GIFT BOMB

Recommended Key Features

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Goals and Vision

Giftbomb presented a clear set of predetermined goals:

1.Increase User Engagement

2.Convey value of merchants

3.Include a sense of human emotion

At the kickoff meeting, additional insights were collected about the values and vision of Giftbomb's founders. We learned that Giftbomb's leadership team is passionate about supporting local businesses and prioritizes simplicity and meaningful user engagement.

Giftbomb's Users

Primary users:
Gift givers wanting to send a quick and accessible gift to friends/family/colleagues

Recipients looking to more effectively manage gift cards

Sales/business people wanting to give gifts to employees and clients

Secondary audience:
Businesses looking to grow their reach and acquire more customers

User Goals:
- **Access a simple and fast system to send meaningful gifts.**
- **Support local businesses.**

The User Journey

Giftbomb's user journey map follows the experience of Tina a new user unfamiliar with the app who is looking to buy her friend Jill a last minute birthday gift.
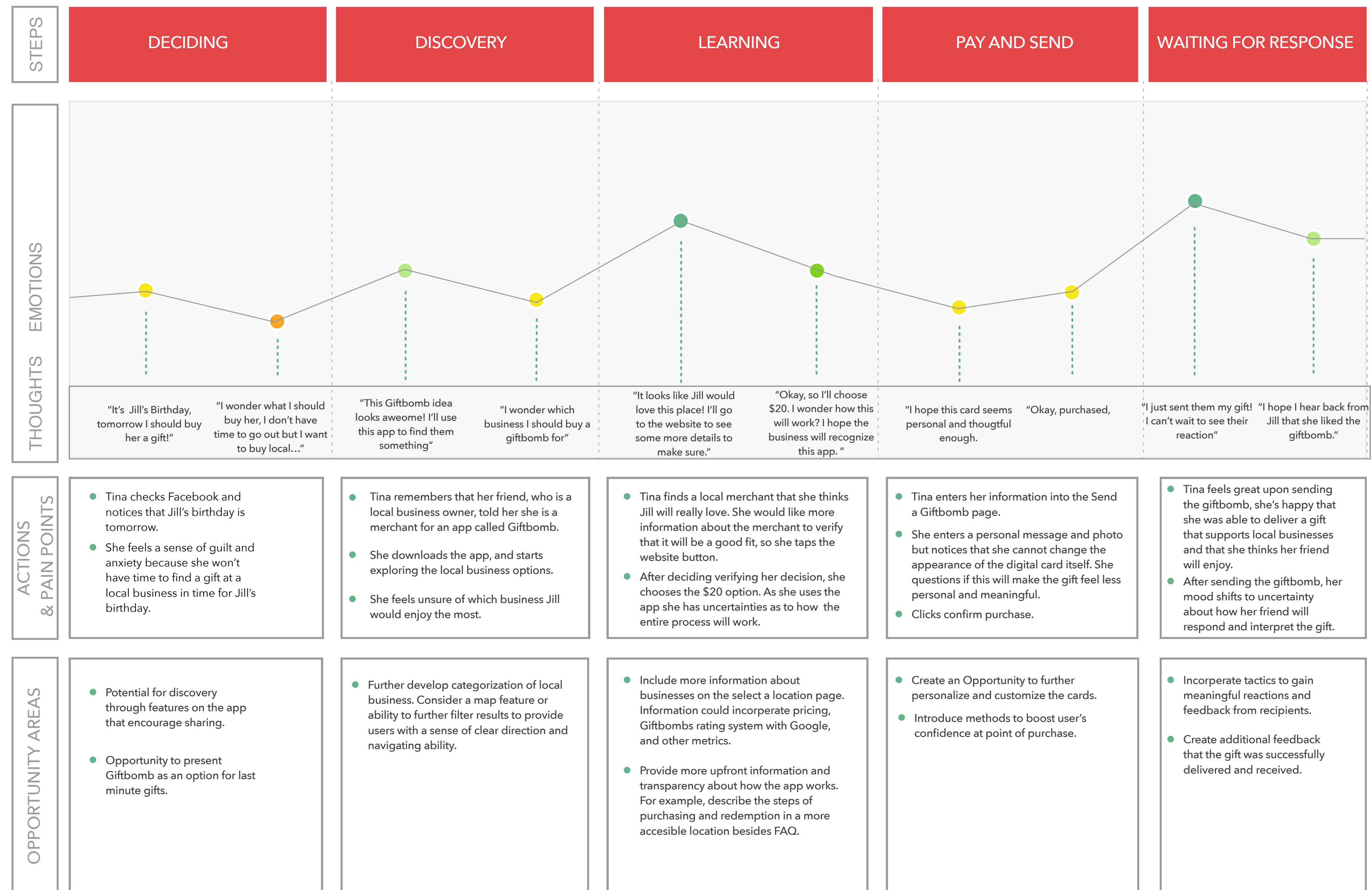
Key opportunities were identified through the map:

- Potential for discovery through features on the app that encourage sharing.
- Provide more upfront information and transparency about how the app works. For example, describe the steps of purchasing and redemption in a more accessible location besides FAQ.
- Introduce methods to boost user's confidence at point of purchase.
- Incorporate tactics to gain meaningful reactions and feedback from recipients.

GIFT BOMB User Journey Map

User Context

Tina is looking to buy her friend Jill a last minute birthday present. She has not decided what to buy yet, but she knows that Jill values experiences over material possesions. Tina also enjoys shopping local and would like to support local businesses in her gift giving.

