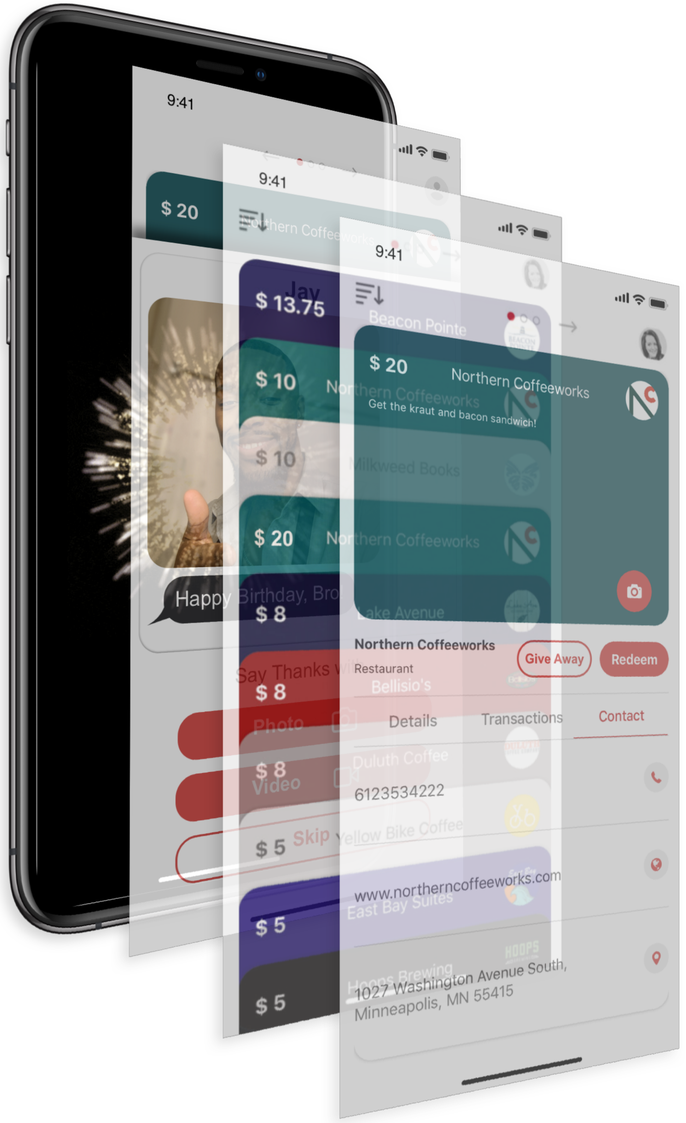

GIFT BOMB

Proposed Features

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UX Designer

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Primary Giftbomb User

Mark

Mark is a tech-savvy locavore who lives in the city. He's a regular at his favorite joints—the independent yoga studio, the used bookstore, the neighborhood taproom—but he loves finding new places. He likes giving and receiving with a personal touch, and needs the process to be convenient. When he receives a nice gesture, he likes to pay it forward.

Other users:

Not addressed in this report

- A Manager gifting a team of employees
- A Sales Representative gifting a client

Business Goals Addressed by these Features

Increase User Engagement

Convey the Value of Merchants

Include a Sense of Human Emotion

Values and Vision

Expressed by the Business

- Community
- Connectedness
- Sustainable Gifting

User Journey - Current (Existing Features)

