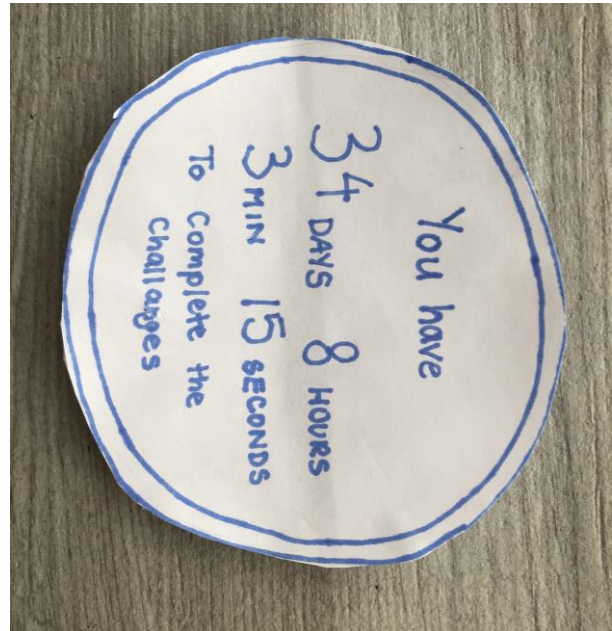
The gift is revealed, and the money earned in the game from collecting cards turns into real money in his bank account.

6.5 Physical prototype of the token

Back



Front



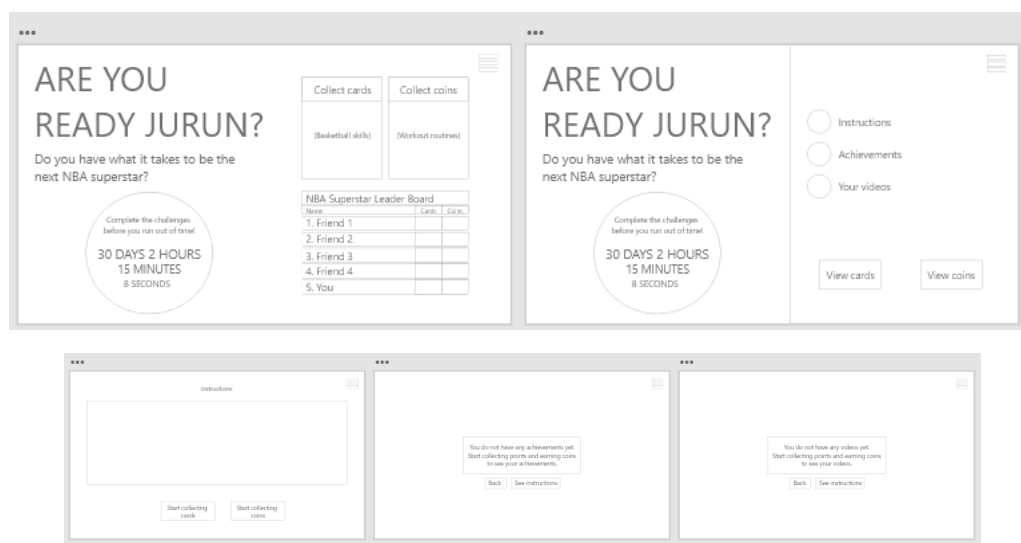
The front of the textbox announces how many days until the time runs out to complete the challenges. (Before his 21st birthday) The QR code takes him to the website to complete the card challenges and the workout challenges.

7 Prototype

7.1 Evaluation of low-fi prototypes

After showing my tutor the physical prototype, I gained feedback to make the experience more engaging and interesting. The alarm clock could be added to the home page which also sends notifications to the user and counts down. There was also no clear moment or build-up when the gift is opened, I should ideate more on how to create anticipation for when the gift is revealed. I will use ADOBE XD to make my low-fi prototype and high-fi prototype clickable for the experience.

7.2 Draft digital prototypes



My partner did not include a navigation bar in their prototype.

I added the countdown clock to the homepage and a navigation bar.

Instructions page also leads to page for collecting cards.

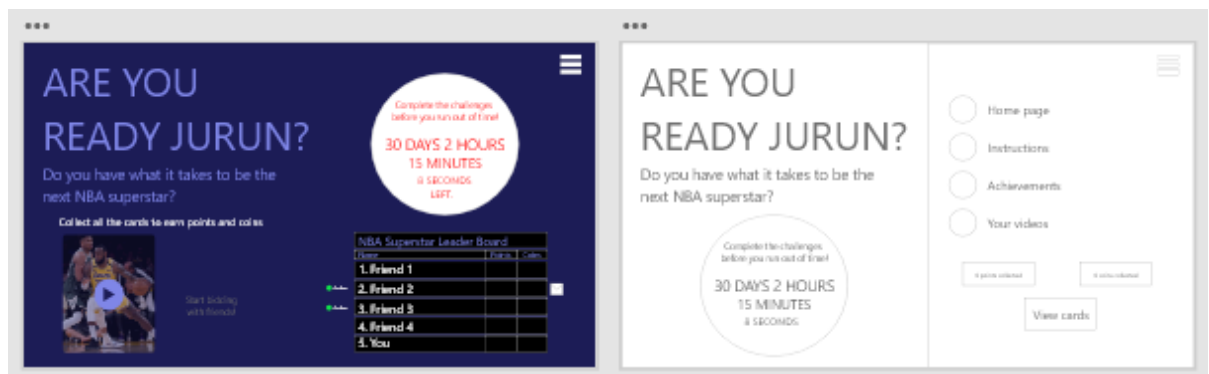


Instead of 'try this out' I added a button called 'master this card' for the user to start recording themselves doing the skill. I also put the information about the card and video tutorial on the back of the card for better visual hierarchy, recommended by my tutor.



Here I added the process of how the user records themselves doing the skill. After showing my tutor this prototype, she said adding a button to turn the camera on and off with a background would be good, because this concept is not fully understood. My partner did not include this, her design was overall simpler with fewer screens than mine and she included colourful buttons. I still need to ideate on how the gift will be revealed. The process of recording the video and saving the video was understood by other people (parents and brother) who tested this prototype.