STEPS	DECIDING	DISCOVERY	LEARNING	PAY AND SEND	WAITING FOR RESPONSE
EMOTIONS / THOUGHTS	"It's Jill's Birthday, tomorrow I should buy her a gift!" / "I wonder what I should buy her, I don't have time to go out but I want to buy local…"	"This Giftbomb idea looks aweome! I'll use this app to find them something" / "I wonder which business I should buy a giftbomb for"	"It looks like Jill would love this place! I'll go to the website to see some more details to make sure." / "Okay, so I'll choose $20. I wonder how this will work? I hope the business will recognize this app."	"I hope this card seems personal and thougtful enough. / "Okay, purchased,	"I just sent them my gift! I can't wait to see their reaction" / "I hope I hear back from Jill that she liked the giftbomb."
ACTIONS & PAIN POINTS	• Tina checks Facebook and notices that Jill's birthday is tomorrow. • She feels a sense of guilt and anxiety because she won't have time to find a gift at a local business in time for Jill's birthday.	• Tina remembers that her friend, who is a local business owner, told her she is a merchant for an app called Giftbomb. • She downloads the app, and starts exploring the local business options. • She feels unsure of which business Jill would enjoy the most.	• Tina finds a local merchant that she thinks Jill will really love. She would like more information about the merchant to verify that it will be a good fit, so she taps the website button. • After deciding verifying her decision, she chooses the $20 option. As she uses the app she has uncertainties as to how the entire process will work.	• Tina enters her information into the Send a Giftbomb page. • She enters a personal message and photo but notices that she cannot change the appearance of the digital card itself. She questions if this will make the gift feel less personal and meaningful. • Clicks confirm purchase.	• Tina feels great upon sending the giftbomb, she's happy that she was able to deliver a gift that supports local businesses and that she thinks her friend will enjoy. • After sending the giftbomb, her mood shifts to uncertainty about how her friend will respond and interpret the gift.
OPPORTUNITY AREAS	• Potential for discovery through features on the app that encourage sharing. • Opportunity to present Giftbomb as an option for last minute gifts.	• Further develop categorization of local business. Consider a map feature or ability to further filter results to provide users with a sense of clear direction and navigating ability.	• Include more information about businesses on the select a location page. Information could incorperate pricing, Giftbombs rating system with Google, and other metrics. • Provide more upfront information and transparency about how the app works. For example, describe the steps of purchasing and redemption in a more accesible location besides FAQ.	• Create an Opportunity to further personalize and customize the cards. • Introduce methods to boost user's confidence at point of purchase.	• Incorperate tactics to gain meaningful reactions and feedback from recipients. • Create additional feedback that the gift was successfully delivered and received.

Client Meetings and Kano Survey Findings

Client meetings revealed that methods which increase user engagement on the app are highly prioritized. These include features where users could help spread the word about Giftbomb. Features that already had the background systems in place from a development standpoint were also highly valued. The business priority and development difficulty rankings were accounted for when creating a budget for the recommended features and which features would be prioritized.

Kano Analysis Survey Results

This research method helped determine which features users highly prioritized and which they either disliked or could live without.

Highest ranked features:
Regift
Personalized Text
Location notification
Group Gifting
Suggest Businesses

Proposed Features and Development Budget

Using information collected from the user journey map, research, and client meetings, 3 features are prioritized for moving forward.

#1 Regifting and Paying it Forward

Development Budget: 3 weeks

This feature allows user to regift their Giftbombs to others if they don't plan to use them themselves. An anonymous Pay it Forward has the potential to create a chain of Giftbombs and encourage spontaneous and thoughtful giving.

#2 Personalized Text Messages and Text Preview

Development Budget: 3 weeks

A personalized text message that a recipient gets when they are notified by the Giftbomb team that they have received a gift. This improves recipient trust and helps Giftbombs feel more personal. A text preview increases the senders trust in what the gift will look like on the recipients end.

#3 About Page

Development Budget: 2 weeks

A prioritized about page that explains Giftbomb's functions and values to users. This increases users confidence by the time they reach the point of purchase.
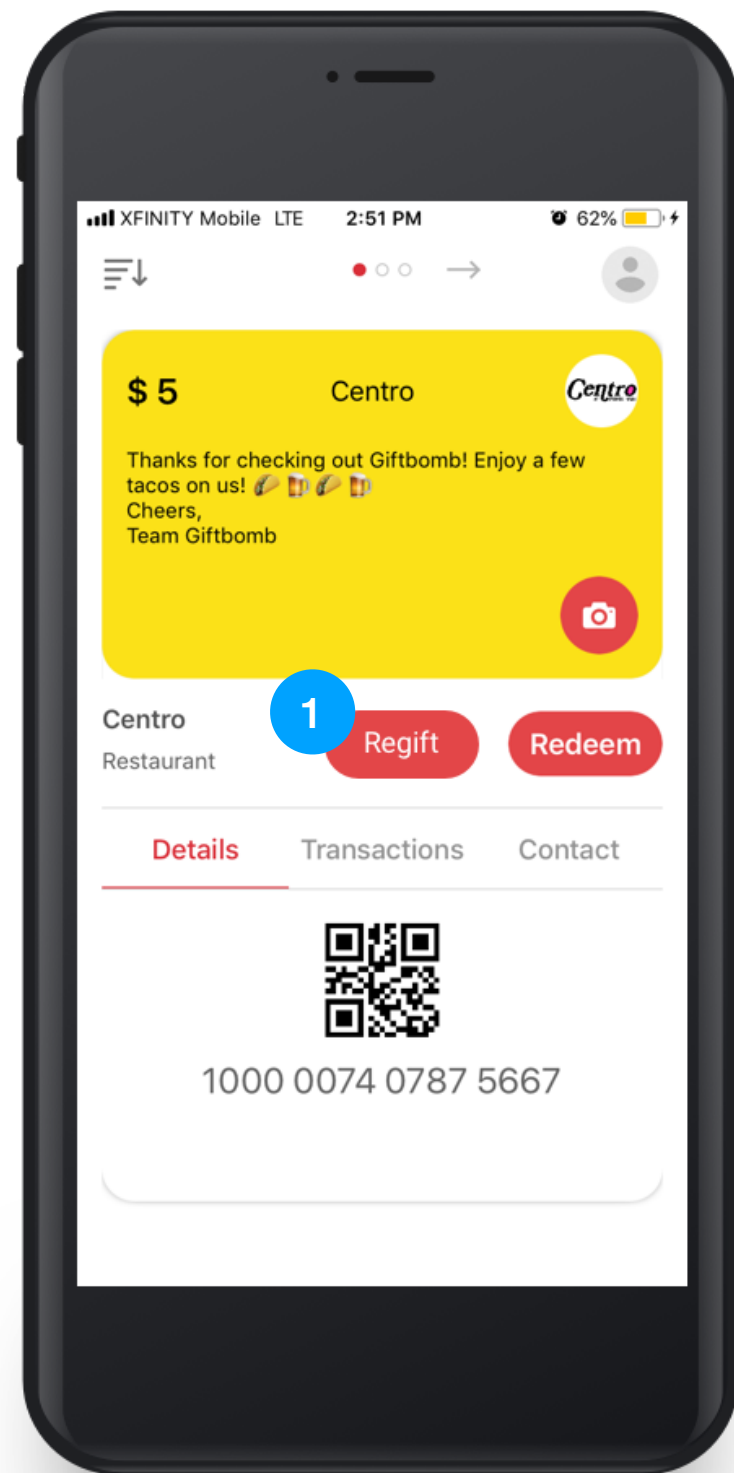
Total Budget = 8 weeks