Mark

Locavore, Regular, Giftbomber

Phase

Discover | **Adopt** | **Build Trust** | **Purchase** | **Champion**

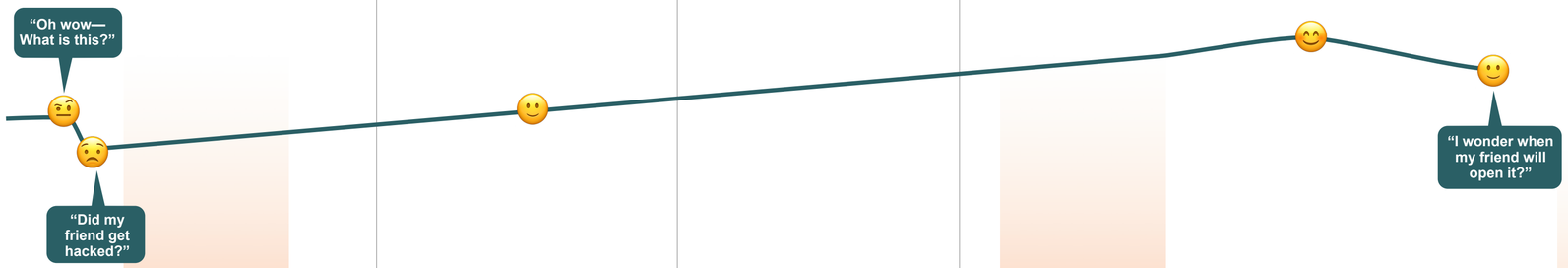
Touchpoints

Discover	Adopt	Build Trust	Purchase
SMS, Browser	Browser, App, App Store	App	App

User Actions

Discover	Adopt	Build Trust	Purchase
1. Receive a Giftbomb	1. Download App	1. View Giftbomb in Digital Wallet	1. Select a Friend/Contact
2. Follow Link to View Gift	2. Create Account	2. Redeem at Merchant	2. Create Giftbomb
3. View Photo & Message			3. Enter Payment
4. Text Friend			4. Confirm Purchase

Assumed User Emotions & Thoughts



Opportunities / Proposed Features

? ? ?

In the existing user journey, there are opportunities to serve business goals, while improving the user experience:

- Incorporate greater sense of human emotion during Discovery phase
- Convey value of local merchants during Purchase phase
- Increase user engagement during the Champion (referral) phase

Mark

Locavore, Regular, Giftbomber

User Journey - Future (Proposed Features)