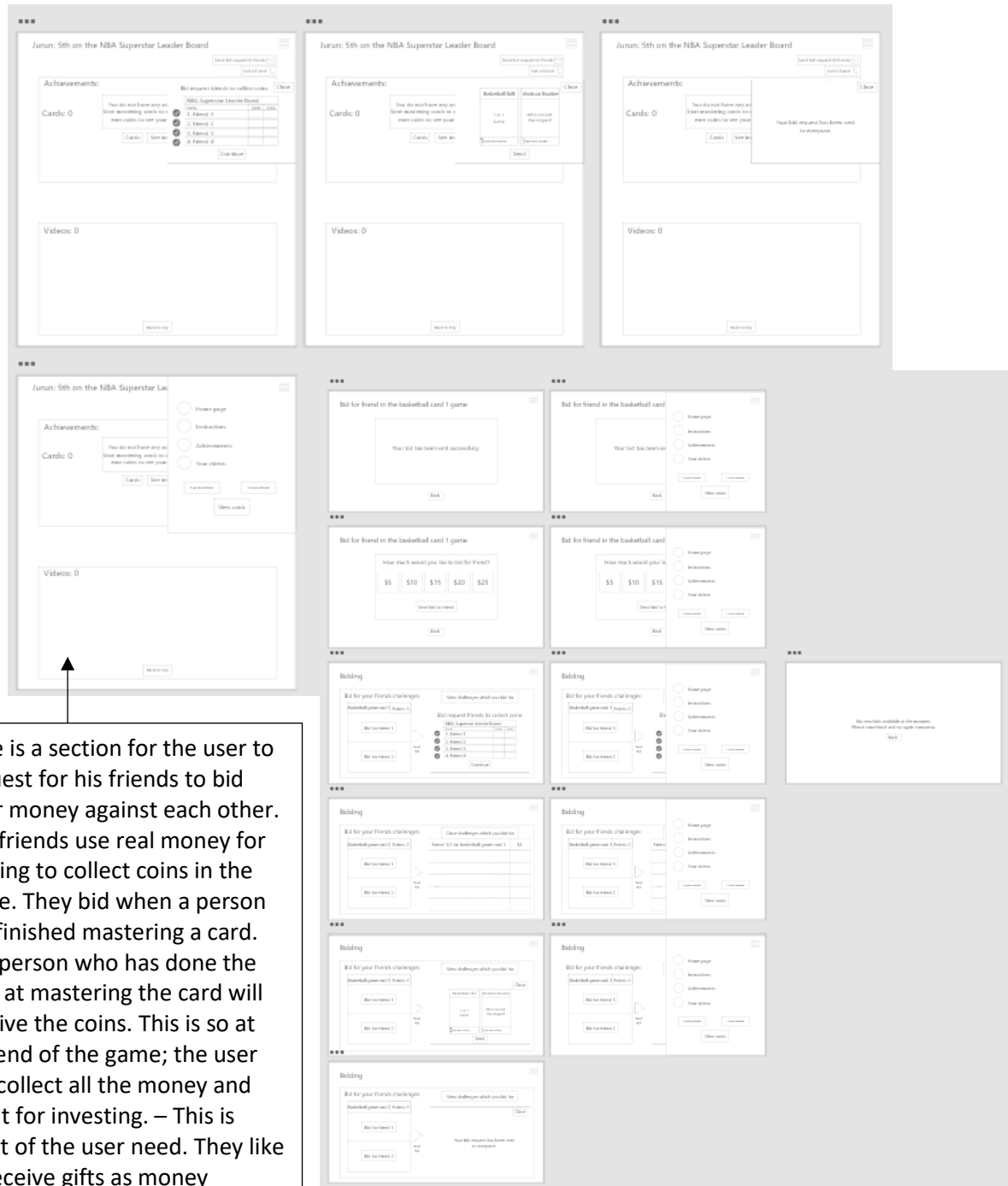
7.3 Design try outs



I started to experiment which colours would be used in the final prototype. From my insights, my user mentioned that their favourite colour is blue. I looked at what the NBA logo colours are, as a subtle hint to the gift. (The user is a fan of the NBA) My partner also agreed that we should use these colours and keep the design dark. I showed my friends, parents, and boyfriend these colours, and they also liked it. My dad said usually black shouldn't be used in design, but here it looks good put with this combination. On the homepage I also added who is online so that the user feels motivated to master cards.

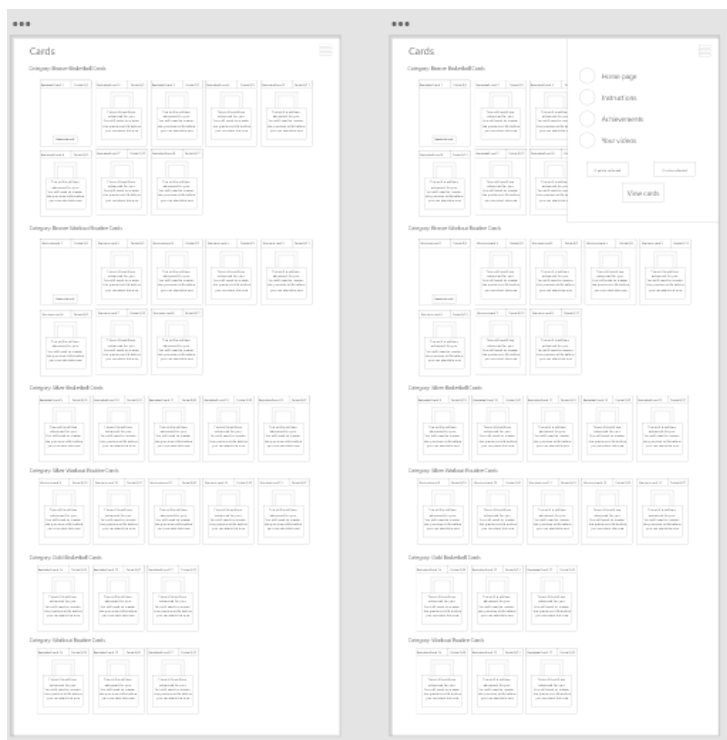


I incorporated a page specifically showing the user's achievements. My partner included the achievements on the home page which is a much more simple and efficient solution compared to mine. I have a lot of text which is not visually appealing, but it shows a good general layout of the profile page. My partner included an avatar which is a nice touch to make the design more personalised for the user.

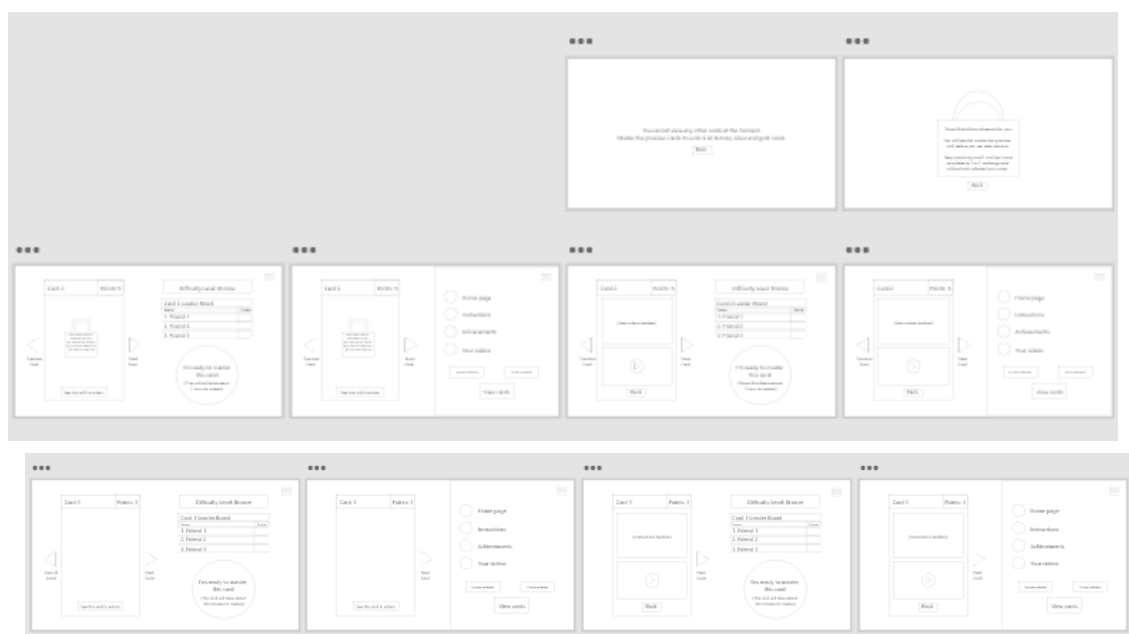


Here is a section for the user to request for his friends to bid their money against each other. The friends use real money for bidding to collect coins in the game. They bid when a person has finished mastering a card. The person who has done the best at mastering the card will receive the coins. This is so at the end of the game; the user can collect all the money and use it for investing. – This is apart of the user need. They like to receive gifts as money because of its versatility and investing for the long-term.