* Please note - 1 week added to scoping for features #1 & #2 due to combining of features or introduction of new features.
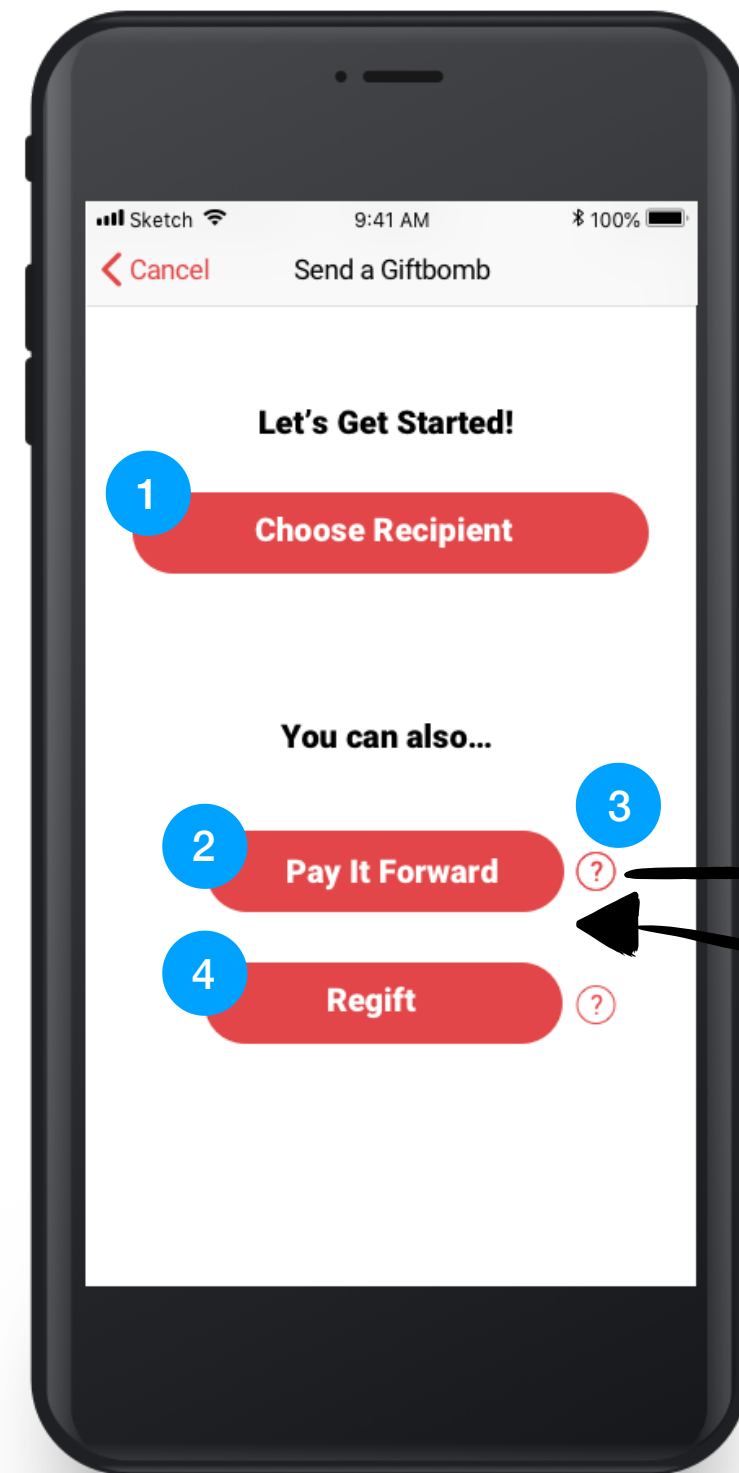
# #1 Regifting and Paying It Forward   Dev Time : 3 weeks

Regift

Start

Pay it Forward pop up description

Pay it Forward select price

Pay it Forward review purchase

Regift

① Regift option encourages Giftbomb recipients to pass unused gifts on to others .

Start

① Navigates to existing Giftbomb sending flow.

② Navigates to Pay it Forward anonymous gifting screens.

③ Reveals pop up for explanation of Pay It Forward feature.

④ Reveals pop up for explanation of Pay It Forward feature.