Phase

Discover | Adopt | Build Trust | Purchase | Champion

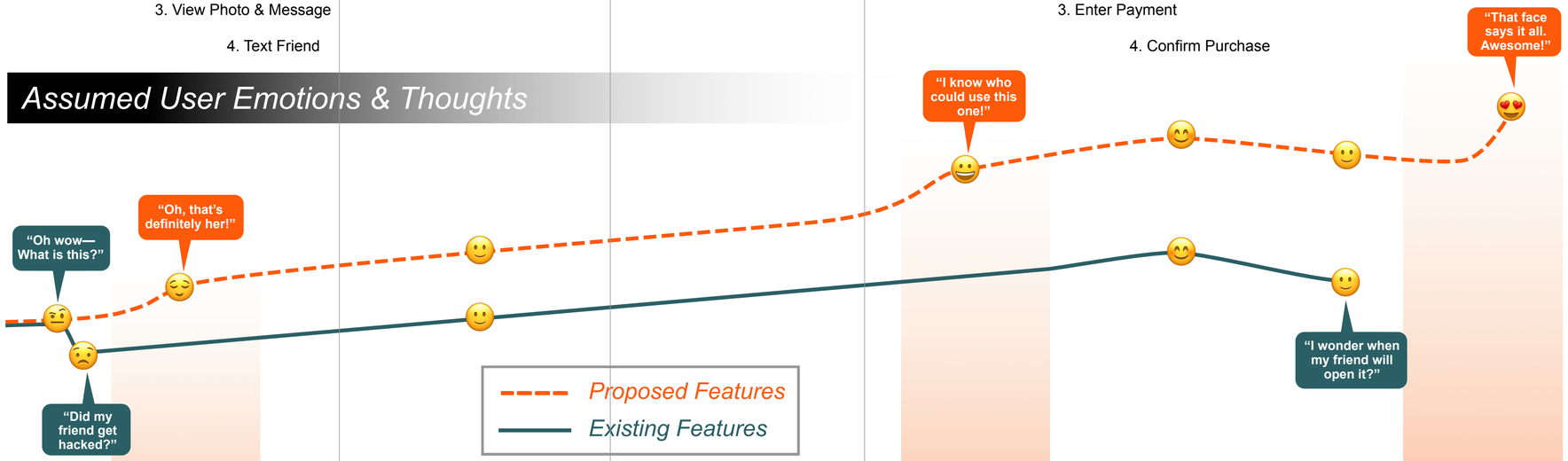
Touchpoints

Discover	Adopt	Build Trust	Purchase
SMS, Browser	Browser, App, App Store	App	App

User Actions

Discover	Adopt	Build Trust	Purchase
1. Receive a Giftbomb 2. Follow Link to View Gift 3. View Photo & Message 4. Text Friend	1. Download App 2. Create Account	1. View Giftbomb in Digital Wallet 2. Redeem at Merchant	1. Select a Friend/Contact 2. Create Giftbomb 3. Enter Payment 4. Confirm Purchase

Assumed User Emotions & Thoughts



Opportunities / Proposed Features

- **Personalized Text Delivery**
- **Give Away (Re-Gift) a Giftbomb**
- **"Thank you" Photo or Video**

Three expanded features are proposed to address the opportunity areas in the user journey:

- Personalized text delivery for recipients who have not downloaded app
- Giving away (re-gifting) an unused Giftbomb to convey value of experiencing local businesses
- Saying "Thank You" for a Giftbomb with a video or photo

How were these features chosen?

1. A large set of features (approximately 100) were brainstormed, and storyboards created, to address opportunity areas in the current user journey.

2. Features were scoped during an initial features discussion with stakeholders and developers. Each was ranked according to Business Priority (High 1 to Low 4) and Development Investment (Large, 6 weeks / Medium, 3-4 weeks / Small, 1-2 weeks).

3. A Kano survey was sent to Giftbomb users to gain user attitudes toward 11 proposed features from across a range of focus areas.

Three features were selected which met two or more of the following criteria:

Total Development Budget (for the feature set) of 6-8 weeks

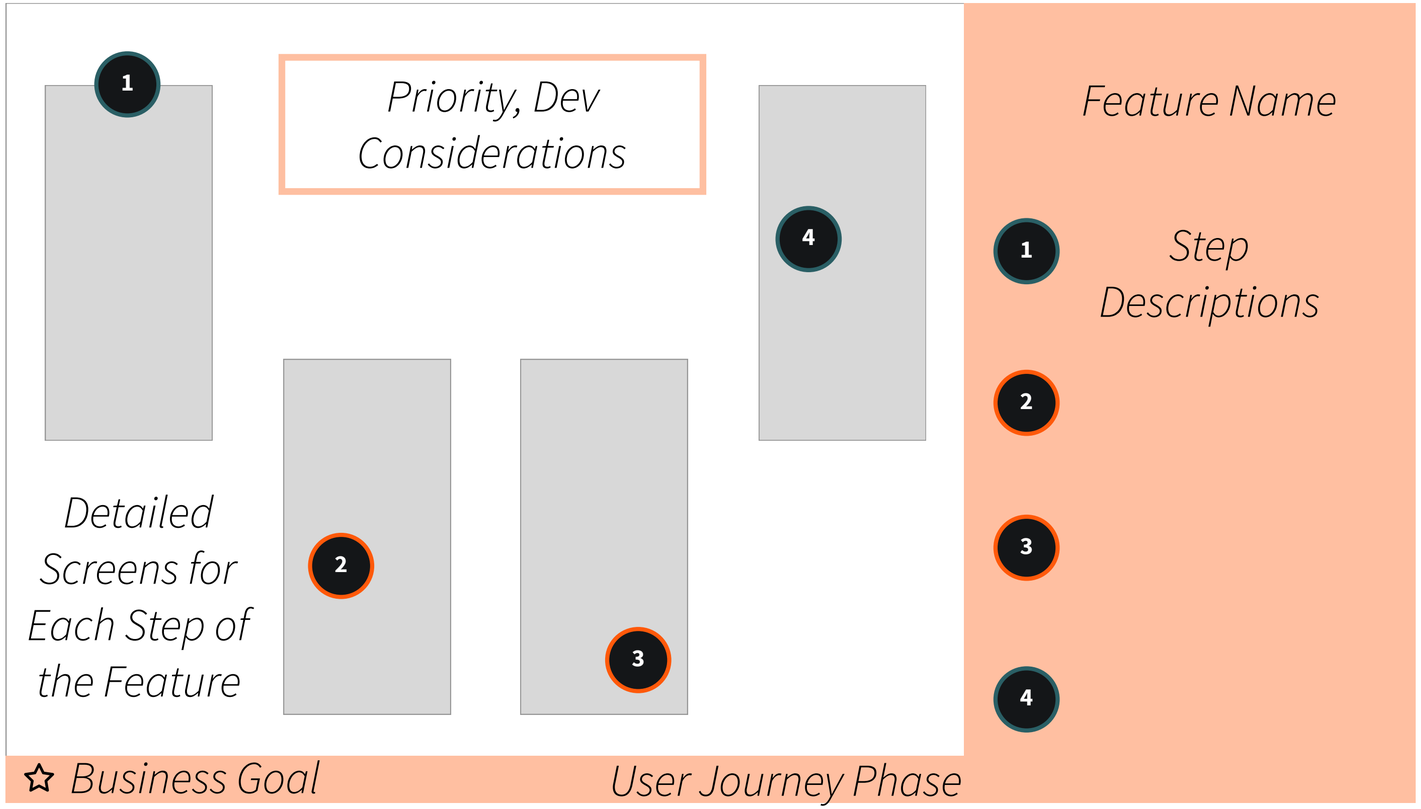
Business Priority 1 or 2

Found in Kano analysis to be a Performance feature or an Attractive (Delightful) feature

Annotated Wireframes

The following slides contain annotated wireframes describing three proposed features.

Key points of each feature are described in the order in which actions would be performed by the user, and are indicated with numbered callouts.



The callout numbers indicate the ordered steps taken while using a proposed feature.