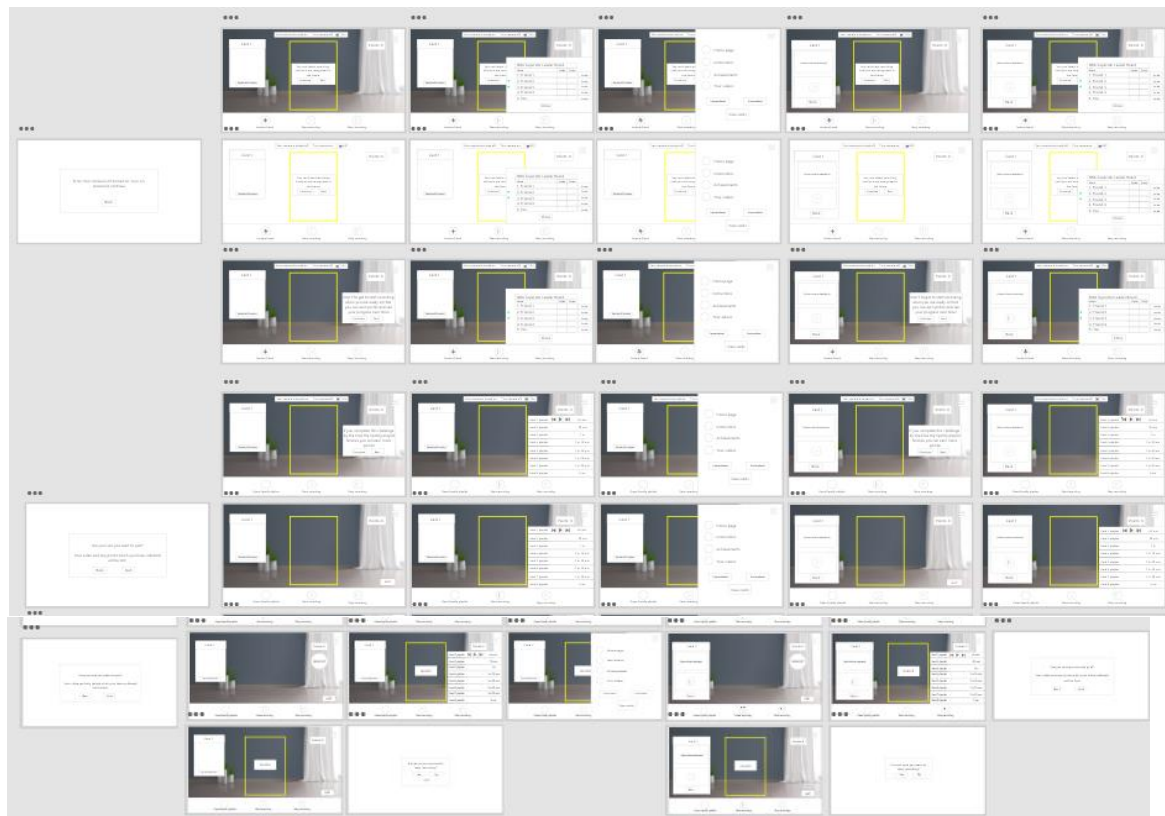
I decided to include the idea of bidding with real money which was suggested by my tutor. After making a bid, the user can keep track of who they bid for. I also mentioned in the instructions, if the user does not participate in bidding, he will be disqualified therefore increasing anticipation. By doing this I also aim to increase uncertainty because he doesn't exactly know where his money is going. Eventually he will receive it all back in the end because of the money his friends use to bid on him. – I also made a rule that people cant bid for the same person too many times so that everyone has some fun and keep motivated to play.



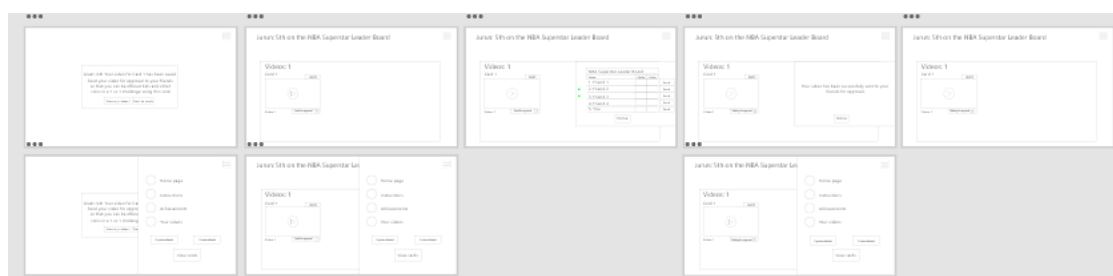
After doing another test with my boyfriend, he also offered me some suggestions since he plays a hockey video game called NHL. He said that I should have categories of cards such as bronze, silver and gold. On this page, I show that only the first bronze cards are available because they are the easiest level. Instead of waiting a few days until a new card is released, it shows the user's progress over time and he will feel stimulated and activated to unlock the gold cards before his friends.



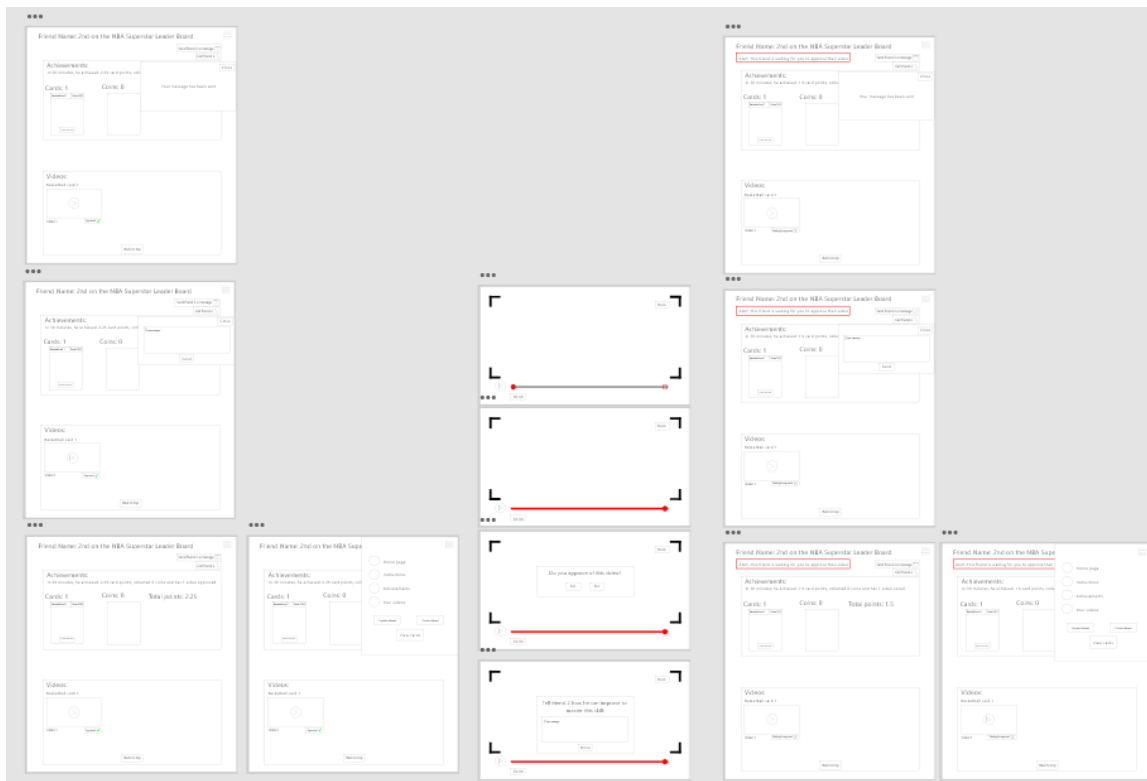
When my dad participated in the test for my first prototype, he was really confused with the navigation. I changed the position of the 'next card' button, so it makes more logical sense now. I also show that when you press for the next card, it is locked. If the user tries to press next again on card 2 which is locked, it will have a pop up that notifies the user to start mastering card 1 if he wants to unlock the card. The 'master this card' button also includes how much time it takes to complete the skill/workout. I added the amount of points onto the card instead of in the background which was suggested by my boyfriend. This subtle change adds more clarity so that the user will understand they will earn points if they master the card.



When the user is ready to master the card and record themselves doing the skill, they land on this section. As suggested by my tutor, I added a background of a room which shows that the camera is turned on. The frame is also in a bold colour now so that the user recognises where to stand. I included a button to turn the camera off if the user needs to pause it. There is still the option to listen to the spotify playlist of their favourite songs while doing this challenge and I added 'if you complete this challenge before the spotify playlist is over, you will earn more points' to make the user feel activated and comfortable at the same time.