Pay it Forward pop up description
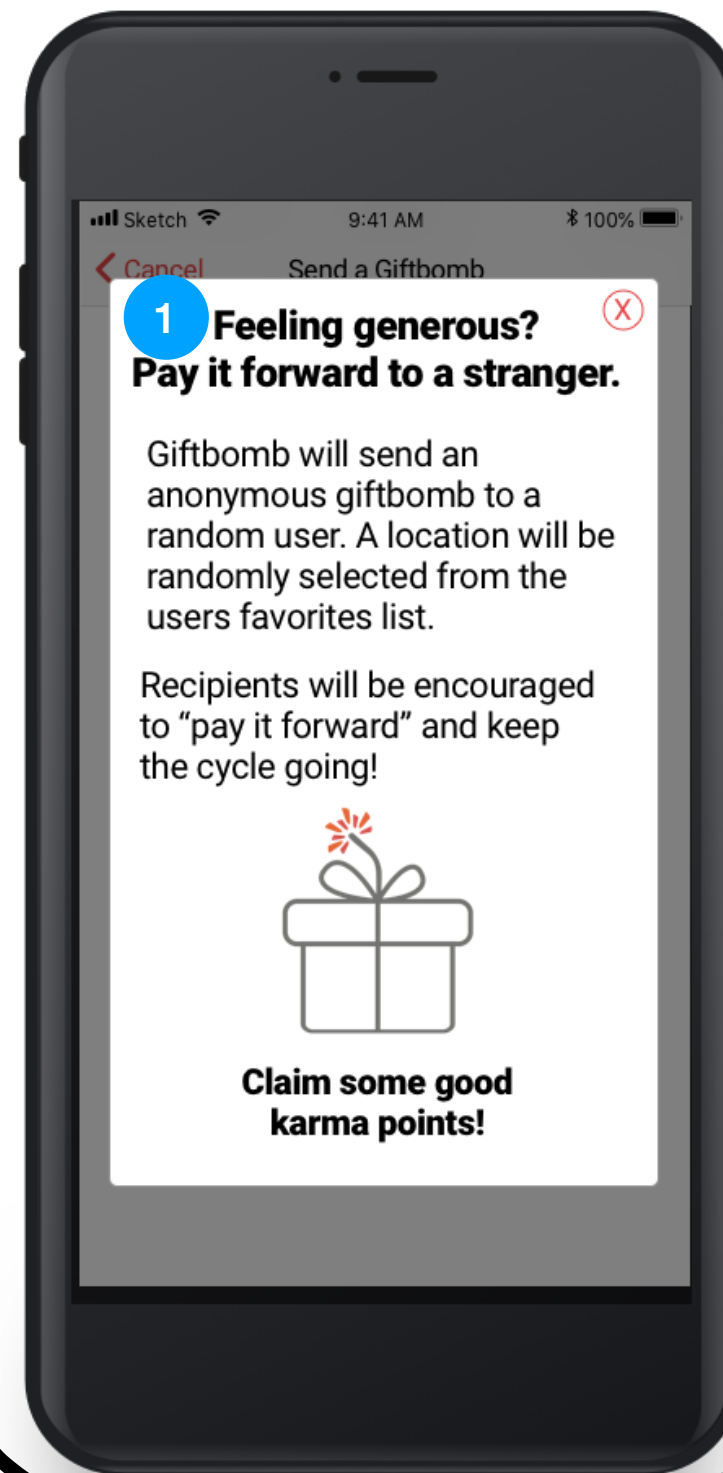
① This pop up explains Pay It Forward to those unfamiliar with the concept and uncertain of how Giftbomb executes the feature. The explanation provides clarity for users.

Pay it Forward select price
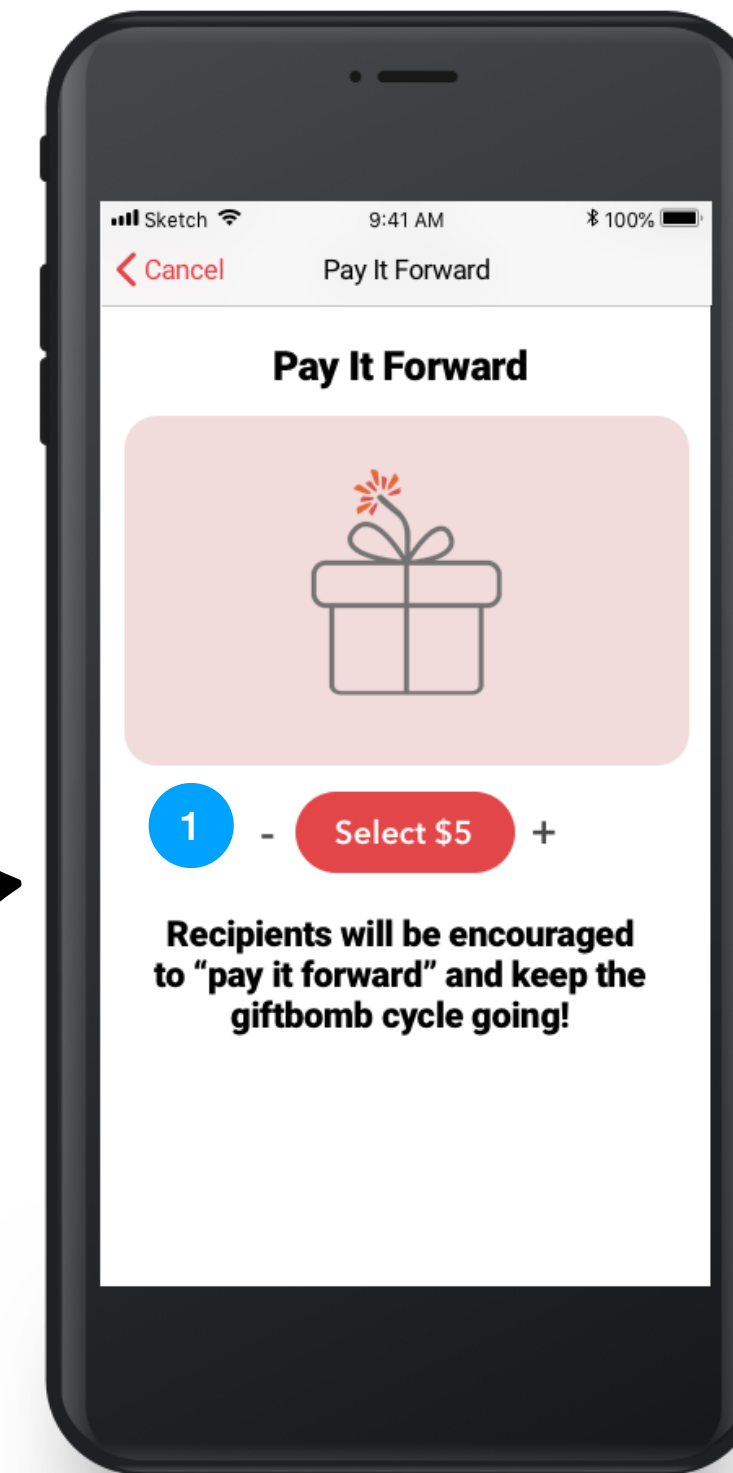
① Selecting the price is structured in a similarly to location pages. A small description underneath the price selection, reminding users of the features functionality.

