

Project: Digital Gift Receiving Experience



Team:



Liz Yau



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Persona

Dora - the extrovert & explorer



Lithuanian | Lives in the Hague alone | UXD student | 21 y.o.

characteristics

creative likes challenging but not confusing
explorer **curious** adventurous
nostalgic experimental **passionate**

hobbies



painting



writing



singing



traveling



gaming

values

building deep connections
love *having good energy around*
working hard **honesty** **passion**

"I would like to have the gift all the time with me, if it consists of a nice experience that I can remember, then it will be something that lasts forever. It's also about spending the time, especially with people that you care"

Daily dose of happiness from...



Martian-the astrodog



quality time with loved ones



joking around



tackle little challenges

About gift receiving...



The Gift

likes to see **personal touch** and **effort**

not expects **expensive** gifts from family

likes to see giver thought of her **interests** and **hobbies**

cares sustainability: likes to receive **useful** gifts



Experience

gifting is opportunity to **have fun**, **gather nice memories**, and **experience** something **new** with the **loved ones**

enjoys **unwrapping** part as it increases the **excitement**



Needs to feel

she has a **deep connection** with the giver

she is **cared & loved** the gift has **strengthen the connection** between her and the giver

she is **remembered** as the gift consists small details about her

Design Vision

Introduction

Dora



Dora is a creative and artistic university student currently living in The Hague.

She is an extrovert and loves exploring, looking through the world like she can learn something new from each moment. She likes challenges that she can solve, not frustrating.

Dora is a combination of opposites in terms of her hobbies. A random day of her can start with yoga, continue with computer games and end with a concert she gives. She is very energetic and likes to be busy with the things she likes doing.

She likes to be surrounded by loved ones. Currently she lives far away from Martian (her dog) and her family. She misses spending time with her family, doing activities and laughing at Martian's funny moves.

She likes to see past memories or gather new ones through gifts. Also she finds experience based intangible gifts as more valuable, since the memory of that experience will last forever with her.



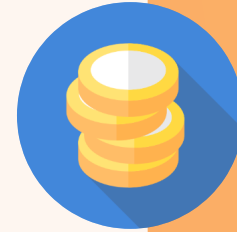
The Gift

Dora's family is planning to prepare a gift for her on her next birthday. As they are not living in the same country, they want Dora to feel she is actually with them during the gift receiving experience. Since she likes experimenting and being amazed from surprises, Dora's interactive unwrapping experience will form her gift, but she won't know it in the beginning. As the unwrapping part will be in line with her hobbies, in the end she will feel that she is being cared and loved. Moreover, as she values the experience part and intangible gifts more, this gift will be priceless for her.



Design Statement Token

In order to be in line with Dora's hobbies, the token will be designed in regards to her passion into singing. As she considers herself as experimental and creative, we would like to design the token for her to tackle some fun tasks. At the same time, the token will also be served as another form of gift so she will be able to keep and use it even after the unwrapping experience, which would be able to fulfill her desire - to have a gift to be with her and as an experience that can last forever at the same time.



Design Statement Digital Unwrapping

During the digital unwrapping, she will have fun as it will be something she will actively participate as well. Accordingly, she will be experimenting something new and feel curious all the time during the unwrapping. The main feeling she will have will be being loved and cared for by her family as she will be experiencing something she enjoys a lot. Since she won't understand that she is actually collaborating on something, she will be completing the tasks with a curiosity in her head. She will want to share the outcome on social media as she wants it to be eternally with her.



Design Statement Gifting Experience

As the user values the best memories with her family, with this gifting experience we are planning to provide an opportunity to her to create a new virtual memory with her family. All together, this will be a collaborative experience for them and as a way to strengthen their family bonding. During the gift giving experience, since Dora won't know what will happen next, she will be immersed and full of curiosity. As the experience will be in line with her hobby (singing), she will also be having fun. Moreover, she will feel cared and loved by her family as she will see her family has tried to do something that she will enjoy. Since the outcome of the unwrapping will be her gift in the end, she will remember the experience all the time when she looks at the gift. So that this gift will also be touching on her love of past memories.



UX Factors

Engagement

Activation Activation will be one of the main factors of the unwrapping experience. Since the user is a very outgoing person who has hobbies like singing or dancing she likes to show her talent. The unwrapping experience will activate her to be part of the experience. Accordingly, Dora will receive instructions which lead her to participate in person in front of her computer during the unwrapping.

Immersion As the instructions during the unwrapping will be in line with the user's hobby (singing) and the user will be actively participating to unwrapping, she will be having fun and immersed. As the user won't know what will happen next, she will also feel curious and feel herself in the middle of the unwrapping. As a result, she won't understand how the time has passed during the unwrapping.

Meaning

Relatedness The combined gift and the experience will be a very nice memory and outcome for the user. The part she finds so amazing will be the experience and her feelings, but in the end she will also be able to have the product of the experience, so that she can always watch it and feel happy. The reason behind she feels happy with the product and the memory is relatedness.