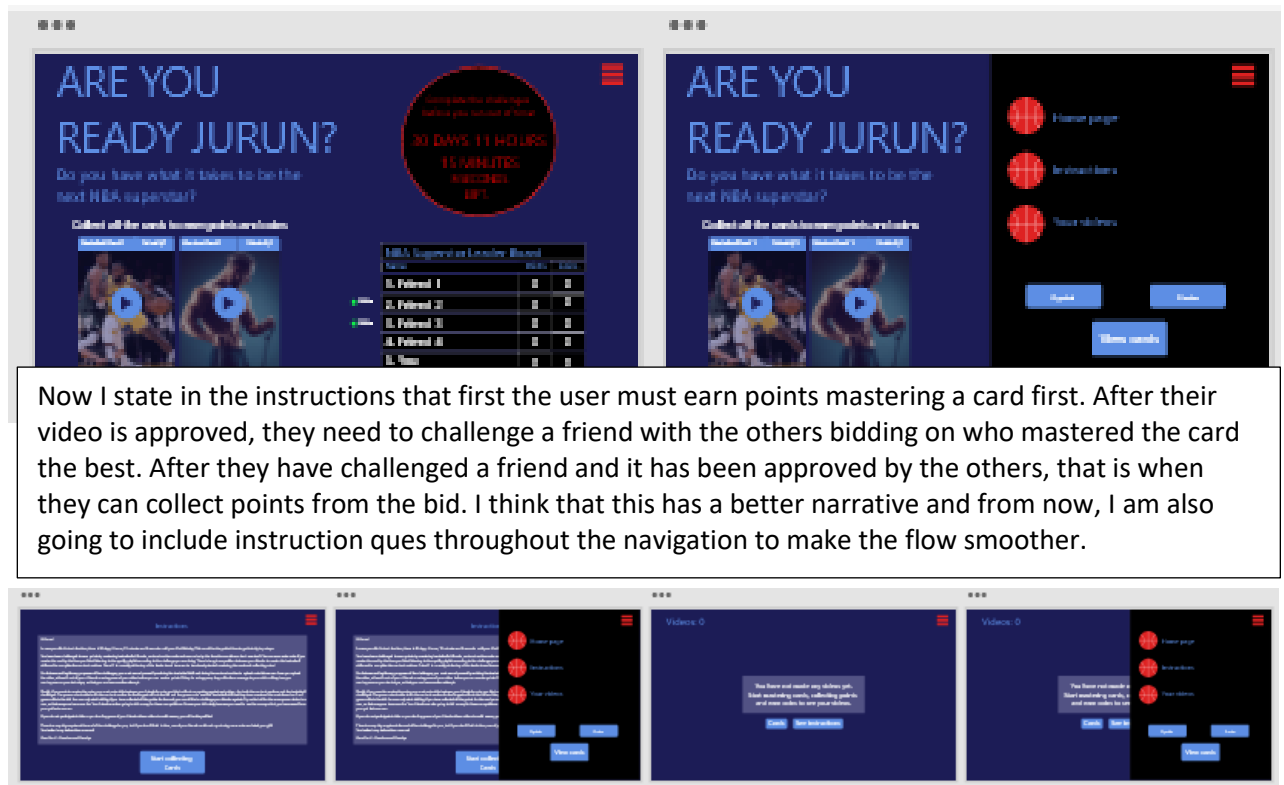


Once the user has finished recording themselves doing the skill, they send it to their friends for approval. By doing this, the game becomes more engaging overall with his friends.



This page shows how the user will approve of their friend's video once they have completed a card. The approval of the video is based on if they completed the challenge properly following the instructions. If the user does not approve of the friend's video, they need to provide a valid reason why and how they can improve the skill for fairness in this competitive challenge.

7.4 Iterations of digital prototype



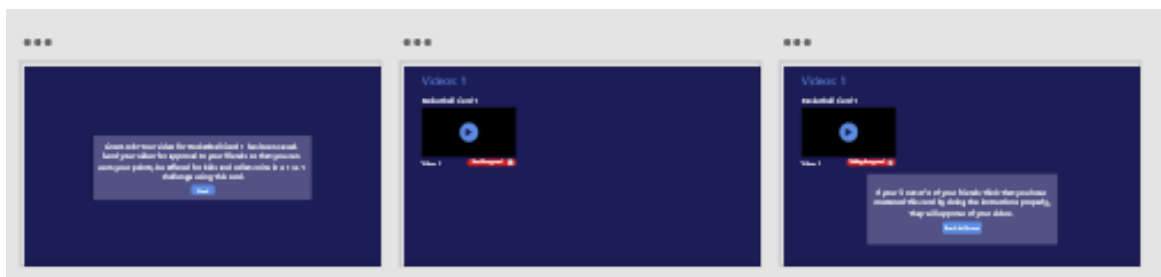
I added a back button to the homepage for better navigation. The card which is supposed to be played is only the first basketball card. I want the user to just complete one challenge at a time for better clarity and ease of use. The first basketball card is also enlarged with the play button and transparent background, which initiates the user to click on it.



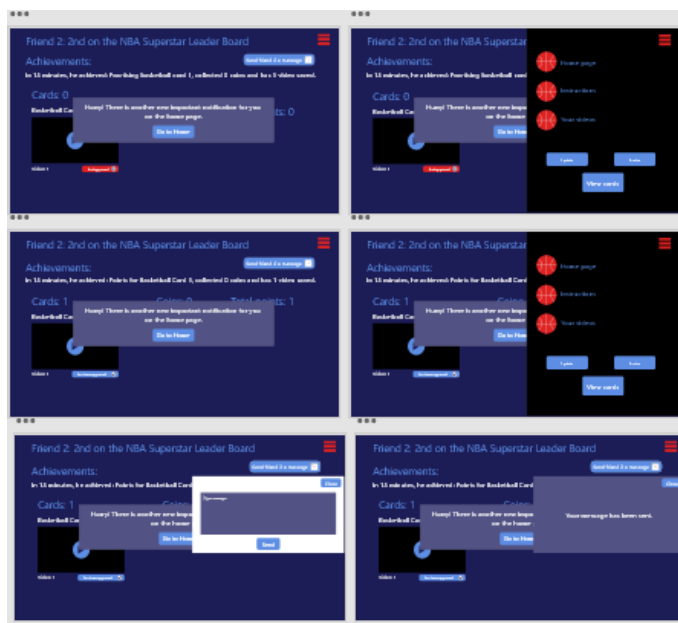
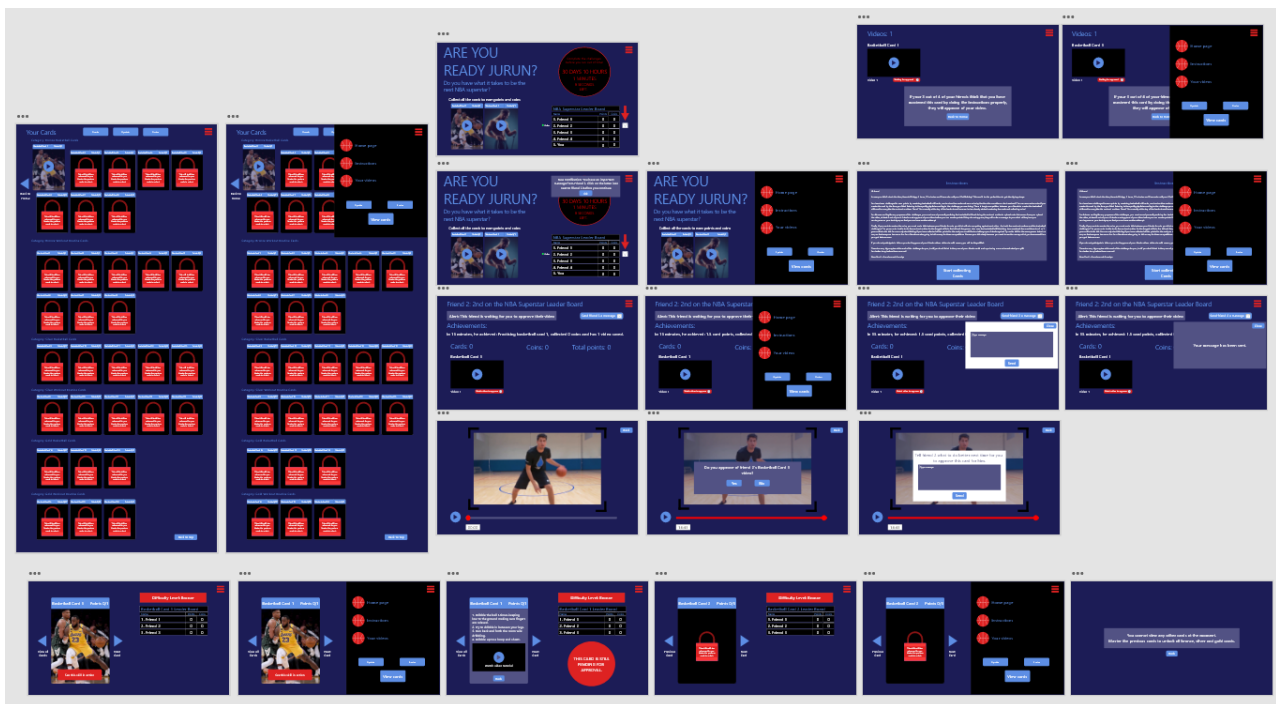
In previous tests with my dad and my boyfriend, they would immediately click on 'I'm ready to master this card' without knowing what to do by the time they needed to start recording. I added a button which says 'see this skill in action' which flips the card to show the instructions to master the card, and the video tutorial to collect the points. At this moment, the button to master the card shows up because the user is 'forced' to read the instructions.