Pay it Forward review purchase
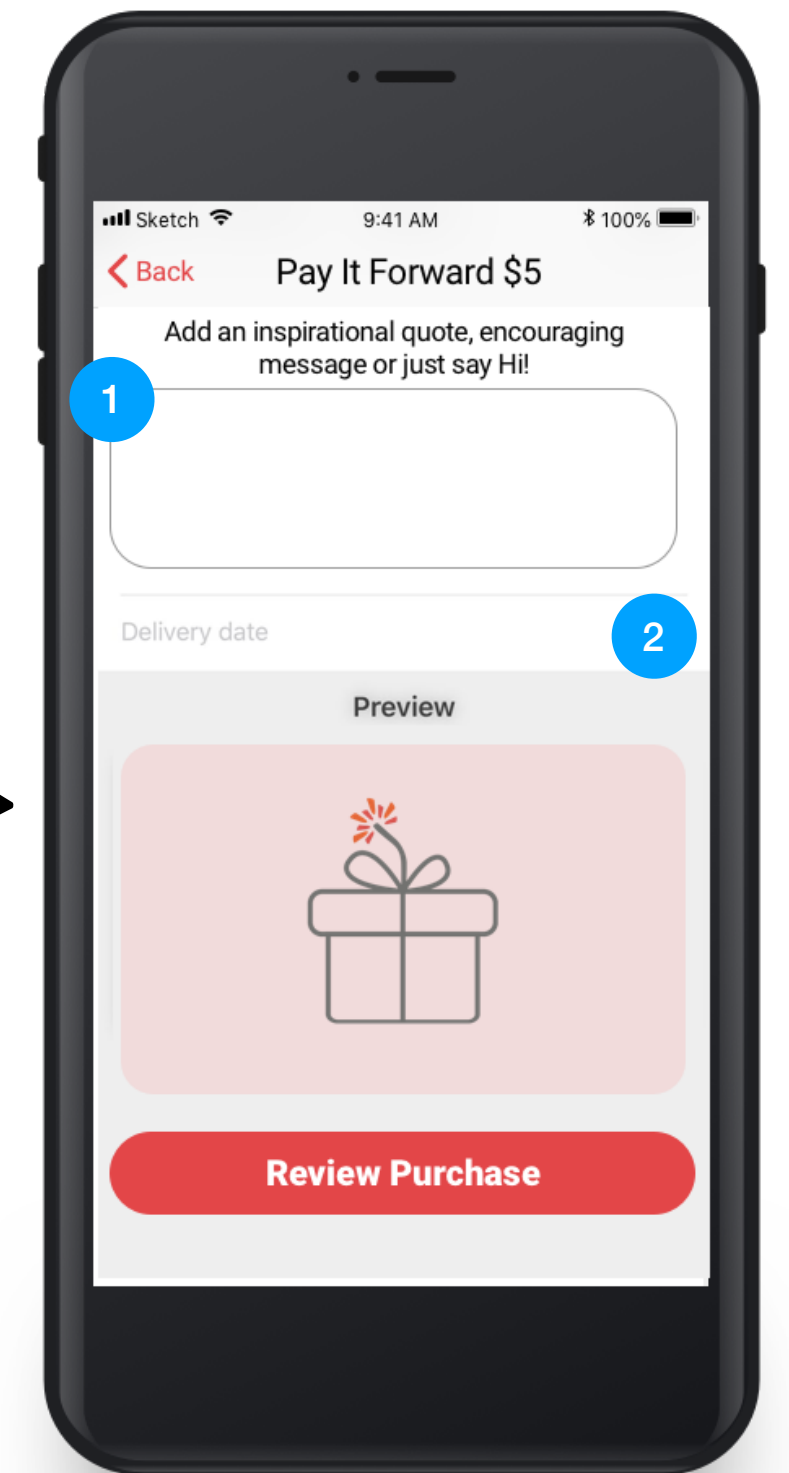
① Encourages users to share a message of inspiration or encouragement with anonymous recipient. This conveys Giftbomb's values of encouraging spontaneous and thoughtful giving.

② Function remains the same for choosing a delivery date.

