

Your mission: **Redesign the gift-giving experience ...for your partner.**
Start by gaining empathy.

1 Interview

8min (2 sessions x 4 minutes each)

Notes from your first interview

2 years ago proposed engagement to his wife, Anna
visited her favorite jewelry designer in NYC
She had always talked about this specific designer
He went to NYC, pretending he had a job interview
On a random day, but in a special spot he proposed
She loved the gift
He was confident in the gift itself, but not in the
process
He had listened to all her ideas to get the right gift,
but did not think about the process ahead of time
He was nervous and forgetful
He showed her the ring but forgot to ask the
question.

Switch roles & repeat Interview 1.

2 Dig deeper

8min (2 sessions x 4 minutes each)

Notes from your second interview

Look for stories and motivations, EMOTION in
this section...
Money, Commitment. Price? Can you put a price
on the value of an engagement ring/ a marriage/
what it represents?
Would do it again - spend the same amount of
money
Having a nice object shows care for the person
The specific style showed thoughtfulness and that
he was listening to her
It was more than just "this thing" - it was
meaningful

Switch roles & repeat Interview 2.

Reframe the problem.

3 Capture findings 3min

needs: things they are trying to do*

*use verbs

He was trying to make it special, show love
Be thoughtful, be mindful, Unique versus canned
Wanted to demonstrate taste
Add meaning to the gift, make it memorable
Make connection with her, make commitment
Show he values the relationship

insights: new learnings about your partner’s feelings/
worldview to leverage in your design*

*make inferences from what you heard

Style is important to him
Marriage and commitment are also important
There is no monetary value for love
Their relationship is unique - should be treated as
such

4 Define problem statement 3min



AJ

partner name/description

needs a way to

demonstrate his love and respect
for his wife as an individual

user’s need

Surprisingly // because // but ...

[circle one]

he values his relationship and respects marriage

connection, unique, respectful, partnership

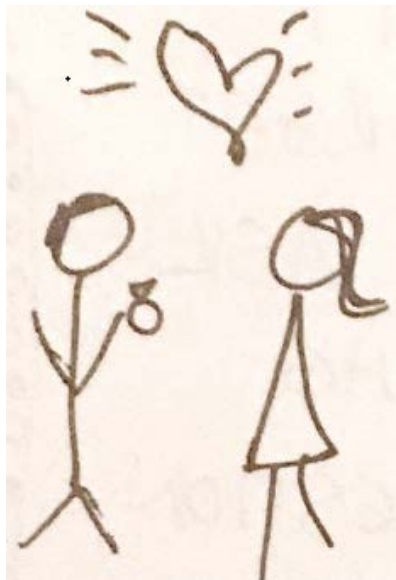
insight

Ideate: generate alternatives to test.

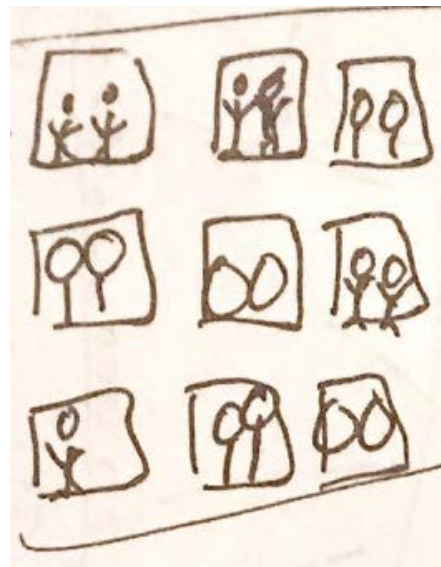
5 Sketch at least 5 *radical* ways to meet your user's needs. 4min

 AJ wants to demonstrate his love for his wife as a unique individual

write your problem statement above



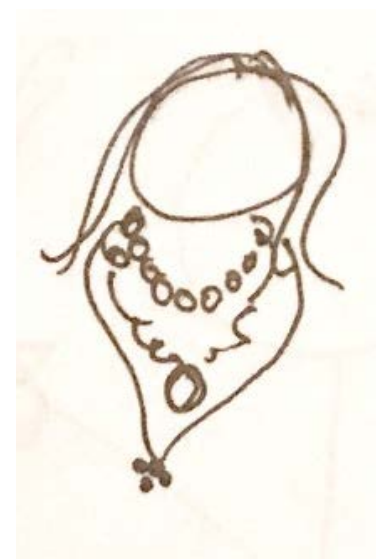
heart fireworks



make a scrapbook



add more pets!