Stimulation Dora is a person who likes to receive memory and experience related gifts. With the experience provided during the whole process, she will get amazed during each part (receiving the token, during the unwrapping and receiving the combined video gift). Our aim is to make her to be in the present and make the experience as interactive as possible.

Token

On her birthday, Dora receives a Karaoke Mic by post...



Then she sees instructions for the microphone.

...and a letter from her family.

Happy Birthday Dora!

We really wish we can celebrate your birthday together like the past years and we miss you so much!

We hope you will like this microphone as birthday gift, as you love singing so much! Make good use of it and perhaps record some songs with it for us too :-)?

*Love you,
Mom, Dad, Bro & Martian*

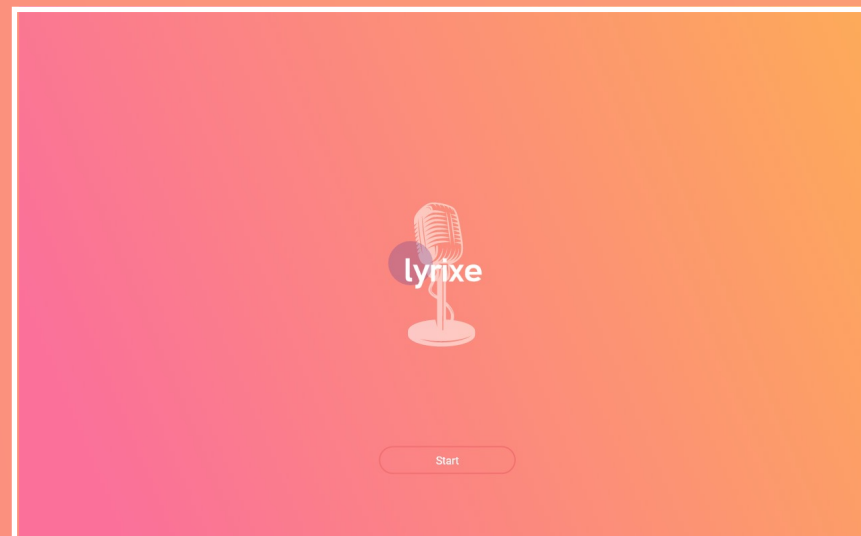


Digital Unwrapping

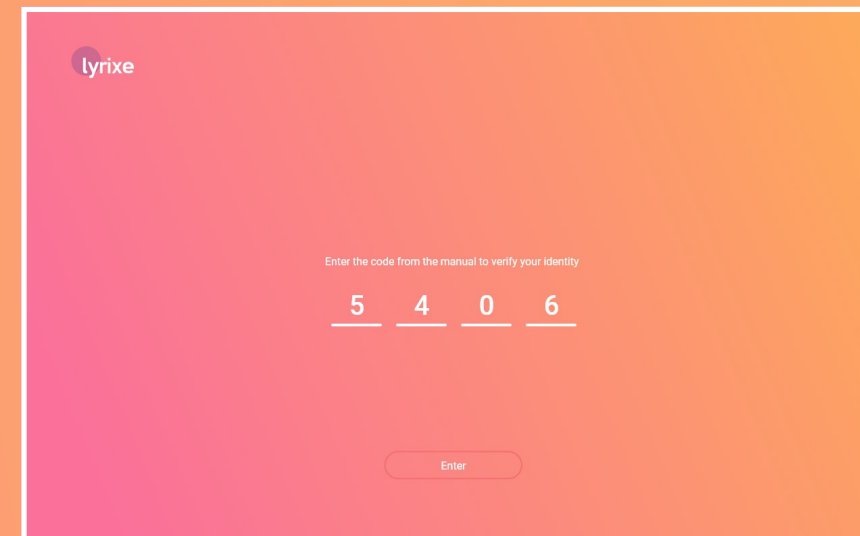
In order to use the microphone, Dora enters the url on the note:



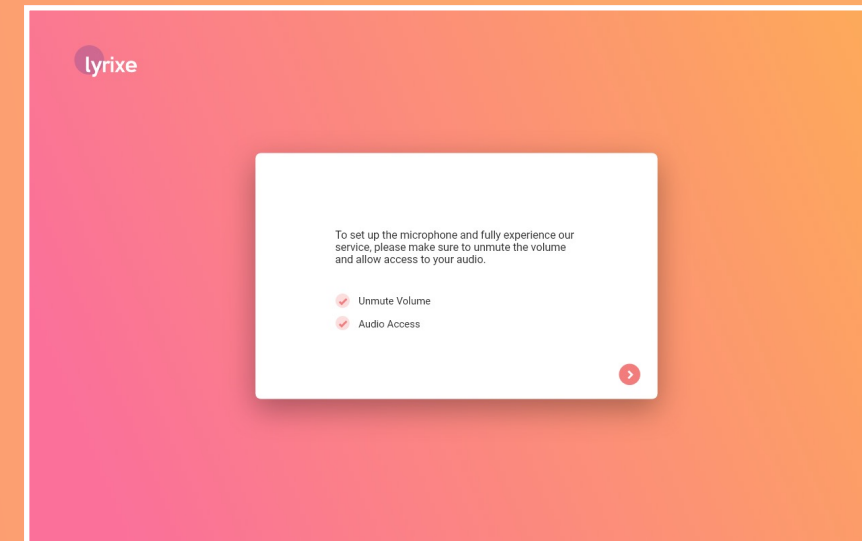
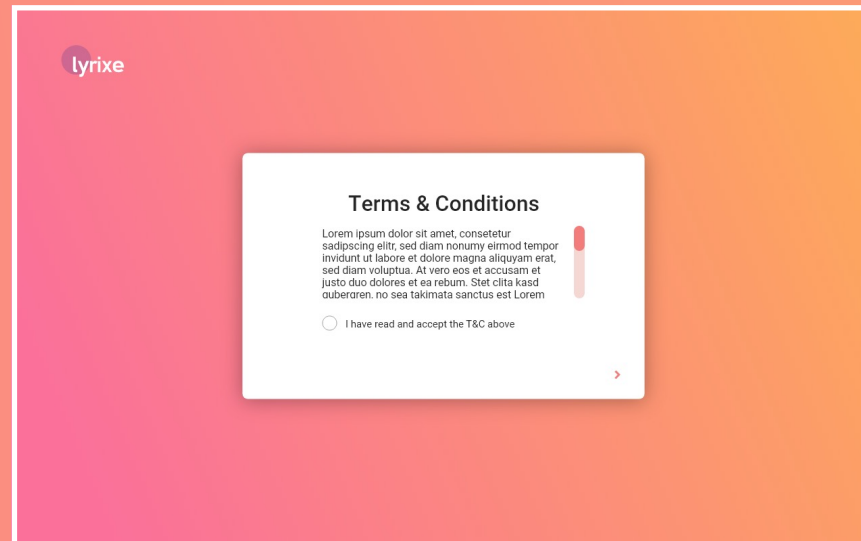
Which leads to the landing page:



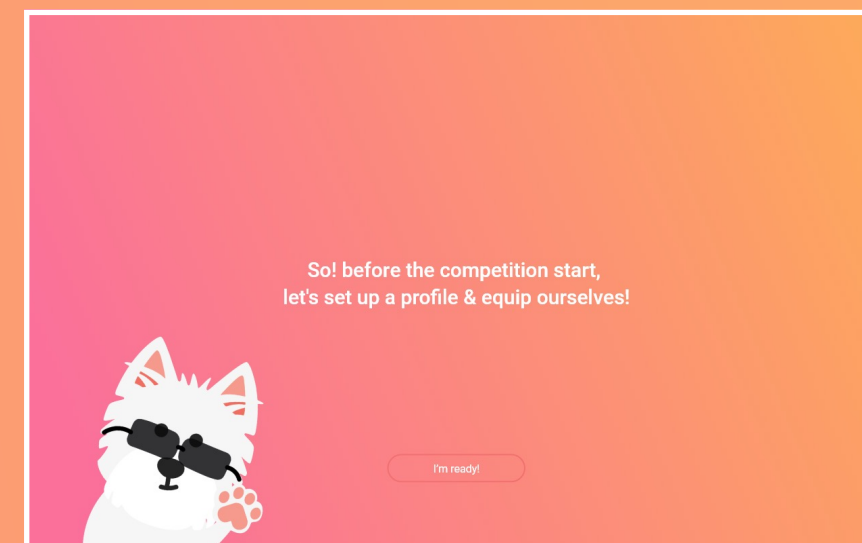
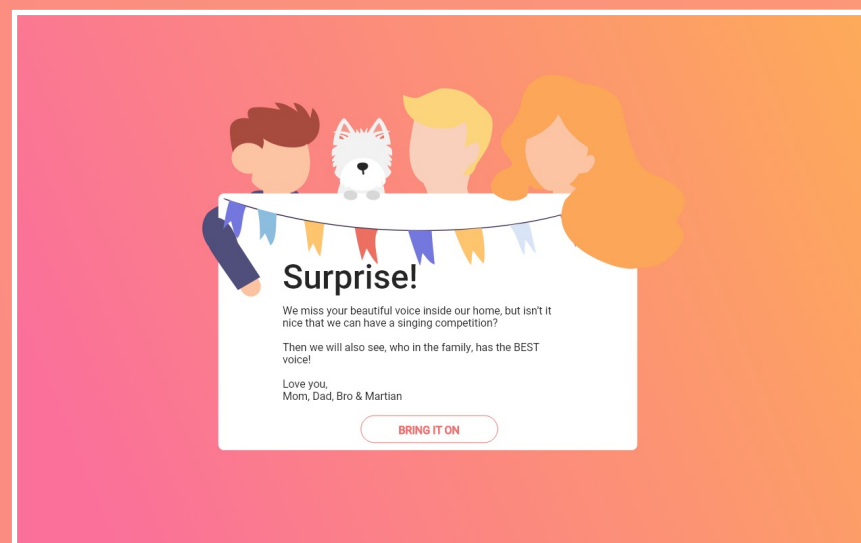
Then she needs to enter the code on the note:



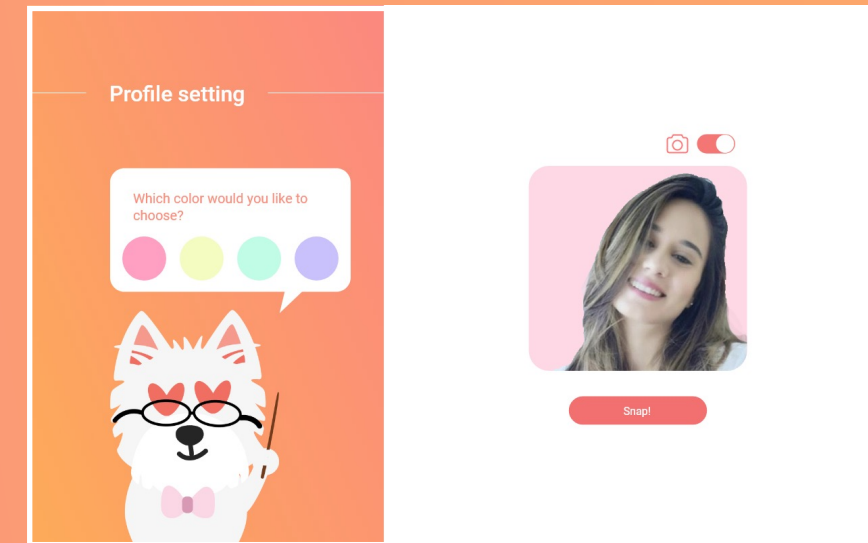
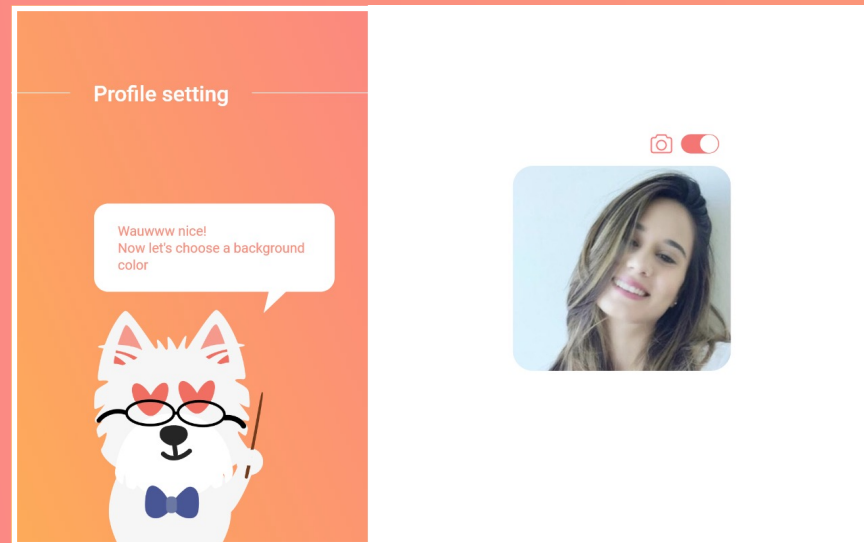
Then she needs to accept some terms as she thinks that this is provided by the microphone brand:



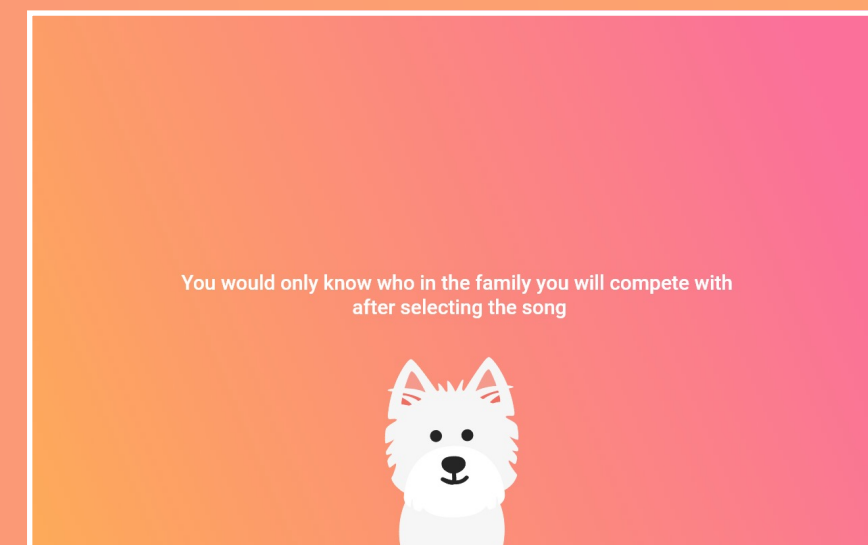
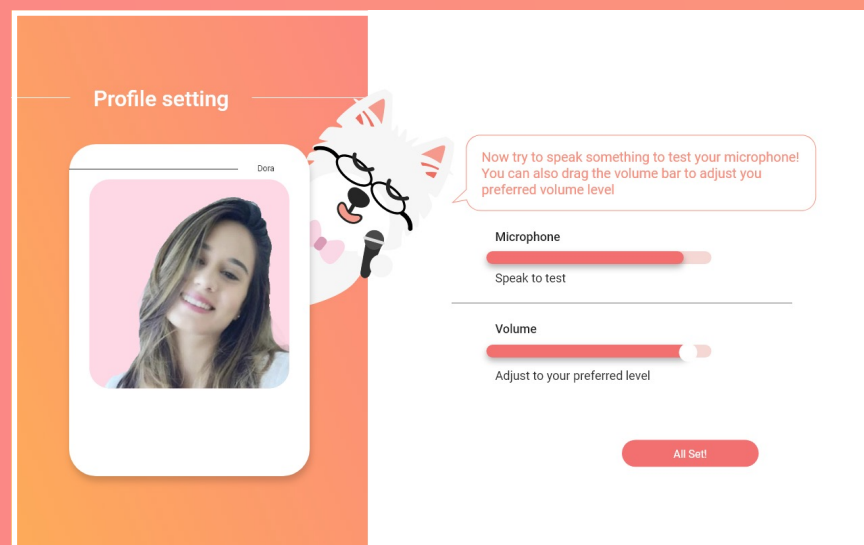
Suddenly, she learns that this was a surprise prepared by her family and Martian will be leading her for the rest:



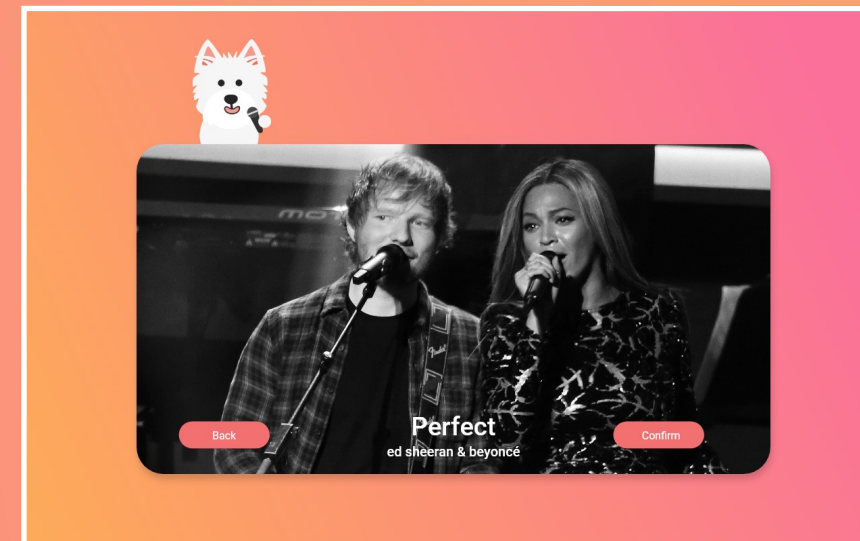
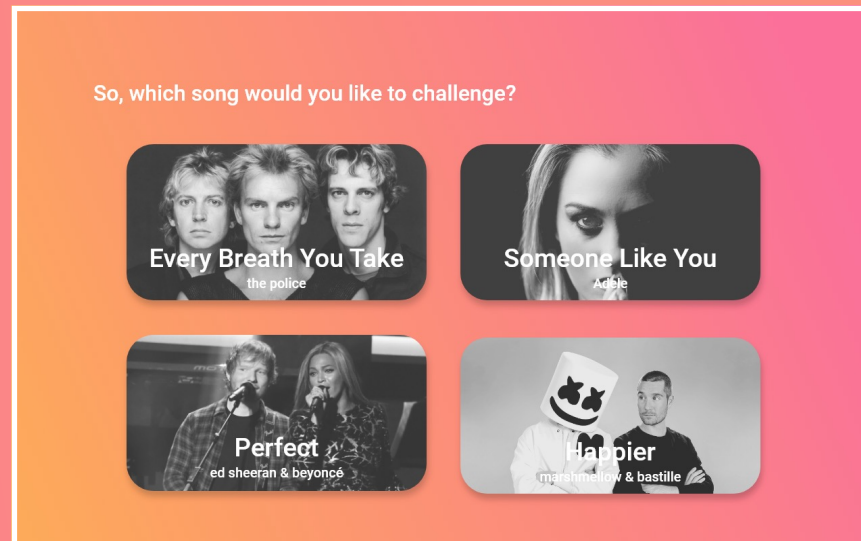
Then she need to form a profile by taking a photo of herself and choosing a background color:



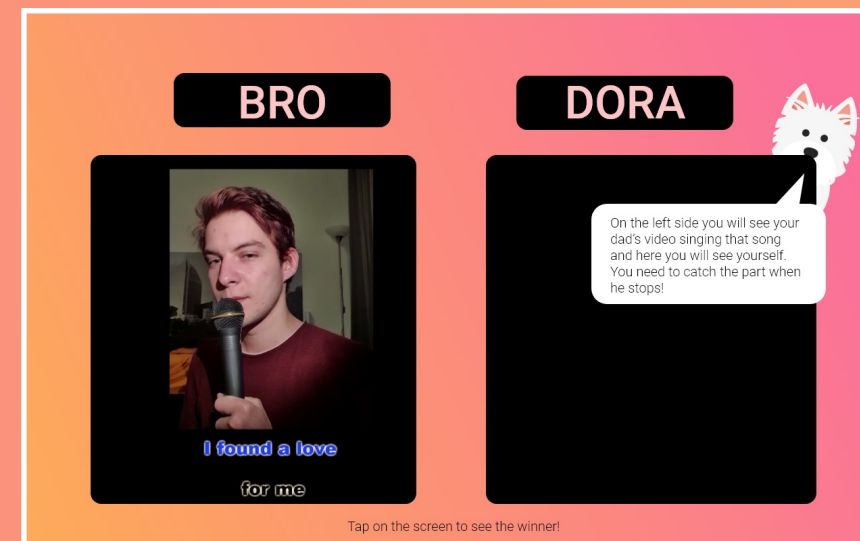
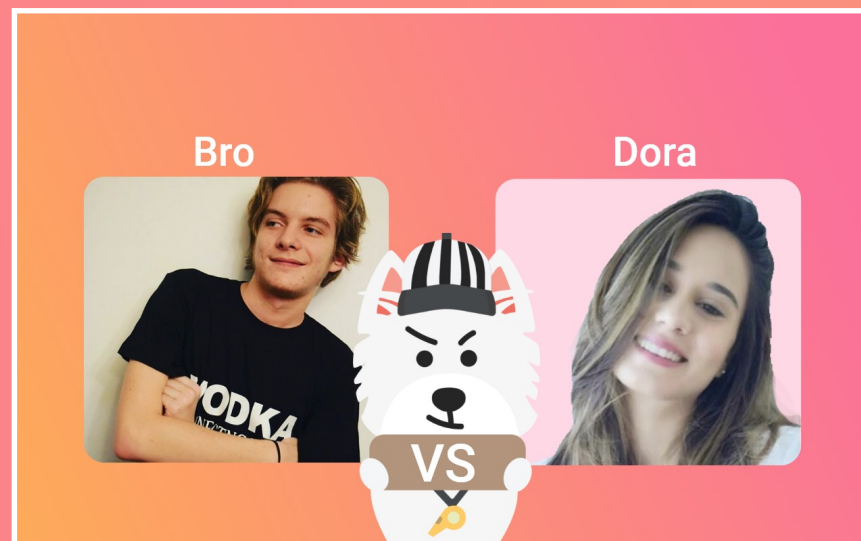
After she tests her mic and audio settings, Martian tells her that she needs to select a song first to learn whom she will be competing against:



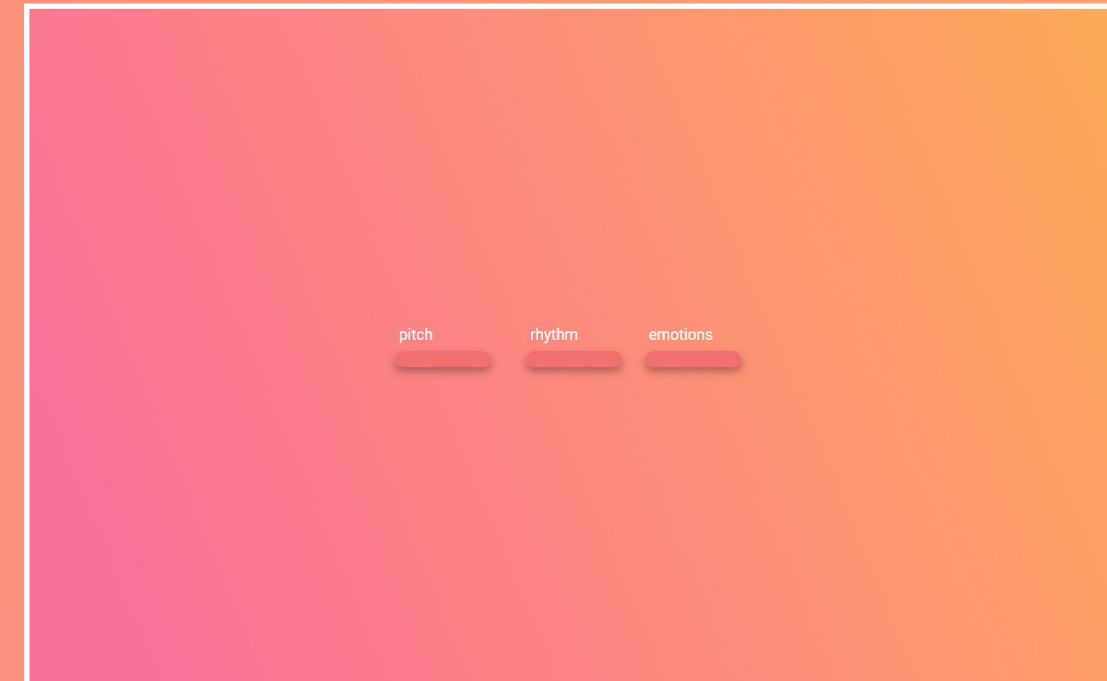
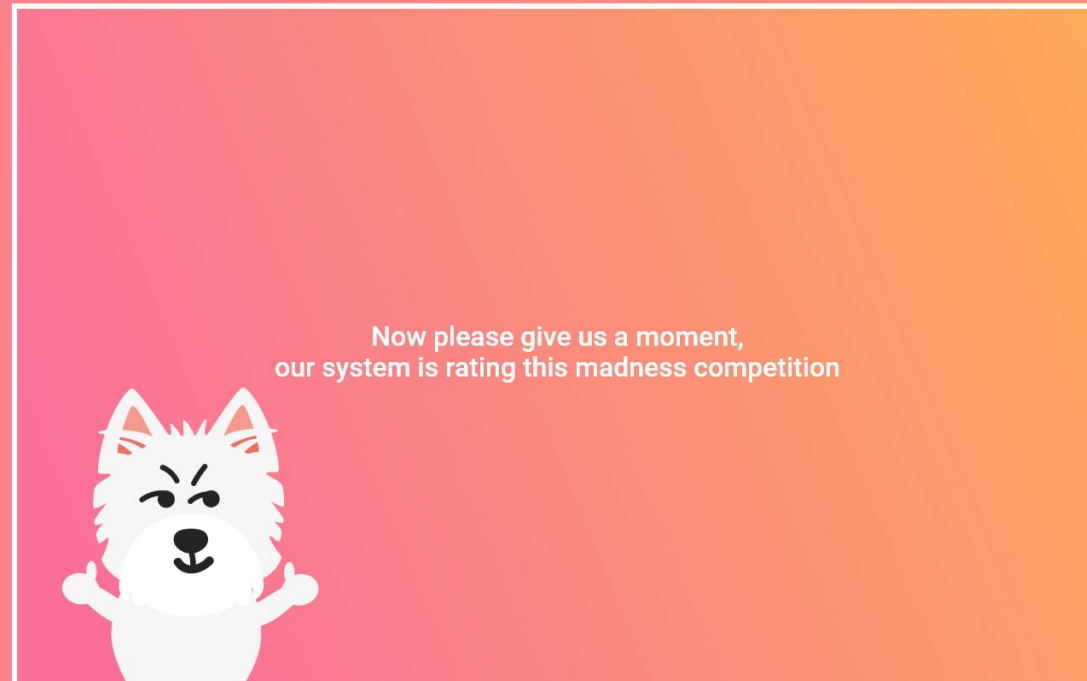
After choosing the song she wants to sing, she learns her competitor in the family:



And they do a duo competition: (the family members has recorded videos before, so Dora sings against prerecorded videos)



Then, the program calculates their scores and Dora wins all the time:



Scores

Omg Congrats Dora,
YOU WON!!!

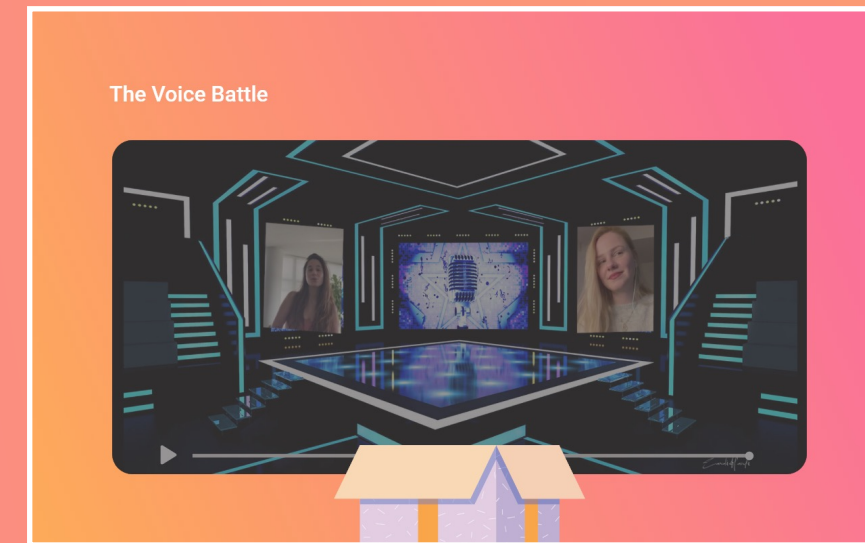
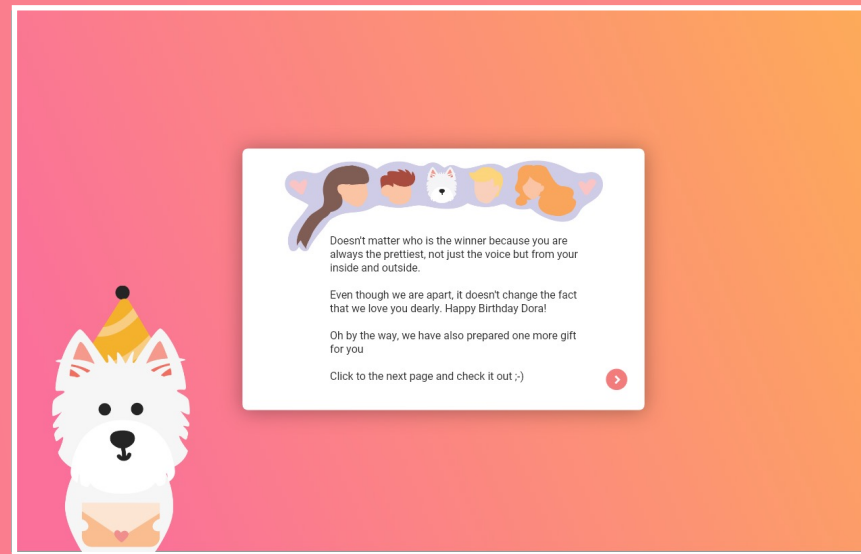
87%
Dora