#2 Personalized Text Messages and Text Preview   Dev Time: 3 weeks

Text Message Preview Button

Text Message Preview

Recipient's view of Giftbomb message
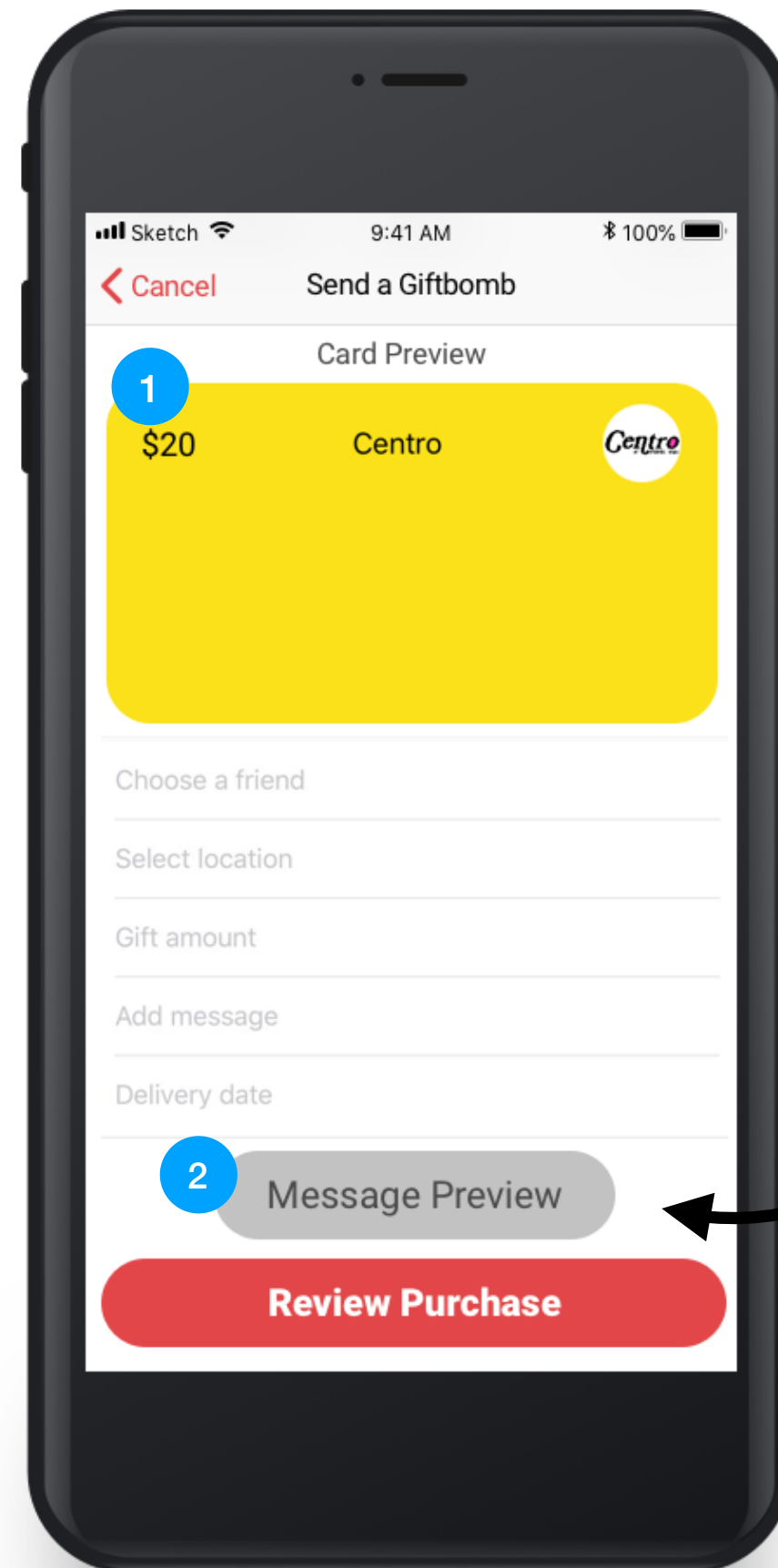
1 Layout of original send a Giftbomb reorganized to prioritize card and message preview.

2 Message preview button opens pop up to view what a recipients text message will look like before it is sent.

1 This feature offers a preview of a senders text before they send it. It also incorporates sending a more personalized text to build trust in recipients.

1 This screen shows the recipients view of a gift bomb text message. The message includes the senders photo / and could include image of card if sender does not attach a photo.

2 Second portion of message that is not relevant for sender to view in message preview.

#3 About Page   Dev Time: 2 weeks

About Button Added to Home Page and Navigation

1 About button placed on existing home screen in a prominent location.

About Us Page

1 The about page sources information from Giftbomb's website. The information conveys Giftbomb's functions and values to new users.