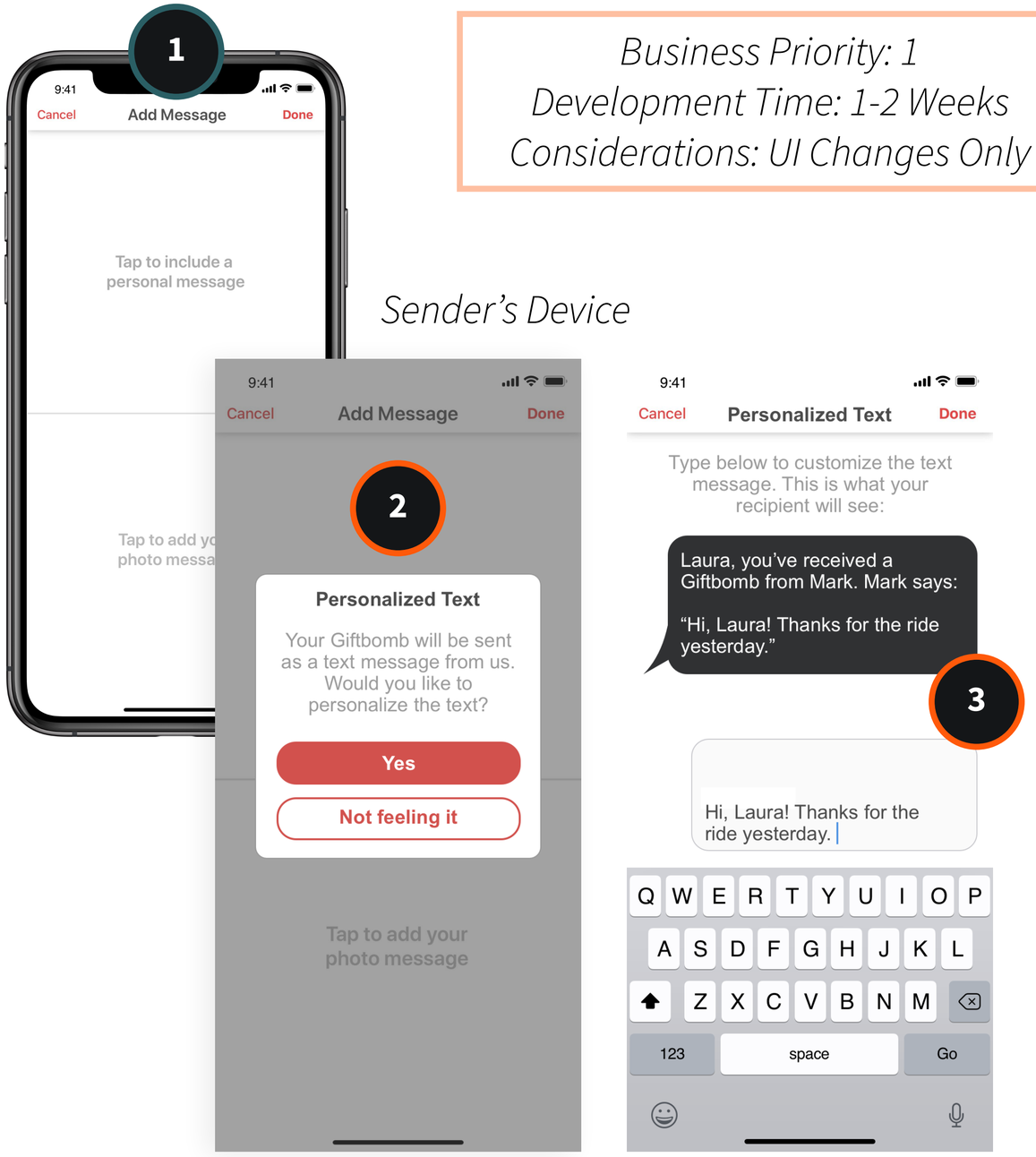
Orange callout:
A new step specific to a proposed feature.

Green callout:
A step in the existing application at either the beginning or the end of a proposed feature flow.

