



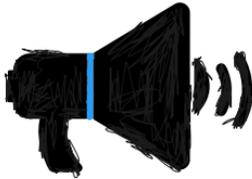
PsychicSanta.com

Perfectly matched gifts. Every time!

DESIGN CHALLENGE/PROBLEM STATEMENT

The consumer problem and market inefficiency that this predictive software idea/website and app looks to solve is this: of the \$700 billion dollars spent each year on Christmas gifts in the US, 30% ends up "wasted", (e.g. returned, "mis-matched" gifts, stuffed in closets, etc. or just trashed, with the result being less than thrilled or disappointed givers and recipients, etc. This gift-selection "ordeal" -- is a VERY BIG DEAL and a big, anxiety-causing WORRY -- for a statistically significant % of the gift-buying public.

Our Goal: Provide a more efficient way for gift givers to optimize emotional and social gratification online via a highly personalized and accurate, customized gift recommendation system. We want to communicate fun/lightness, efficacy/confidence and trust, trust, trust, trust!



1) Who is the **VISITOR**?

- Why did you come here today?
- The more you can tell us, the more we can help you.
- What is your budget?
- What is the relationship to the recipient?
- Live feedback for best and worst gifts this season

2) **GIFT RECIPIENT:** Data/lifestyle, etc. This is the most critical info gathered!

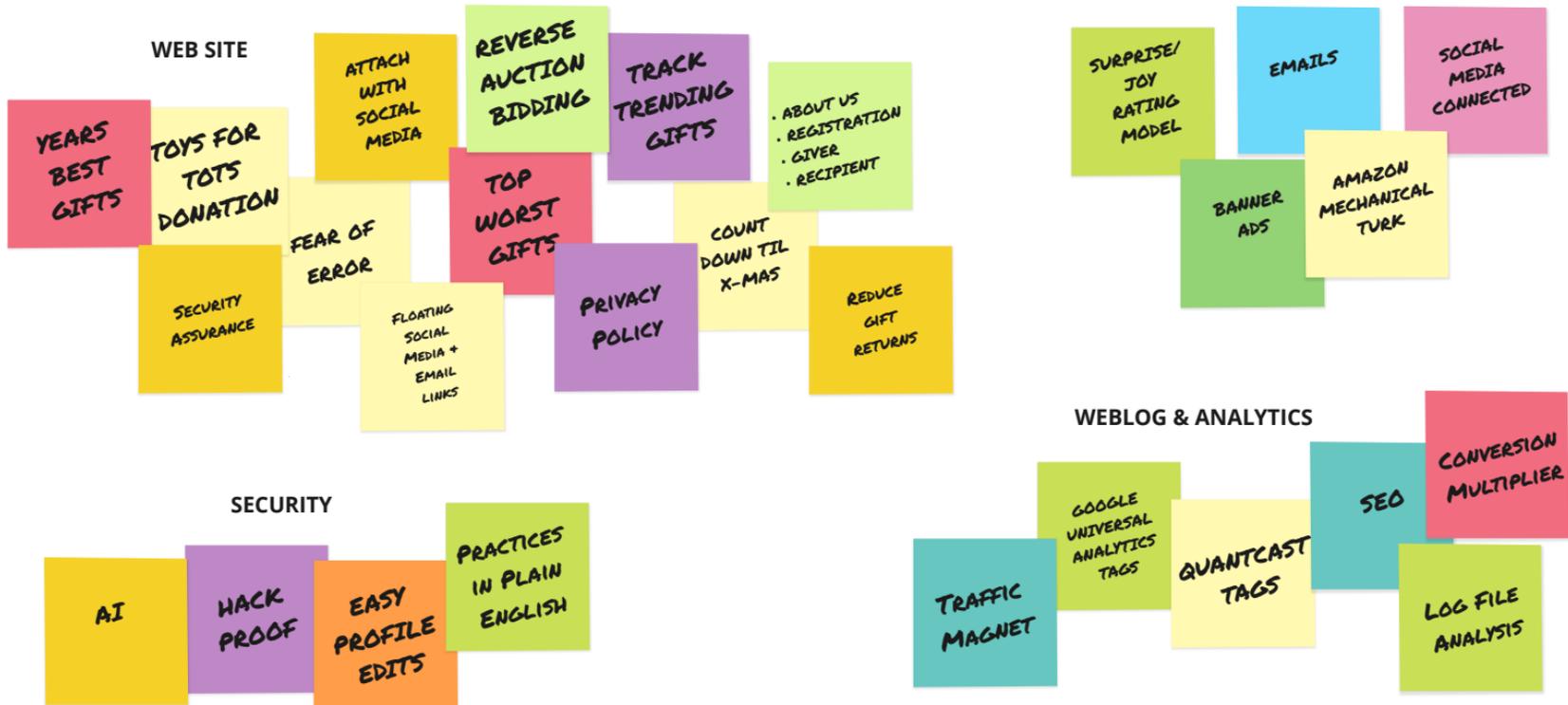
- How do we engage the recipient
- Opt-in by recipient
- Social Media mining
- Q/A from gift giver about recipient



