

Your Mission: **Redesign the gift-giving experience ...for your partner.**
Start by getting to know your partner & gaining empathy.

1 Interview

8min (2 sessions x 4 minutes each)

Tell me about the last time you gave a gift...

Right now — book for bro-in-law
 Practicing Pres of God — Books Inc — self sum
 missed grad school; / Subs cancelled
 wanted to send
 ☺ wrap fun in envelope
 Don't like wrap — drag
 JAMS for wife
 called am
 temp - Susan
 wire basket → too industrial
 & another
 Boring
 Reveal

Notes

Switch roles & repeat Interview

2 One last BIG question!

4min (2 sessions x 2 minutes each)

I just *have* to ask you this...

☺ Gift Card Envelope
 Can't wrap before you pack
 Rache @
 last month
 5 hrs on jam
 Hate wrapping
 precision → could be paying
 "It all became the gift"
 Quick Visual Vifting

Notes

Switch roles & repeat Interview



Reframe the problem.

3 Write what you learned 3min

How and Why? What is your partner trying to achieve through gift giving?

- Acknowledgement
- Love
- Fun
- Personal challenge

Research

Insight: What do you see now about your partner's experience that maybe he or she doesn't?

Spontaneity is key - by restaurant
- quick packages
- under

Personal touch or none @ all

Visual Impact

4 Take a stand with a P.O.V. 3min



Jeremy - loving family member

partner name/description

needs a way to rapidly personalize his gifts
(Use your "How" and "Why"...)

because (or "but..." or "because it turns out that...") [circle one]

anyone can wrap a ~~gift~~ ^{present} and

his personal touch is half¹⁰ the fun.

(Maybe a tweak on your Insight...)

Ideate: generate alternatives to test.

5 Sketch at least 5 radical ideas based on what you learned. 5min

What is your P.O.V. from Step 4? Write it here!

Spray-On Wrap!
Inflatable Gift Box!
Gift Wax
AIRPLANE DROP!
Present Story

6 Share your solutions. Highlight the feedback. 6min (2 sessions x 3 minutes each)

Feedback notes

Vain
too fast
Pray bein cheap or Shabby
Slightly hidden
WAX interactive
would it work
Unexpected
Crappy like it should be

Switch roles & repeat sharing.

Build and test.

7 Build your solution.

Make something your partner can interact with!

[not here]

5min

8 Share your solution and get feedback.

✚ What worked...

tape on string
to lock
material together
fun - everyone

▣ What could be improved...

→ tube somewhat unwieldy
multiple threads
how?
Want to be able to
quickly assess
with person opening

? Questions...

If don't like
want to be able
to change on the
fly
Want to know how
you intend
OK!

! Ideas...

World Sheet
Sun
embroidery
how do I
open
net
Sun
GOLD!

6min (2 sessions x 3 minutes each)

Reflect on the work.

9 Headline TWO next steps 2min

From Step 8 feedback, what are TWO aspects you would prototype next?

1) Different Strings can move independently or locked together for greater customization and ease of use

2) Including a fun unwrapping mechanism - slip under a top thread

↓
Maybe τ Noise \Rightarrow Joy?

10 Restate your P.O.V. 2min

Now how do you feel about your P.O.V. from Step 4? How does it fit following feedback?

→ Quality is still important!

* Perception of presentation and ability to understand how to interact important → or must be obviously fun