Personalized Text Delivery

Business Priority: 1
Development Time: 1-2 Weeks
Considerations: UI Changes Only

Sender's Device



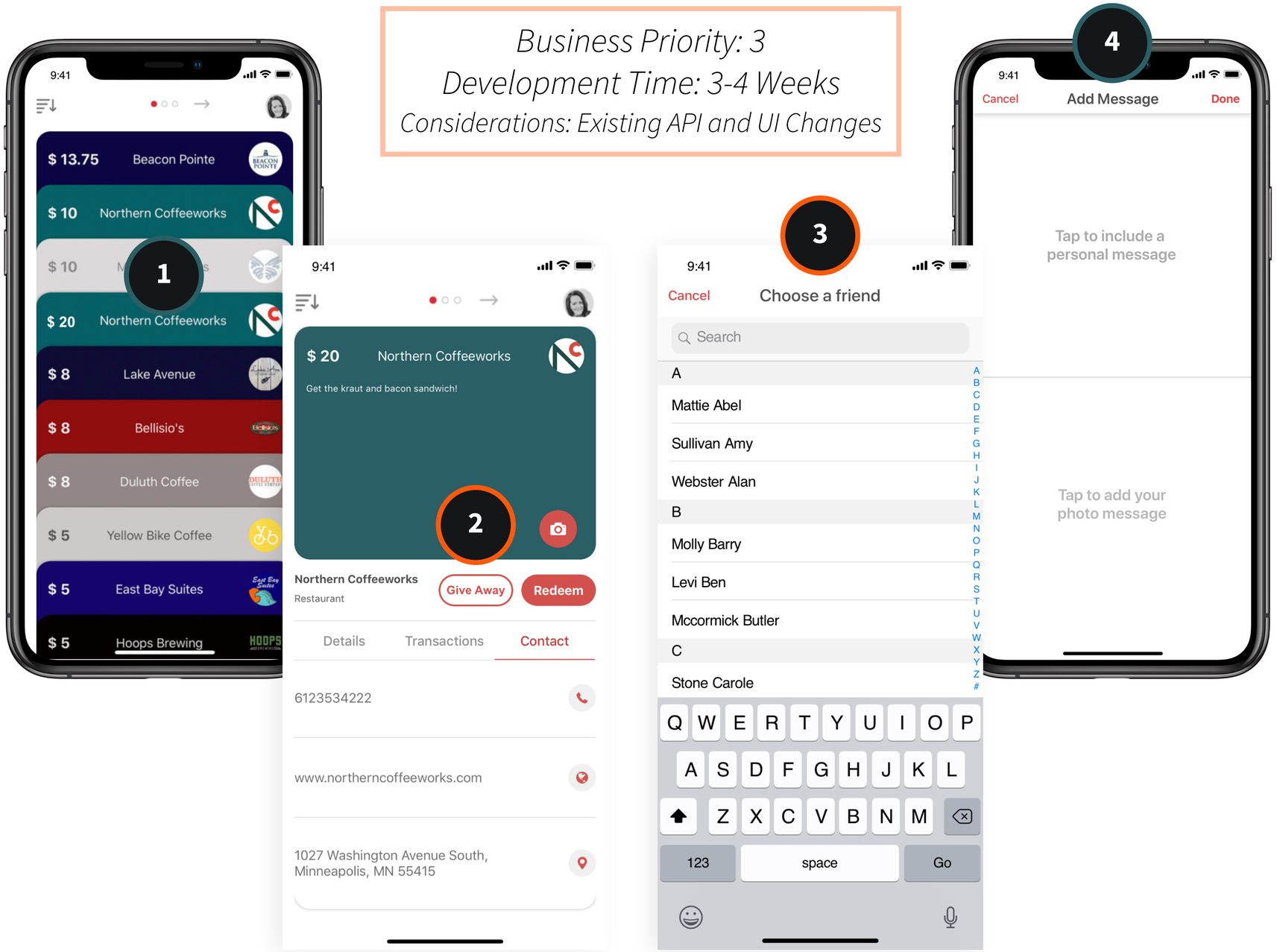
Recipient's Device

1. A user creates a Giftbomb in the app.
2. If the designated recipient has not downloaded the app, the user is informed that the Giftbomb will be delivered as a text message. The user has the option to personalize the content of the text message.
3. The user enters custom text, and sees it change live on the preview text message.
4. The recipient receives a personalized text message from the Giftbomb number, and a second text with the redemption link.