JOURNEY MAP IDEATION WORKSHOP



JOURNEY MAP IDEATION WORKSHOP

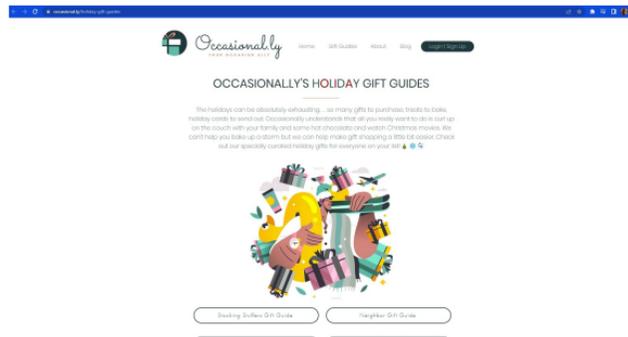
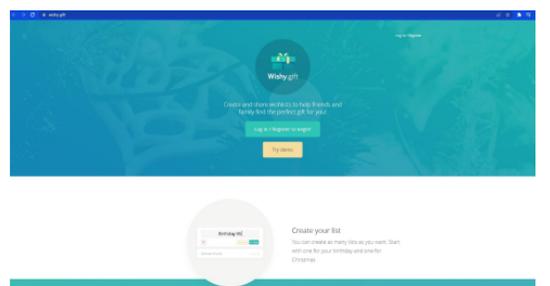
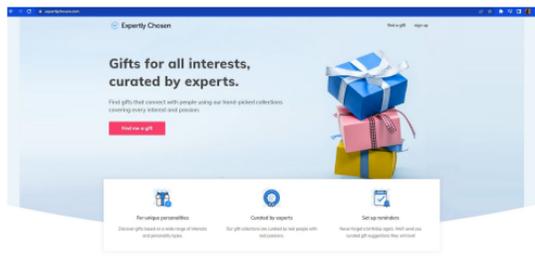
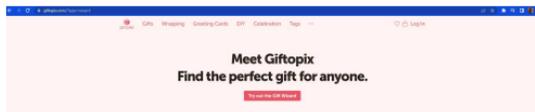


COMPARATIVE ANALYSIS

When looking at other comparable gift selecting & gift recommendation websites, we did notice a trend of using too much information and not keeping it simple.

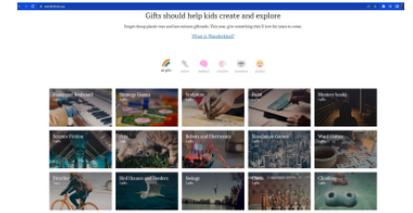
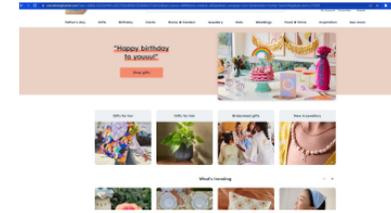
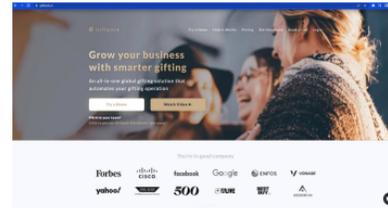
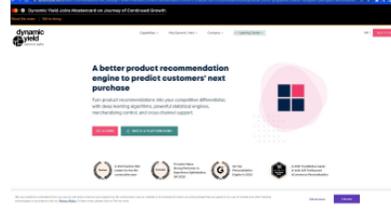
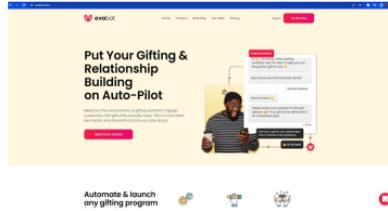
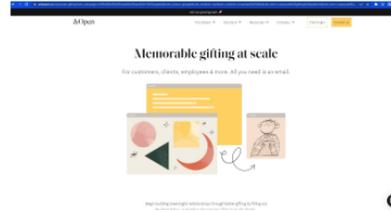
GIFTOPIX.COM | EXPERTLYCHOSEN.COM | MATCHBOXGIFT.COM

WISH.GIFT | OCCASIONALLY.LY | GIFTS.COM



ANALAGOUS ANALYSIS

The themes seem the same, large images and not really focused on the task at hand.