76%
VODK.Bro

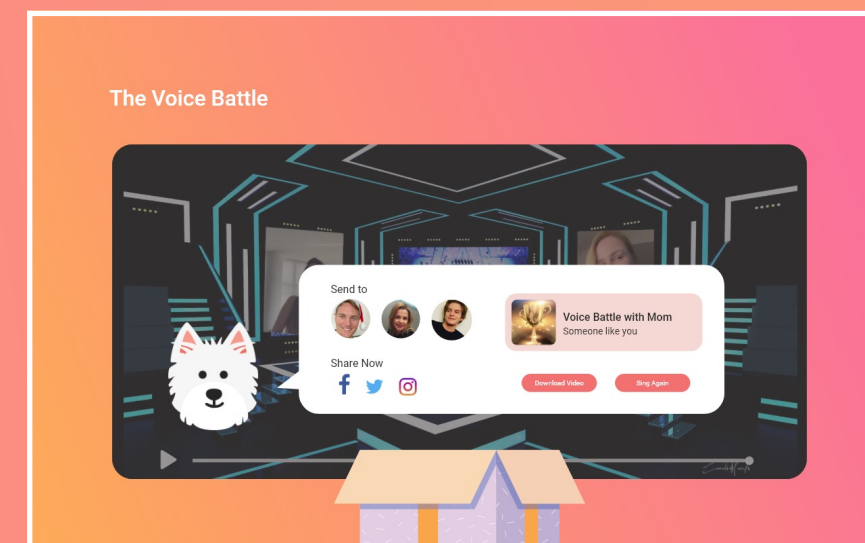
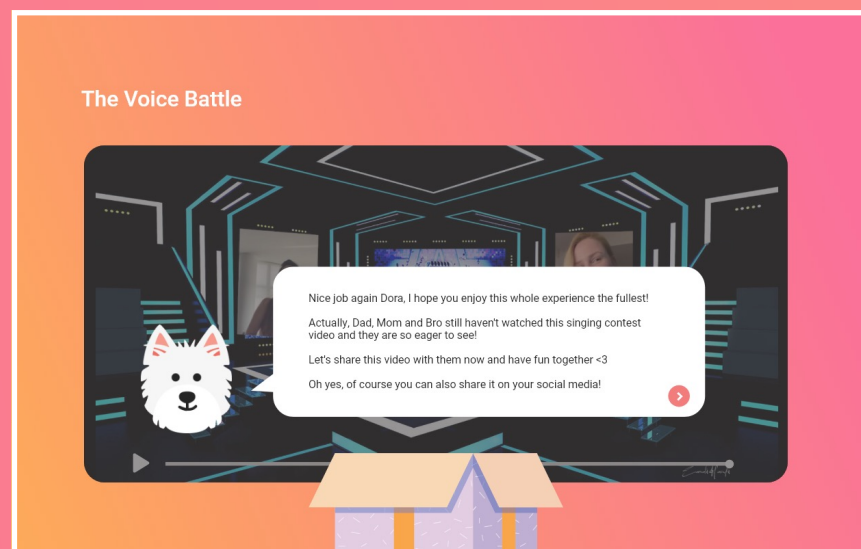
Pitch
Rhythm
Emotions

Pitch
Rhythm
Emotions

When she clicked for getting the prize, she learns that this is her actual gift, so she collaborated in the process of making it. She sees the member of the family and herself on the stage of The Voice:



In the end, she has options to share on her social media, send the final video to the family members and to thank them, download the video, or sing again:



Links:

Please click on the links below to live the experience we prepared.

Disclaimer: Please do not share any of the video content.

[Prototype](#)

[Full Experience \(Video with songs\)](#)

[Individual Videos](#)

Credits



Dora - Ecem



Martian - Martian
instagram: [martian.theastrodog](https://www.instagram.com/martian.theastrodog)



Bro - Mihai



Mom - Betul



Dad - Mat