lavish jewelry

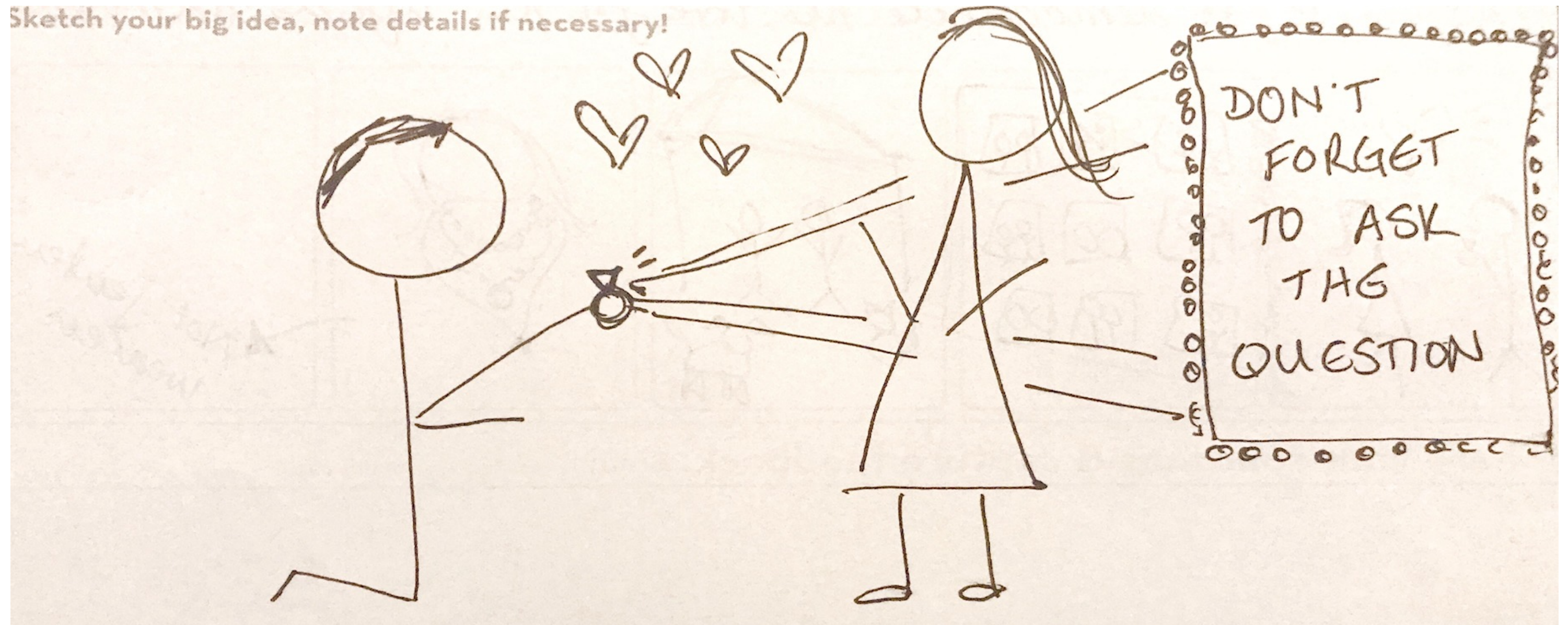
6 Share your solutions & capture feedback. 8min (2 sessions x 4 minutes each)

Notes

The biggest problem was not the gift itself, or the demonstration of love
But the fact that he forgot to answer the question
Buying other jewelry wouldn't help because she isn't in to other jewelry

Iterate based on feedback.

7 Reflect & generate a new solution. 3min



The solution is a mini projector built into the ring box. When you open the box to show her the ring, it projects your speech behind the woman so that you remember what to say when you are proposing.

Build and test.

8 Build your solution.

Make something your partner can interact with!

[not here]

10min

9 Share your solution and get feedback.

+ What worked...

- What could be improved...

? Questions...

! Ideas...

8min (2 sessions x 4 minutes each)