Increase User Engagement

Phase: Purchase

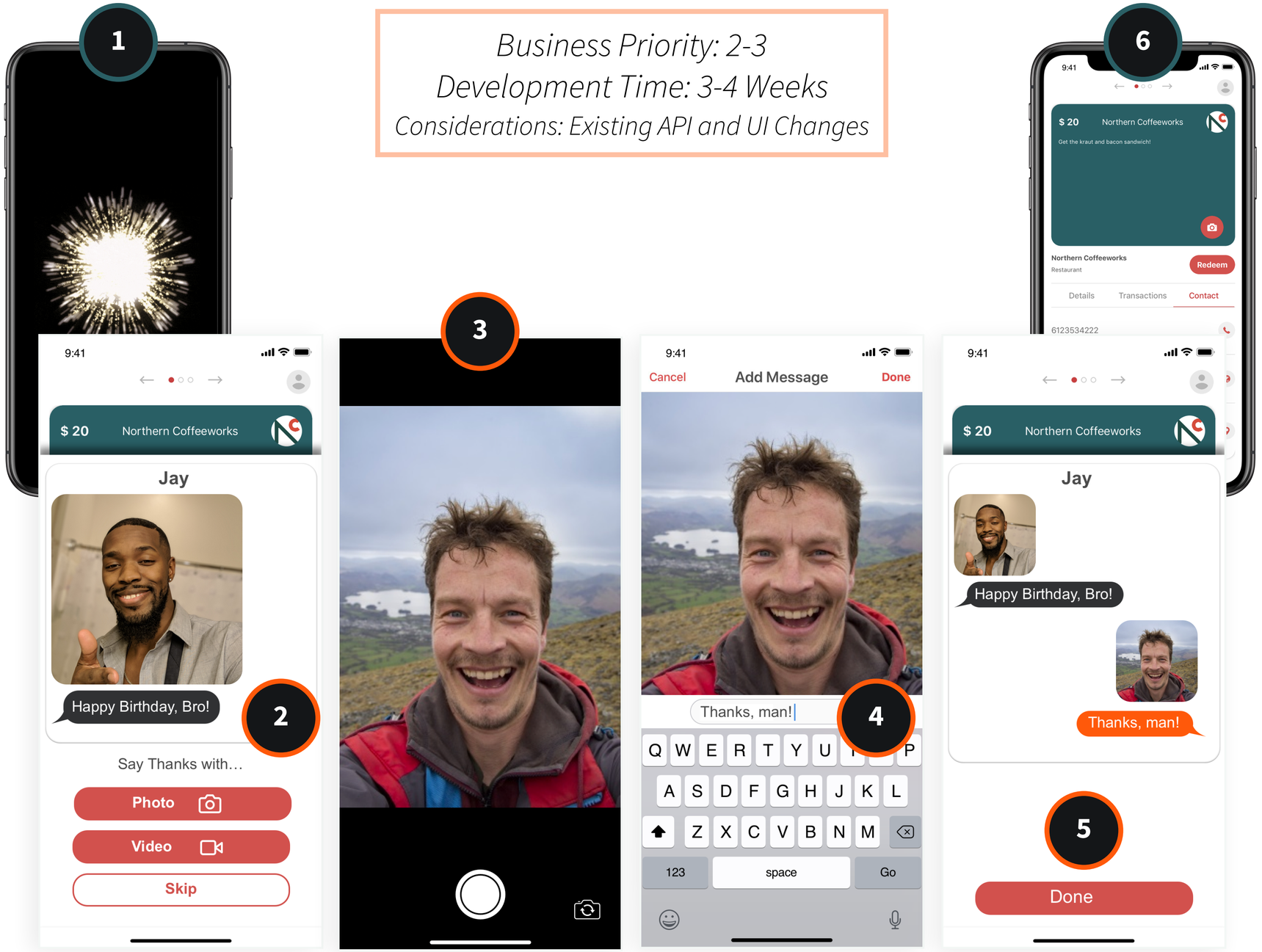
Business Priority: 3
Development Time: 3-4 Weeks
Considerations: Existing API and UI Changes



Give Away (Re-Gift) a Giftbomb

1. A user selects a Giftbomb from their Wallet.
2. On the Giftbomb Details screen, the user presses a “Give Away” button next to the existing “Redeem” button.
3. The user is taken to the Choose a Friend screen, and selects a recipient from contacts.
4. The user proceeds to customize the Giftbomb as usual. The Add Payment step is eliminated for Re-Gifting.