USER PERSONA

THE RECOMMENDATION CHALLENGE

Ever wonder why so many people give a Yankee Candle® for a Christmas gift?

Giver: What would she really like?

Psychologist: Which dimension of her?

Santa: Naughty Susan? Or nice Susan?

Giver: I'll guess I'll get her a candle...again.

Introducing PsychicSanta.com the new way to give the perfect gift. All that was needed was for a few guys who were tired of giving "bad gifts" to do a mashup of Santa, Psychology and Computer Science.



CHRISTMAS CONFUSION CATHY



"I AM ABSOLUTELY STUMPED ABOUT WHAT TO GET MY BOYFRIEND/HUSBAND THIS YEAR FOR CHRISTMAS, HE ONLY WANTS GIFT CARDS."

AGE: 30'S-40'S

ROLE: FULL-TIME PROFESSIONAL

STATUS: SINGLE/MARRIED

LOCATION: CHARLOTTE, NC

EDUCATION: BACHELORS DEGREE

FAMILY: SPOUSE + CHILDREN

BACKGROUND

CATHY HAS ALWAYS DREADED THE CHRISTMAS SEASON. EVERY YEAR THE ATTEMPT IS THE START EARLY, BUT INEVITABLY THE STRESS IS OVERWHELMING

CHALLENGES

- PROCRASTINATION/ANXIOUS ABOUT GIFT GIVING

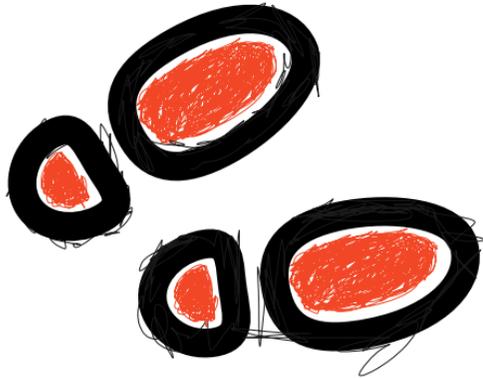
PRIMARY INTERFACES

- COLLEAGUES
- FAMILY
- FRIENDS

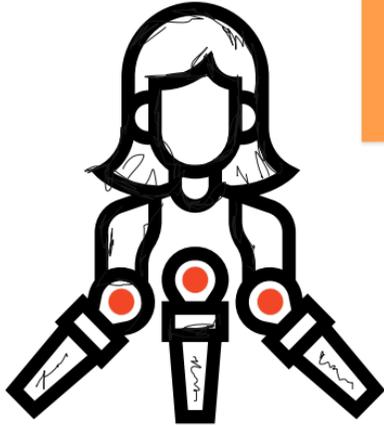
SOURCES OF GIFT GIVING

- AMAZON
- SHOPPING MALLS
- GOOGLE RECOMMENDATIONS
- FRIENDS AND FAMILY IDEAS
- COLLEAGUES IDEAS

USER INTERVIEWS



EXPERT INTERVIEWS



Be clear about the refund policy

REALLY BIG IDEA

Security plugins for hackers

Protect peoples privacy

Make sure to focus on security

Scan users for identity

Multi-language

Whats the ROI?

What the plan for conversion

Whats the full-fillment strategy?

Will there be a chat added?

How will you follow up with customers?

How will you drive conversion

Will you track customer feedback?

What about fake accounts?

How will it be marketed?

Make it multi-channel platform

this is a lot of data to backup

Stand alone server

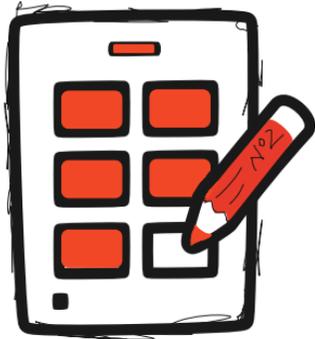
Will there be a live customer support?

How will you deal with returns?