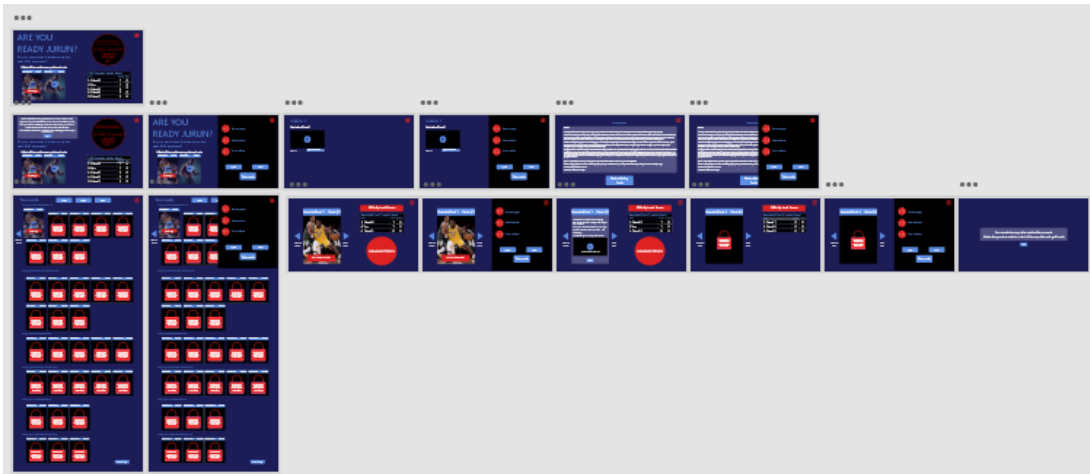
The process for recording the user doing the skill has not drastically changed except for adding colours for aesthetics. There is an option to practice the card with a friend using an invite button, however, no one has used this button in the tests. No one clicked on the spotify playlist either, even though I pointed out it will earn more points if they finish the card by the time the playlist is over. If the user forgets how to master this card, he can still press 'see this skill in action' again to view the instructions while recording himself.



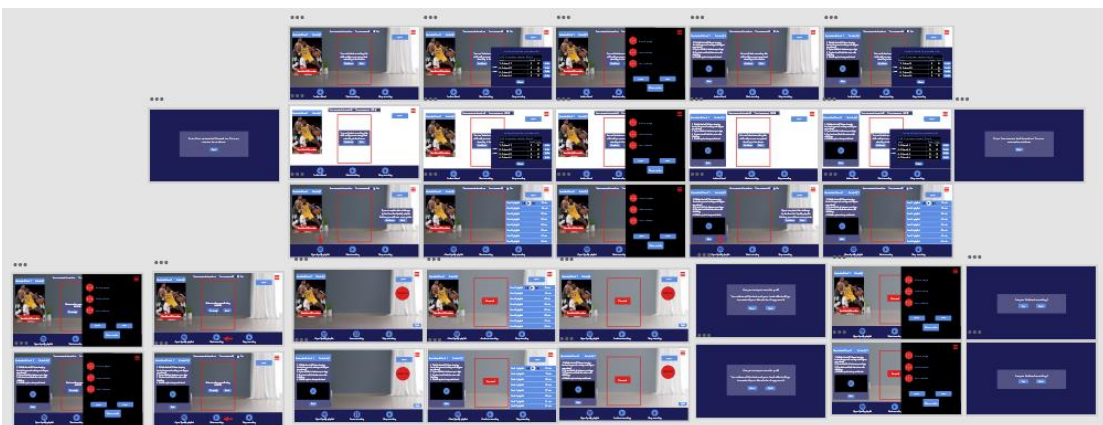
After the user has finished recording themselves doing the skill, they send the video for approval to their friends. The pop-up says that if 3 out of 4 friends approve, the user will receive their points for the card. This navigation has been shown to be better understood than the previous prototypes from testing it.



Once the user has sent their video for approval, they land on the home page and are navigated to approve one of their friend's video. I included red arrows as a cue for the user to click on. In my test, my mum complimented this and said it helped her a lot to get to where she needs to go. This has been improved since the last prototype because the pages are not linked to the previous home page. In order to move on to the next step, the user must complete what they are told to do otherwise they will go in a loop. Overall, the navigation has become a lot more complex digitally, but enhances the ease-of-use factor for the user. (I did this for each step of the process which also creates a narrative with flow).

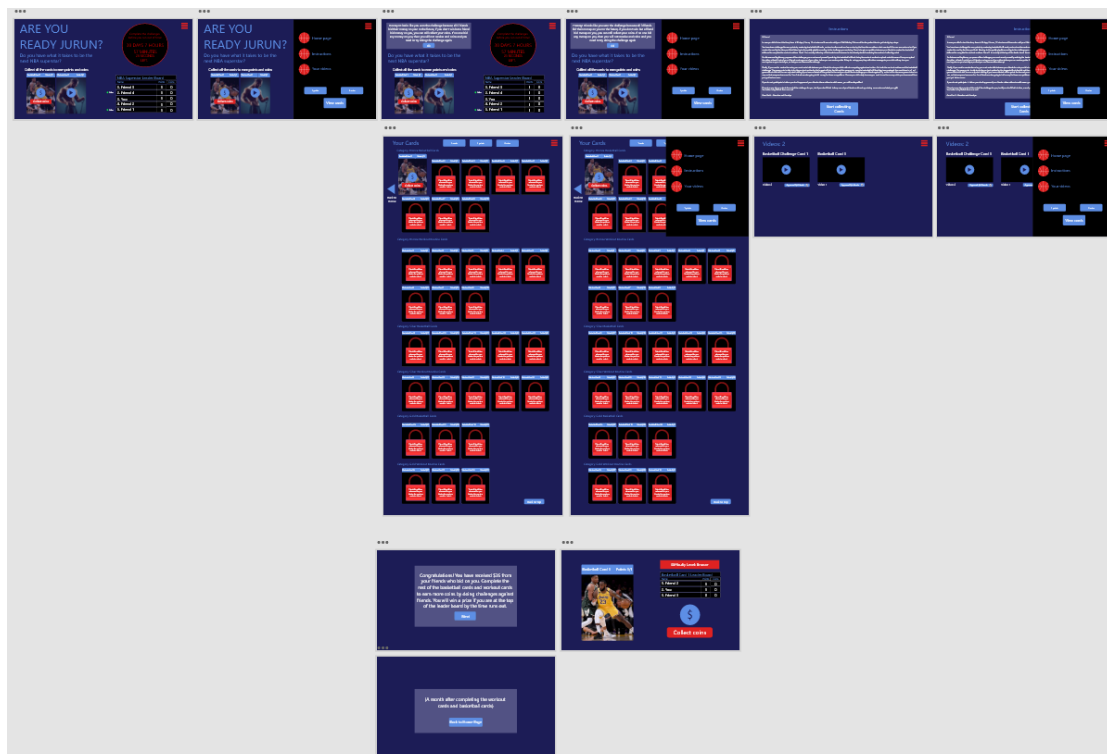


After being shown how to approve/disapprove a friend's video, the button transitions back to the home page. I changed the numbers on the clock every time the user gets back to the home page to show that time is passing by. On the home page, the user is told that their video has been approved and they need to challenge a friend who has also completed the same card as them to receive their coins and master the next card. The steps are the same as mastering the card to challenge a friend. A repetitive process like this makes the process easy for the user to understand.