Business Priority: 2-3
Development Time: 3-4 Weeks
Considerations: Existing API and UI Changes



"Thank You" Video or Photo

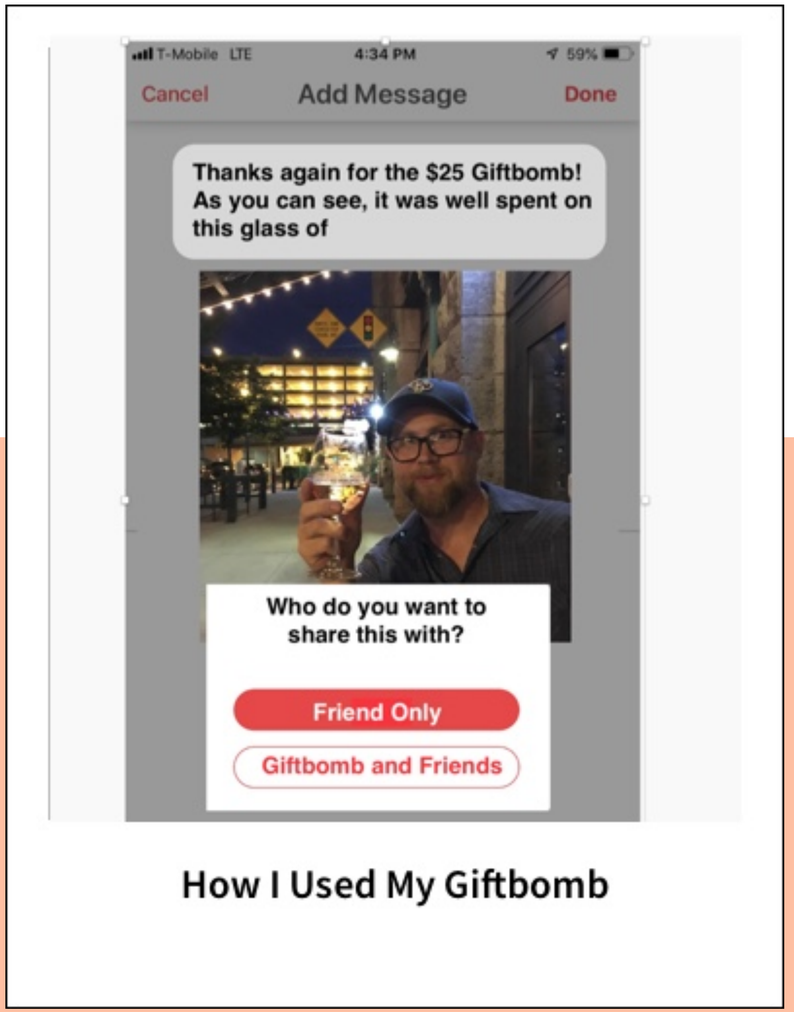
1. A Giftbomb recipient sees fireworks.
2. The recipient can see the card amount and merchant peering over an "envelope," but the sender's photo and message is front and center. The user has the option to respond with a photo or video of their own, or skip this step.
3. On selecting "Photo" or "Video," the camera opens.
4. After the photo or video is finalized, the user may add a message of thanks.
5. The user taps "Done."
6. The user proceeds to the Giftbomb details screen.

User Engagement *Sense of Human Emotion* *Phase: Champion*

Alternative Implementations

As an alternative or augmentation to the Personalized Text feature, developers might consider an implementation in which the text comes from the Giftbomb sender's own phone number.

Caveat: The Giftbomb sender may wish to keep his/her personal phone number private.



How I Used My Giftbomb

Early Prototype / Feature presented to users in Kano Survey

Future Release Considerations:

"How I Used My Giftbomb" was found in Kano analysis to be a feature correlated with Delight/High User Satisfaction. Though it was scoped as a heavy development expense and indicated as a low business priority, user reactions indicate that it may be worth prioritizing higher.

Additionally, this feature strongly supports all three Business goals of Increasing User Engagement, Conveying the Value of Merchants, and Including a Sense of Human Emotion.

Thank You

to Giftbomb Founders Sai and Stephanie, and Developers Noemi and Kalyan
for this opportunity to engage with the User Experience of the Giftbomb app.

Attributions:
User icon by Miroku Sama from the Noun Project
“man in gray sport shirt” by Markel Hall on Unsplash
“Happy Man Make Selfie Picture On The Mountain” by George Hodan