New User Journey with Suggested Features

Moving Forward

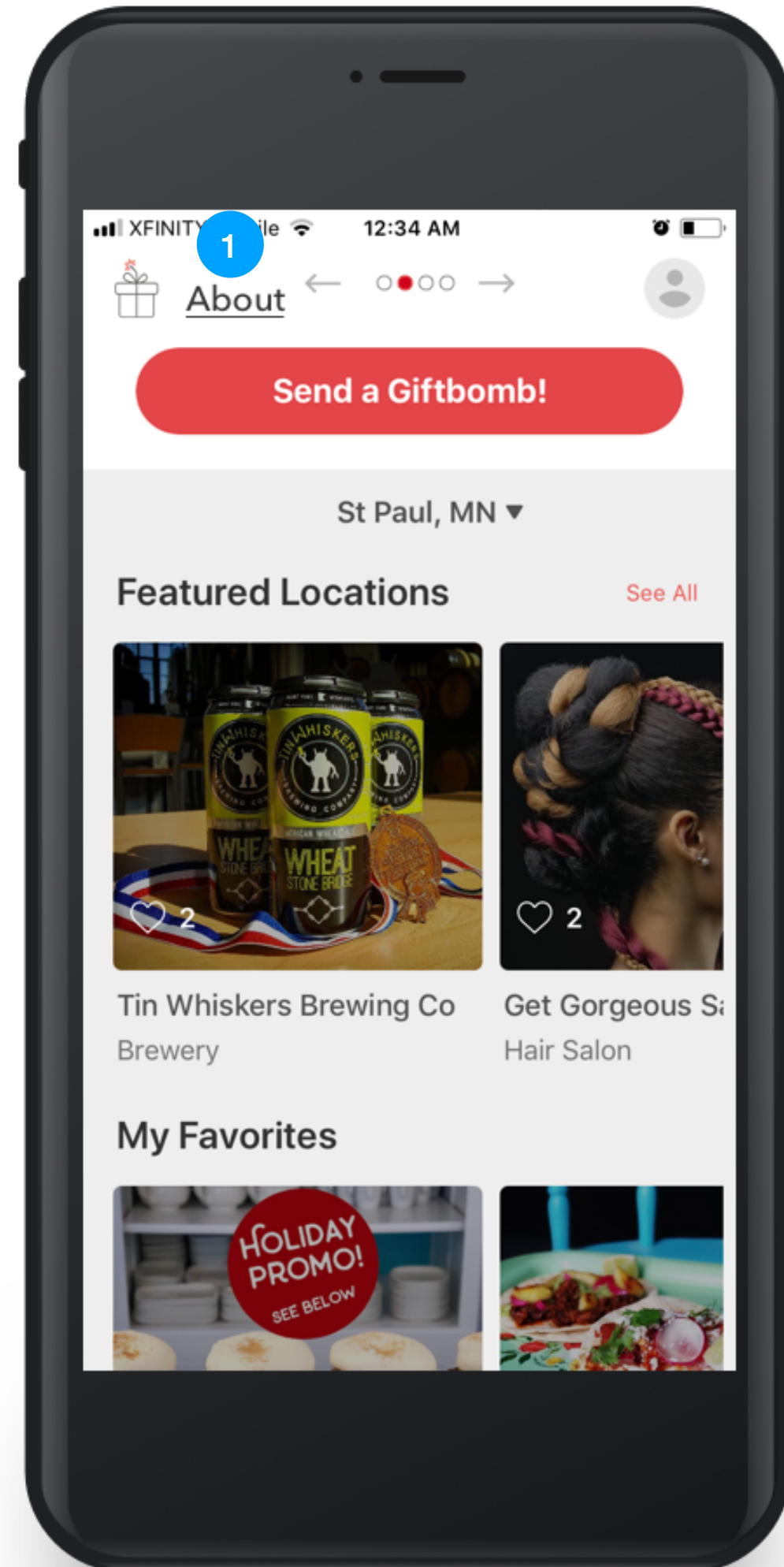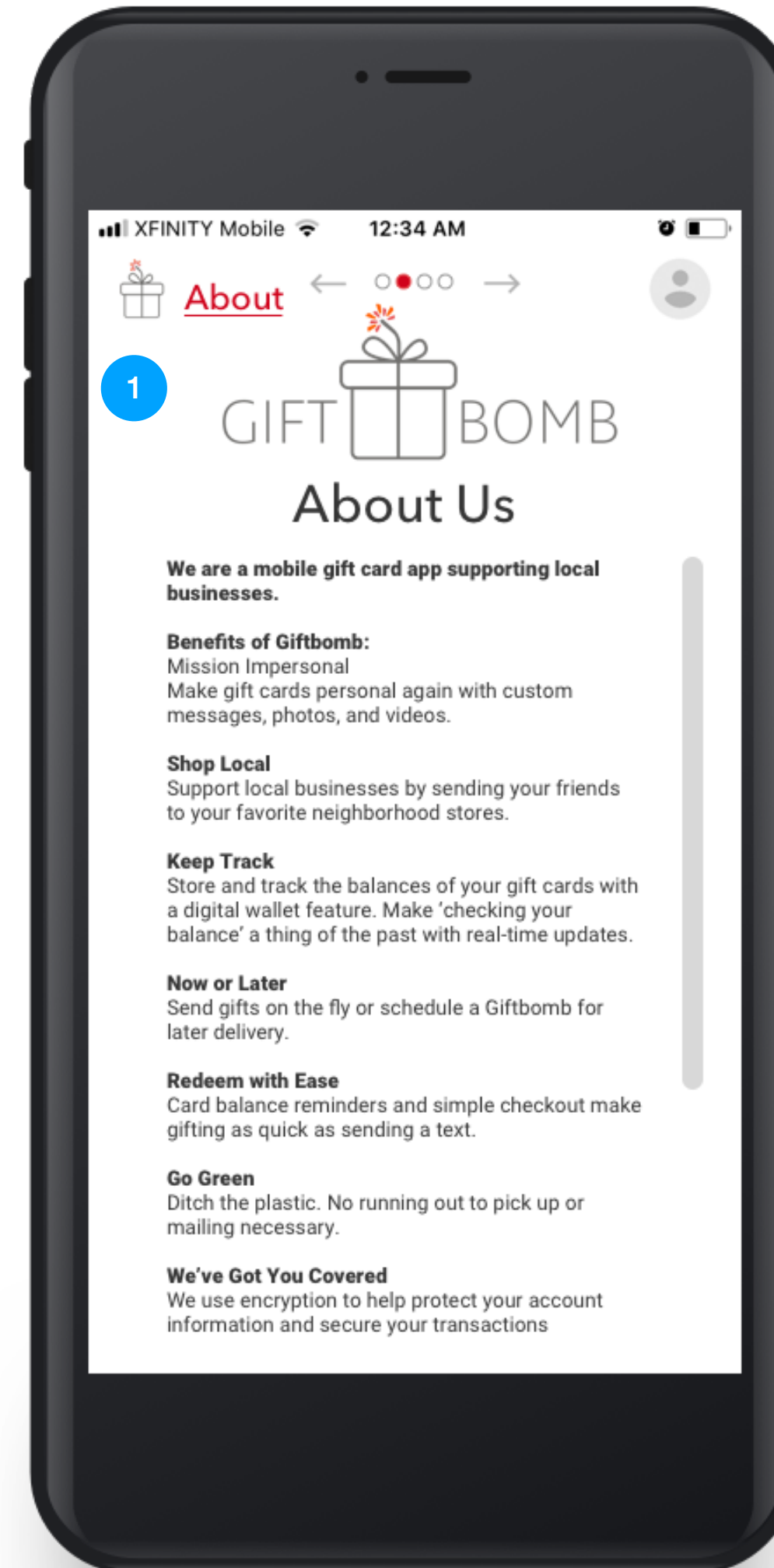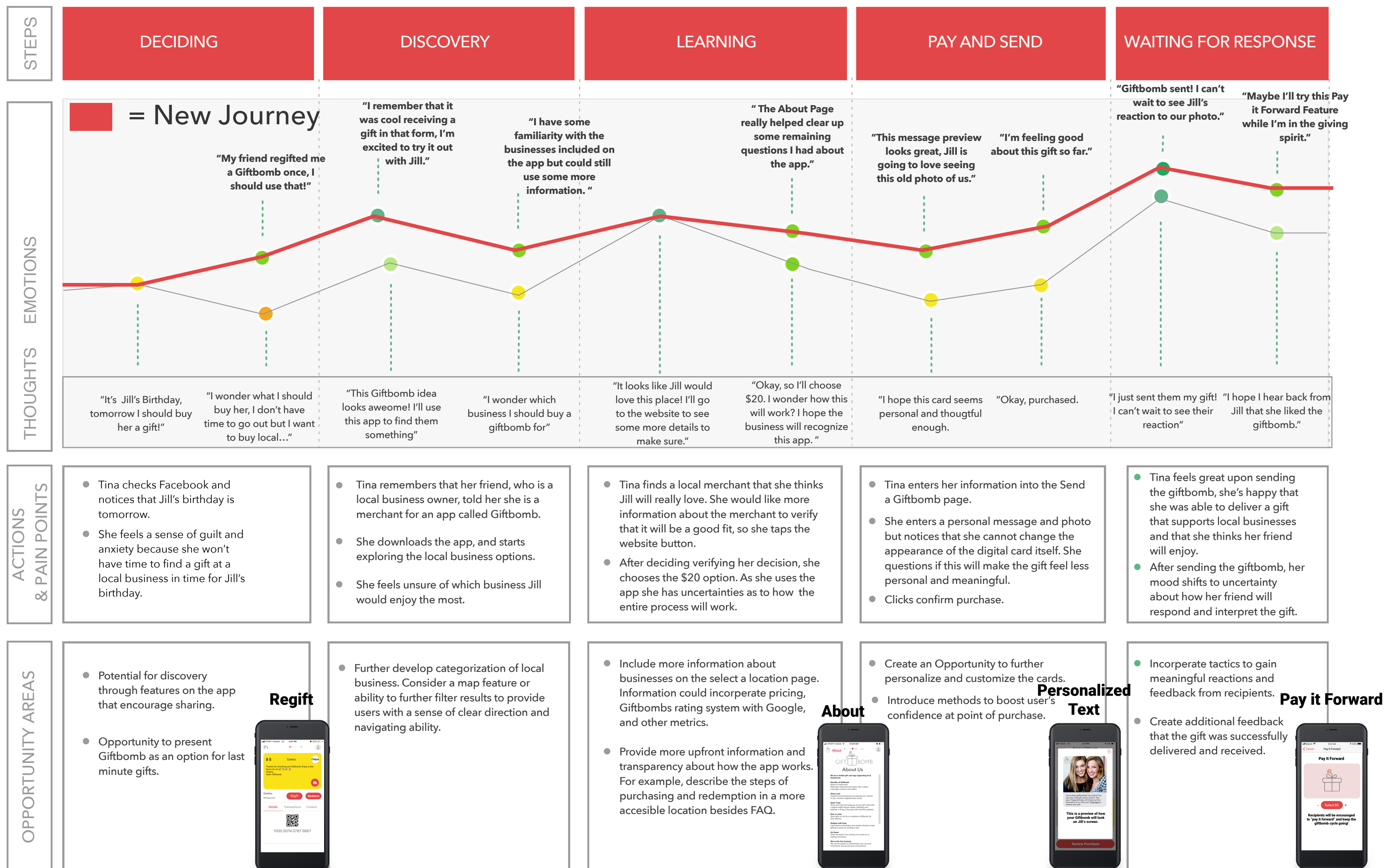- Moving Forward, it is suggested that further prototyping and usability tests be conducted to further determine the value of the suggested features.