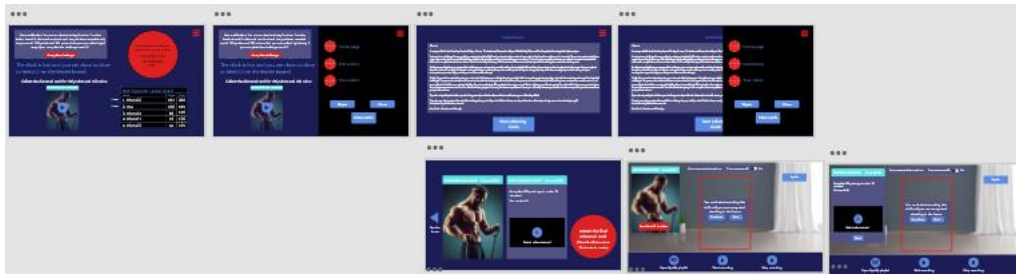




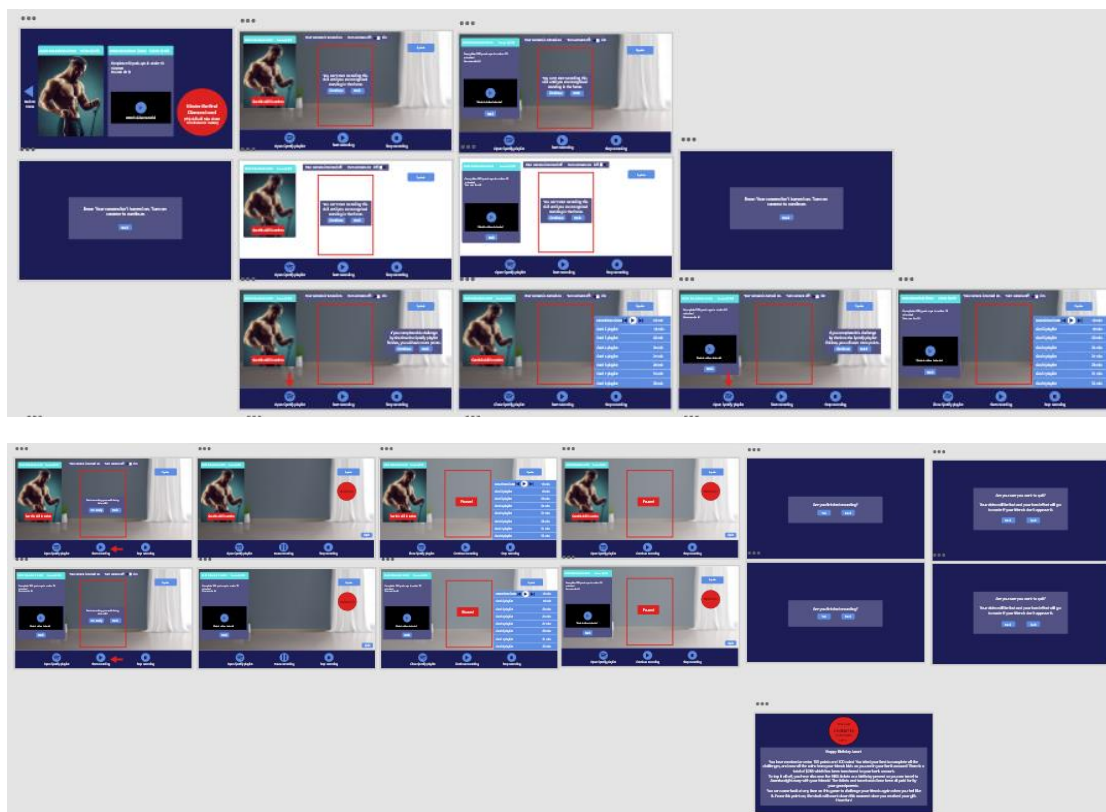
This next stage of the unwrapping experience aims to create a high point of anticipation. After having his first video approved, earning points and waiting for the challenge results, he must now send money for bidding one of his friend's challenges. I have simplified this section compared to my previous prototype. All the user needs to do is watch the videos from the friends who are competing against each other in the challenge, then make a bid on one of the friends using his own money. Then he will be directed to the home page.



After completing the challenge, the user is directed to the home page again to collect coins from his friends bidding on him. The user needs to repeat this process to master all the cards and be on top of the leader board before time runs out. Master the card, challenge the card with one of his friends, bid for friends and collect coins. A month passes by and it is the last day of completing the challenge. He is back on the home page after 'completing as many cards as he can'. I could not repeat the process for every single card because it would take me months to finish, so I used basketball card 1 as an example. However, the workout cards have exactly the same process.



On the day of the user's birthday, he is revealed with a diamond card worth 100 points and 100 coins if he is able to master it. None of his friends receive this card except him. (From my user portrait of Julian, he said he has a bucket list (wishes) and wants to be able to do 100 push-ups). The process for mastering this card is the same as for the card demonstrated previously. This time he does need to send the video for approval to his friends, but it will still be saved. He will receive the coins and the points for his effort even if he is not able to complete the challenge because it is the day of his birthday.



At this moment after mastering the card, he is revealed with the gift when he finishes recording. (He is probably tired and sweaty). He receives the NBA tickets from his grandparents, and all the coins which he collected in the game have been transferred to his bank account. At this point he is also told he can come back any time to see his progress of how he became fitter, stronger and improve his basketball skills. He can practice the cards again any time he likes and compete with his friends too.

7.5 Reflection

The design vision has changed through this process to better fit the user and the gift giving experience.

- User and their needs:

The user is a 19-year-old male from Albania. He misses his friends from back home and want them to visit him. Jurun likes to celebrate his birthday in different ways with his circle of friends, but he mostly likes to have drinks with his friends, go out into the city centre to party late at night. He is interested in basketball and is a big fan of NBA (the NBA bubble is located in the U.S.A.). If he had the opportunity to travel to the U.S.A and watch a game, it would be 'really dope'. Since Jurun has grown up his whole life in his home country, he wishes to travel more for a valuable intangible experience. In addition to making the intangible gift memorable for the user, travelling with their friends will accomplish his main the user need. Jurun invests his money towards his long-term goals and hobbies that will benefit in the future. Another long-term goal which he is working towards is graduating from university.

- The gift and the occasion, purpose and giver of the gift:

The gift Jurun would be receiving are tickets for an NBA game to the U.S.A., where he can watch his favourite basketball teams and have once in a lifetime experience with his friends.

The occasion which the gift will be given to Jurun is for his 21st birthday as he mainly receives gifts for special occasions and the giver would be his grandparents.

The purpose of the gift is for him to have an interconnected experience with his passion of basketball and his friends. Travelling to the U.S.A. is a new experience which Jurun would appreciate since it is a new, different way to celebrate his birthday. At 21 years old, he will also be able to celebrate by drinking with his friends legally in cities of the U.S.A. The gift overall is a grand gesture which he can anticipate, making the gift more exciting and lifechanging. Hopefully the gift will inspire Jurun to feel comfortable travelling and exploring a new country with his friends, while his passion of watching live NBA will inspire him to physically continue enjoy basketball as a hobby.

- Design statement Token:

Jurun needs a gift which involves his friends to feel a sense of relatedness to create new experiences that connects their hobbies and interests such as basketball and fitness.

Jurun misses his close group of friends from back home because of the fun things they would do together in their free time, like going for long drives, parties and going to the city centre. He needs something to remind him of them, but also show him their appreciation of him. The token should connect his friends with a memorable experience.

- Design statement Digital unwrapping:

Jurun needs to be stimulated to by having a build-up of anticipation for a gift which he know he will receive over a long period of time before the day it is gifted to him.

Jurun has saved his money from his parents and by working long hours at a grocery store during the summer. However, he also enjoys the anticipation of waiting for a special day to receive money over a long period of time whether it is his pay-check or from his family/friends. Jurun appreciates receiving money as a gift since it is versatile, to use it

however he likes. Frivolous and small frequent purchases are not a part of his character, he values high quality assets over something which is cheap. Examples are technological gadgets such as a new laptop for school and a new camera for his photography hobby. The best gift of all time which Jurun has received is one which he hasn't gotten yet. His grandparents have been saving money since he was born. He appreciates a grand gesture gift which he can open knowing that it was worth waiting for so long in anticipation.

- Design statement Gift Giving Experience

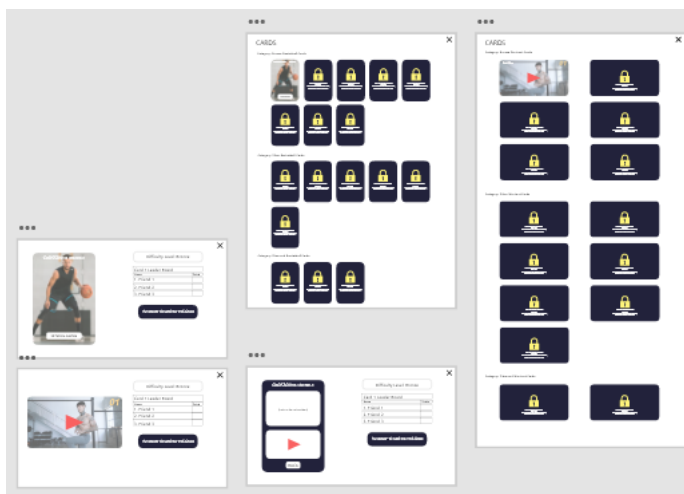
The connection between the token and the gift-unwrapping experience is that they would together solve two of his biggest user needs – missing his friends and finding a way and to enrich his passion for basketball. The token would fulfil his wish to feel connection with his friends.