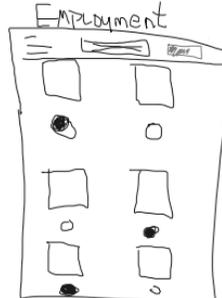
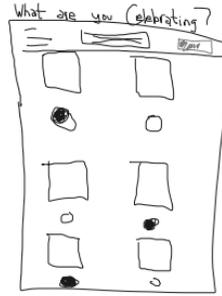
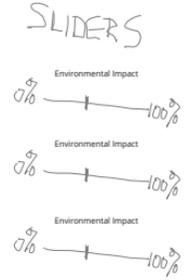
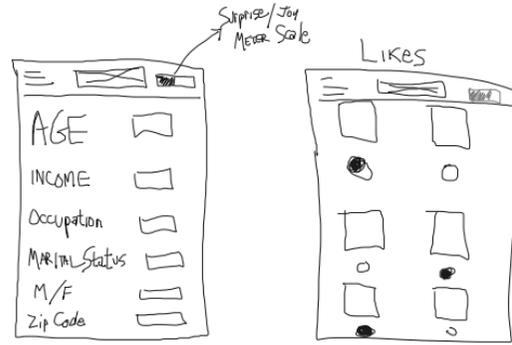
charge with free shipping

STORY BOARD

The storyboard is a very important part of the pre-production process because it clearly conveys how the story will flow, as you can see how your shots work together. It also allows you to see potential problems that would not go unnoticed, ultimately saving you time and money.



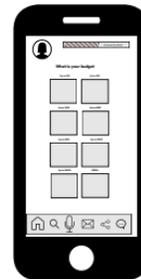
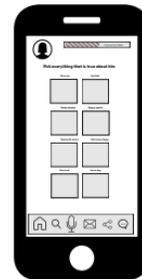
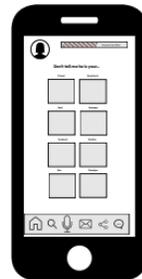
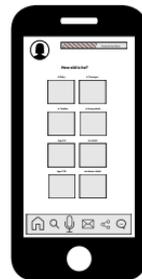
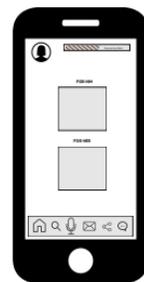
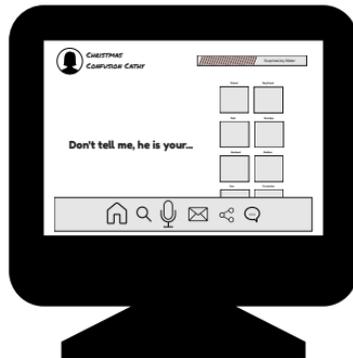
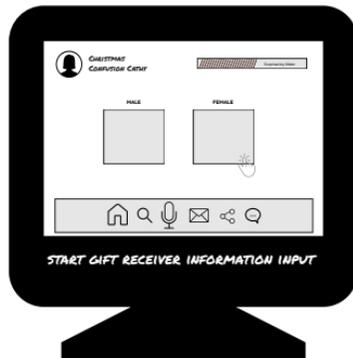
PS (wizard)
The Best Gift
Giver EVER!



ANATOMY & INFORMATION FLOW

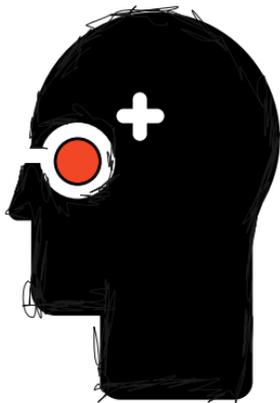


WIREFRAME



INSIGHTS FROM IDEATION

During this discovery process we noticed that our problem was so much bigger than simple gift giving and checkout with PS registration, so we redefined the scope.



Questions for us to answer:



MORE TO COME

EXERCISE TO NARROW THE SCOPE

Refine Design Challenge

TEAM MEMBERS



"HOW MIGHT WE?" ... IDEATION



Defined Themes

"HOW MIGHT WE"

"How Might We" use an existing mental model, like the social concept of asking a friend who knows the recipient "Hey, what do you think?"



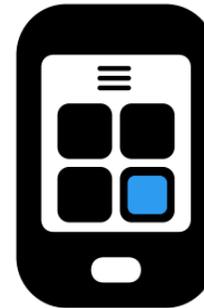
FROM A NEW PERSPECTIVE



STEP 1: GET STARTED



STEP 2: A FEW
QUESTIONS ABOUT
THE GIVER



STEP 3: A FEW
QUESTIONS ABOUT
THE GIVER



STEP 4: PERFECT
GIFT GIVING

POTENTIAL ADS

We can use the A/B testing model to run campaigns across many channels to...



PROTOTYPE