- Giftbomb should also consider further methods to incorporate sharing and social media tactics into the platform to increase recognition and user satisfaction.

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STEPS	DECIDING	DISCOVERY	LEARNING	PAY AND SEND	WAITING FOR RESPONSE

■ = New Journey

EMOTIONS / THOUGHTS

- "My friend regifted me a Giftbomb once, I should use that!"
- "I remember that it was cool receiving a gift in that form, I'm excited to try it out with Jill."
- "I have some familiarity with the businesses included on the app but could still use some more information."
- "The About Page really helped clear up some remaining questions I had about the app."
- "This message preview looks great, Jill is going to love seeing this old photo of us."
- "I'm feeling good about this gift so far."
- "Giftbomb sent! I can't wait to see Jill's reaction to our photo."
- "Maybe I'll try this Pay it Forward Feature while I'm in the giving spirit."

THOUGHTS

- "It's Jill's Birthday, tomorrow I should buy her a gift!"
- "I wonder what I should buy her, I don't have time to go out but I want to buy local…"
- "This Giftbomb idea looks aweome! I'll use this app to find them something"
- "I wonder which business I should buy a giftbomb for"
- "It looks like Jill would love this place! I'll go to the website to see some more details to make sure."
- "Okay, so I'll choose $20. I wonder how this will work? I hope the business will recognize this app."
- "I hope this card seems personal and thougtful enough."
- "Okay, purchased."
- "I just sent them my gift! I can't wait to see their reaction"
- "I hope I hear back from Jill that she liked the giftbomb."

ACTIONS & PAIN POINTS

- Tina checks Facebook and notices that Jill's birthday is tomorrow.
- She feels a sense of guilt and anxiety because she won't have time to find a gift at a local business in time for Jill's birthday.

- Tina remembers that her friend, who is a local business owner, told her she is a merchant for an app called Giftbomb.
- She downloads the app, and starts exploring the local business options.
- She feels unsure of which business Jill would enjoy the most.

- Tina finds a local merchant that she thinks Jill will really love. She would like more information about the merchant to verify that it will be a good fit, so she taps the website button.
- After deciding verifying her decision, she chooses the $20 option. As she uses the app she has uncertainties as to how the entire process will work.

- Tina enters her information into the Send a Giftbomb page.
- She enters a personal message and photo but notices that she cannot change the appearance of the digital card itself. She questions if this will make the gift feel less personal and meaningful.
- Clicks confirm purchase.

- Tina feels great upon sending the giftbomb, she's happy that she was able to deliver a gift that supports local businesses and that she thinks her friend will enjoy.
- After sending the giftbomb, her mood shifts to uncertainty about how her friend will respond and interpret the gift.

OPPORTUNITY AREAS

- Potential for discovery through features on the app that encourage sharing.
- Opportunity to present Giftbomb as an option for last minute gifts.

Regift

- Further develop categorization of local business. Consider a map feature or ability to further filter results to provide users with a sense of clear direction and navigating ability.

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- Provide more upfront information and transparency about how the app works. For example, describe the steps of purchasing and redemption in a more accessible location besides FAQ.

About

- Create an Opportunity to further personalize and customize the cards.
- Introduce methods to boost user's confidence at point of purchase.

Personalized Text

- Incorperate tactics to gain meaningful reactions and feedback from recipients.
- Create additional feedback that the gift was successfully delivered and received.

Pay it Forward

Thank You