I think that this experience of my latest prototype does motivate the user to feel passionate about basketball and their fitness. In order to stimulate the feeling of being passionate, it is important for the user to feel competitive against their friends and improve themselves doing hobbies which they enjoy (basketball and fitness). I feel that I have spent so much time adding several details which are not necessary for the experience such as the navigation bar on the side of every page. During my tests, no one opened the navigation bar, used the spotify playlist or invite a friend option while recording. The outcome may be different for the user who is actually interested in music and would like to work out with their friends. Over the period of a month, the user also might need to use the navigation bar eventually and may feel like they're having a different experience from one day to the next. They could find some challenges hard, they might run low on money, they might not be in a good mood one day so they don't complete a challenge – a lot of things can influence the experience throughout the month. I think that is why it is important to keep the final prototype simple and fun. For the next stage, it is important for us to consider how we will navigate the user with simple instructions and not too much text or detail to create a fun, enjoyable experience.

7.6 Final prototype



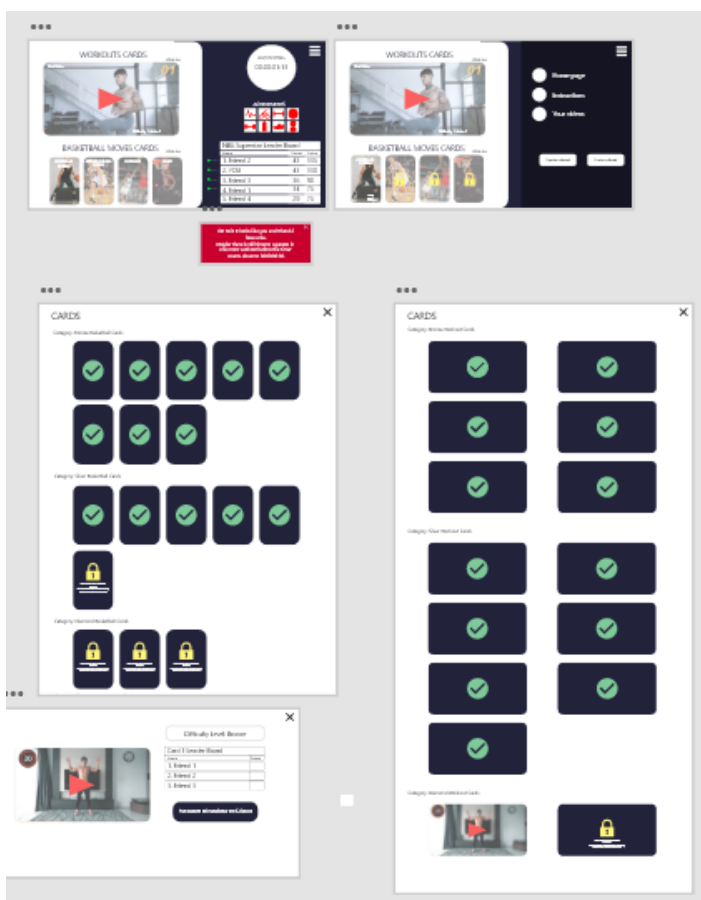
Due to time restrictions, and problems I ran into with my Adobe XD, we had to work fast but also make a simple final prototype which fits the criteria for the gift giving experience and design vision. My design was very complex, so we chose to make a copy of one of my basic prototypes, then delete sections that were unnecessary and replace it with Kristina's design. The online visual next to the leader board was a design which we both agreed to keep because it enhances the user's competitive state. The achievements are also now visualised as icons similarly to Kristina's design which is simplified, easy to understand and aesthetically pleasing. There is a preview of a video workout and cards on the left side which lead to all of the cards.

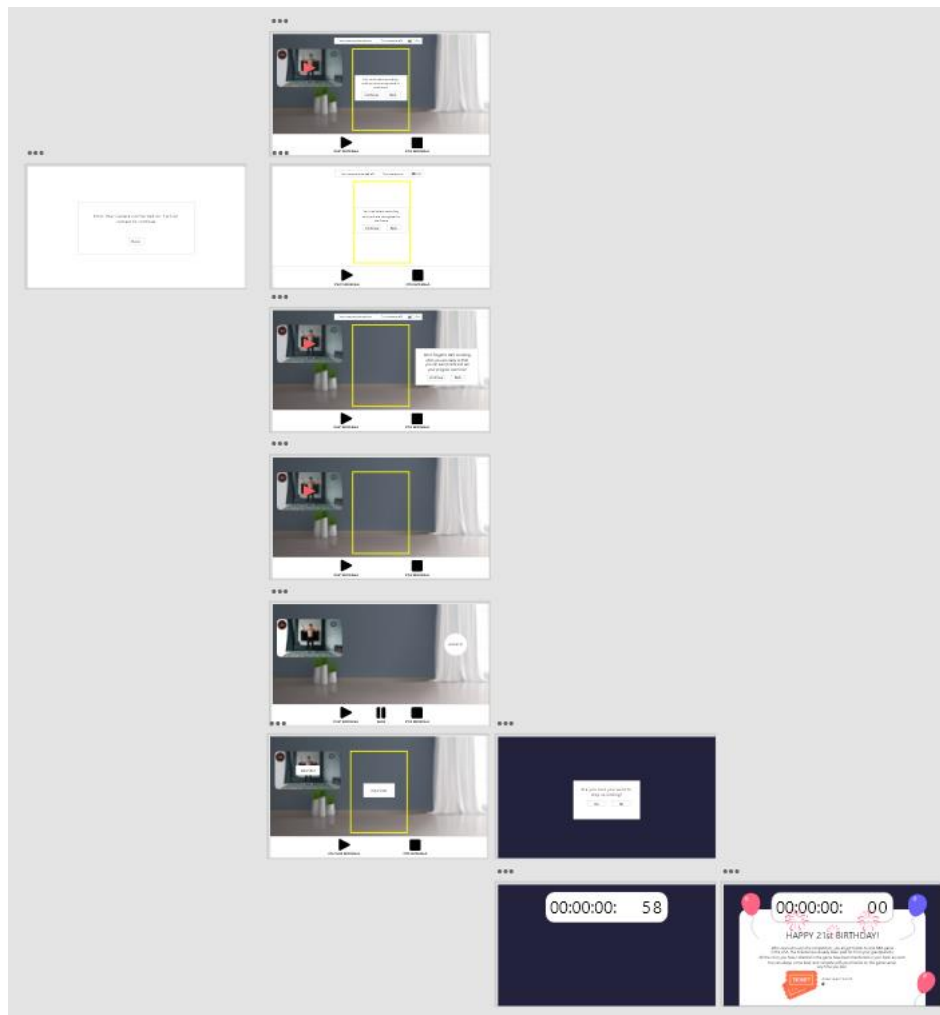


For viewing the cards, there is the hierarchy of bronze, silver and gold cards which increase in difficulty and points/coins that I used in my prototype. The leader board and card is positioned the same way as my prototype. Kristina added locks and images to the cards for visual representation. The navigation bar has been deleted because it was unnecessary – in the tests no one opened it, so for the viewing of the final prototype, we didn't include it. In Kristina's prototype, she had the basketball cards collect points and the workout cards earn coins.



When the user is ready to master the card, they follow the same process as shown in my previous prototype. The invite a friend button and opening for the spotify playlist button has been deleted because it also was not used by the test participants. The user can still practise with the instructions open and send the video for approval.



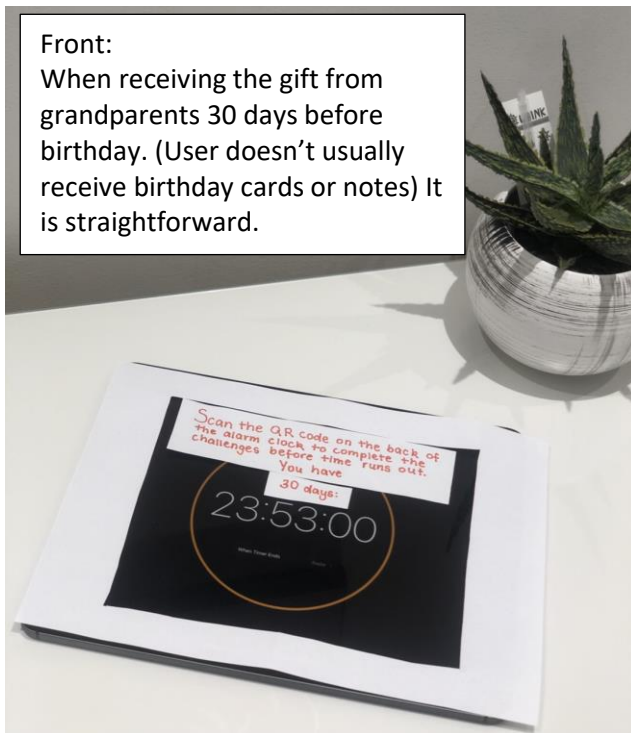


After completing the final workout, Kristina added an animation of a clock showing time is up. This is aesthetically pleasing and a nice final touch to create further anticipation before revealing the gift. She also added an image of the tickets for the user to collect.

Final token

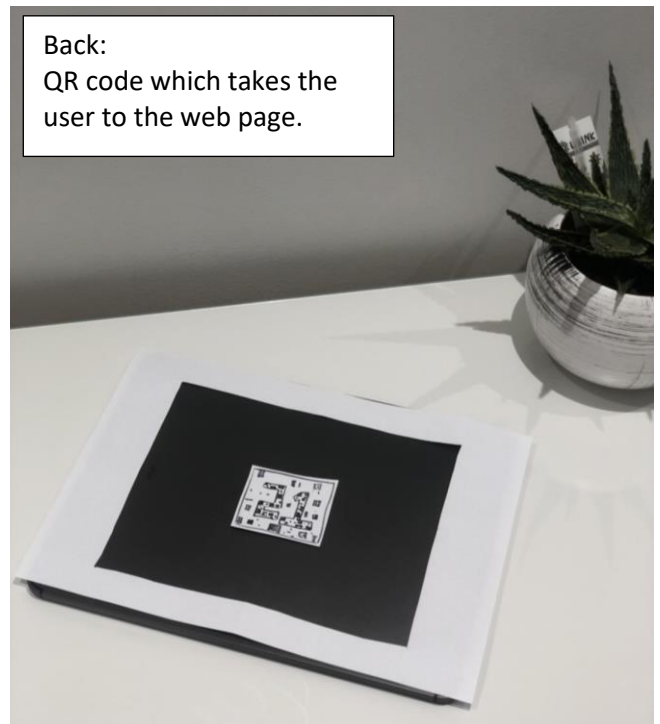
Front:

When receiving the gift from grandparents 30 days before birthday. (User doesn't usually receive birthday cards or notes) It is straightforward.



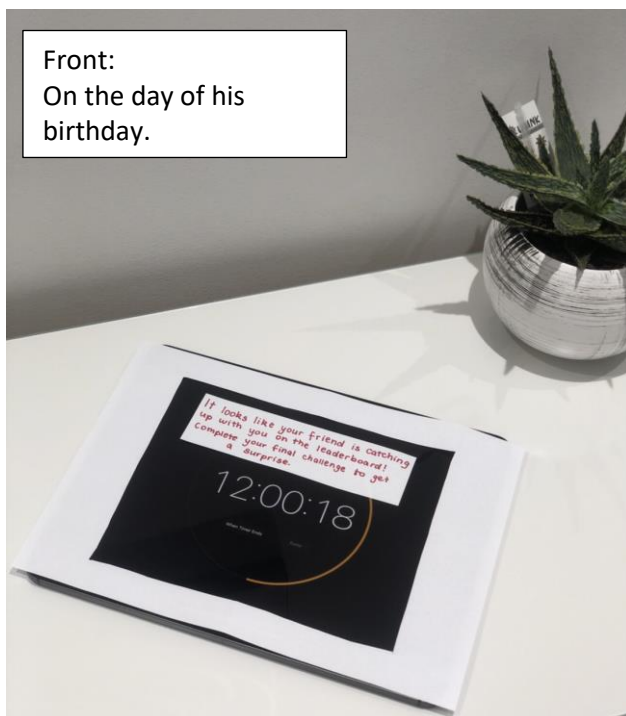
Back:

QR code which takes the user to the web page.



Front:

On the day of his birthday.



Front:

After opening the gift.



8 Test

8.1 Notes and insights from tests

I showed my boyfriend, friends and family my prototype and iterations throughout my design process including the final prototype. I think that they were biased in thinking that my own prototype was better than the one where I told them I did it with a partner. Next time if it is possible for me to meet with someone else who isn't as close to me (when we aren't under COVID-19 restrictions) I should make time for them to test the final prototype without seeing previous prototypes and iterations. Overall, I think that the final prototype is better because I feel that I over-complicated the ones which I did by myself in many ways which has been described in my notes. The final prototype experience clearly meets the design vision. Through diverging and converging by myself and with my partner throughout this process, we were able to make a token that connects to the digital unwrapping, define who the receiver is and the moment when the gift is opened, as well as the moment when the intangible gift is revealed. I am proud of where our process of diverging, converging and testing has led us.

8.2 Review of your Design Thinking Process

After reading the d.school design thinking bootcamp material, I feel that the mode which I am strongest at is the empathize phase. I genuinely love getting to know people and understand their behaviours, attitudes, and background. I find it interesting to get to know people who are also not like me in many ways, but I can always learn something new from them. In this process, it was not difficult for me to empathise with my user. We were able to meet comfortably many times and eventually get to know each other quite well. This made me feel like I understood them better and had a closer connection to them which inspired many design directions for me.

I found that in this process, the prototyping mode was very challenging for me to complete. I live in my own head sometimes so it can be difficult for me to translate my ideas into the real world. Sometimes I can also be a really big over thinker with my ideas which can be quite limiting for me as a designer. Being a perfectionist also means that I take a very long time to do even a basic prototype because I try and solve problems which don't even exist. At least it is good that I was able to test it and somewhat solve the flaws I saw in my design.

For me personally as a designer, testing is the most important phase. Sometimes I have an idea that is completely clear to me in my head, but to others the idea which I have in my head doesn't translate to them. By doing tests in my process, I was able to improve my design in many ways to be usable to other people seeing it for the first time. Testing with different people also gave me many new ideas to diverge and converge.

I would say I had a beginner's mindset throughout this process. After the first few times of meeting my user, I quickly learnt how different we are. We have almost nothing in common other than we are both studying in The Hague. I had to really listen to everything that he was saying because we had such different communication styles influenced by our background, upbringing etc. If I was unsure about something, I questioned what exactly he meant. In this process after collecting my insights and doing my user portrait, I showed the user several iterations of the data and the portrait and questioned him if I misunderstood something. One of the aspects of a beginner's mindset which I should start training is being curious. If I were to do this process again, I would make more time to get out of my comfort

zone and try something new. I think this could make the process more exciting and coming up with some wild ideas could create something really powerful.

In this process I think that I learnt that I am good at empathizing with others, but I have really bad time management. I underestimated the importance of testing throughout this process and how long it takes. If I were to do this process in the future, I should set a timer for how long I want to complete my tasks for. Some stages take longer than others, and if I want to be more curious in my design process, I also need time to do extra research and explore my ideas further involving other people especially in the testing phase.

9 Appendix

9.1 Digital Prototype links:

First digital prototype (lo-fi)

<https://xd.adobe.com/view/d3161060-899e-4925-b845-660fca655dad-8645/?fullscreen>

Second digital prototype (lo-fi)

<https://xd.adobe.com/view/8a3682fe-ba61-4e0d-8f06-c3b9785e3d1a-df65/?fullscreen>

Third digital prototype (high-fi)

<https://xd.adobe.com/view/50538f48-284d-4f22-aaa7-f298839f7ea3-0500/?fullscreen>

Final digital prototype

<https://xd.adobe.com/view/d997ea9e-53da-4666-a2fa-0372b476804c-8cc4/?fullscreen>