PRESENTS OF MIND: USING EXPERIENCE DESIGN

TO SUPPORT ONLINE GIFT GIVING

by

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DEDICATION

"Now there are varieties of gifts, but the same Spirit; and there are varieties of service, but the same Lord; and there are varieties of activities, but it is the same God who empowers them all in everyone. To each is given the manifestation of the Spirit for the common good" (*English Standard Version,* 1 Corinthians 12: 4–7).

To God, who guides me in all things. To my mom, Debbie, and my grandmother, Betty Ann, who set the example for strong women in my life. To my late grandfather, Charles, for his entrepreneurship and for providing me with this opportunity. To my Dad and stepmother, David and Kellie, for all of their prayers and supportive words. To my brother, Chase, for always taking my side. To my stepfather, Skip, for expecting the best out me. To my grandparents, LaVonne and Ardean, who taught me how to make things from simple materials. Last, to my husband, Alexander, for his unwavering support and who deserves all of the best gifts second only to all of my heart.

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I. INTRODUCTION

"It's not enough that we build products that function, that are understandable and usable, we also need to build products that bring joy and excitement, pleasure and fun, and yes, beauty to people's lives." —Donald Norman

This thesis is about the changing environment of communication in the perspective of gift giving in relation to the rising popularity of social media. This research looks at the tradition of gift giving while examining its importance in establishing relationships and is searching to apply those traditions in new ways online.

Background

Connecting with one another through online communities and social media is changing the way humans interact. It has become increasingly comfortable for humans to rely on the screens of electronic devices for connection while direct communication has grown increasingly scarce (Turkle, 2011). While this phenomenon continues to change communication in innumerable ways, gift giving is included as a significant part in this global shift.

Gift giving is a form of communication that provides humans a way to establish relationships and to express feelings or appreciation to associates, friends and family. Even though relationships are formed online with people around the world, gift giving is still relevant in facilitating human bonds, however different and evolved in the ways that they occur. Because the social tradition of gift giving is an important part of the way that

people connect (Sherry, 1983), translating this practice into the digital environment is imperative, while bringing emotional design into the digital landscape is a noteworthy approach to connect people in more meaningful ways.

Traditional gift giving in American culture is described as the act of giving something voluntarily to another with no expectation of payment. Gift giving commonly occurs in the event of a special occasion such as birthdays and holidays but it can also be used to express thanks or appreciation at any time. Gifts may include any physical item or given experience such as a museum membership or tickets to a sporting event and may be of any unfixed nominal value to the giver.

Online gift giving is more difficult to define because of the broader range of ways in which it occurs. Electronic gift cards are rising in popularity especially among millennials with over 59 percent of gift cards now available online since 2010 (Chang, 2014). However, many other formats of online gift giving exist, for example, subscriptions to streaming services such as Audible.com for audio books or Spotify Premium for music have the potential to be given as digital media gifts. There are also many services hosted online that offer gift subscriptions for goods such as Birchbox for personalized beauty samples delivered monthly to a person's door. Curated clothing boxes like Trunk Club allow the receiver to keep what clothing they want, and return what they don't and are based off of style profiles the user inputs online. Food subscription boxes like Blue Apron deliver packed premeasured ingredients to the person's door for more easily prepared home cooked meals, while meal selections and specific tastes can be tailored online.

Other types of gifts given on the Internet exist within online-hosted communities such as in multiplayer games. In the online game *League of Legends* gifts like "skins," color schemes or the appearance of in-game characters, and Riot Points, a type of in-game currency, are purchased within the game's "Gifting Center" for friends (Riot Games, 2015), which improves comradery within the game. With the advancement of the Internet and increasing number of ways to give online gifts people are presented with the opportunity to match their digitally connected relationships with the emotional action of online giving.

Purpose and Question

Bonds are beginning to be formed through the channels of the Internet more frequently than ever due to advancements made in technology and the popularity of online-hosted collaborative projects. As people continue to become increasingly connected online through the use of social media services and develop online relationships through games, collaborative project sites and business online, the way that people send and receive gifts, communicate gift wishes, gift appreciation or thank you notes, and reciprocate gifts is wide spread and could be further simplified. The areas in which this broad and unclear perspective of communication hover relate to the following issues: (1) There is a disconnect between material gifts and digital gifts. Digital gifts are defined as non-physical items given for use in online communities, stores or games, including digital gift cards. Material or physical gifts are items given to an individual and exist in the physical space of a person or persons, for example, a dozen roses or a pair of shoes. The disconnect is directly related to the physical nature of material gifts over

digital gifts and the social norms that surround the subsequent reactions to receiving either of these two types of gifts. (2) Primary and first–hand emotional reactions are undetectable in online gift giving. For example, since the giver is not physically present when the receiver first discovers the given gift, the giver cannot truly get a sense for the emotions of the moment or decipher if the gift is well received. (3) There are different understandings of immediacy in direct response communication as opposed to virtual communication. Because messaging is asynchronous in online communication, response time is prolonged. In direct response communication face and body expressions give visual cues while spoken audible cues describe first-hand reactions to a gift. (4) There is difficulty in sending a physical gift when the relationship exists exclusively online. For example, sending gifts overseas is problematic while understanding specific tastes are difficult if the parties have never met in–person. With these challenges, how can design strategies be applied to better understand and design for online gift giving?

Definitions

Online Communication is defined as any kind of communication occurring online. Online communication may be in the form of text, audio, video or photographic in nature. Communicating online is the very basis of a computer networking and encompasses the purposes of humans connecting digitally.

Communication Design in the context of online communication, is the structure through which online communication may occur. Interactive media is a part of communication design which addresses the physical, cultural, and technological aspects

of specific situations, and cognitive and social behaviors of users online (NASAD Handbook, p. 117).

Experience Design engages people to interact with an artifact, whether it be a product, service, brand or environment. Experiences bring meaning to a person's life and identity, and affect a person's emotions. Experience design is commonly discussed in relation to interactive media, however, experiences are the foundation for all life events and many experiences in life have the ability to be designed to some capacity (Shedroff).

Emotional Design is an essential element of experience design. Emotional design allows for personality, meaningful engagement, memories, and surprise.

Online Gift Giving is the action that humans take when connecting online to give and receive gifts. Online gift giving encompasses a wide variety of types of gifts available for sending and receiving online.

II. REVIEW OF THE LITERATURE

Motivations

Motivations for gift giving include behaviors such as altruism, those of self-interest, and of social normalcy. Gift giving in context of social normalcy is among the strongest reasons people give. Marking relationships as appreciated during holidays, life events or rites of passage is an important role people play within a family social network (Wolfinbarger, 1990). The powerful aspect of subscribing to the social norm that many people follow, makes gift giving a top priority during certain times of the year and during specific occasions in a person's life.

Gift giving is studied to be more psychologically beneficial for the giver than for the receiver. "Gifts develop and maintain identity [in people];" when a gift is reflective of the giver, the identity of the giver is imposed on the receiver whether explicitly or implicitly. The giver is essentially giving a piece of their self away (Ware and Broniarczyk, 2011), which feels most like a sincere gift from the giver's perspective. By refusing to receive gifts, the receiver denies the giver the joy of engaging in the gift giving activity and experience and therefore influences a detriment to the relationship (Parker-Pope, 2007). It is constructive for the relationship as a whole to give and receive gifts since it encourages the giver to consider the relationship, think about what the person's interests are and therefore strengthen the bond that person feels toward the other person.

Online Gift Buying

Gifting is a $200 billion dollar market with people buying more than twenty gifts a year according to Loop Commerce in 2016. With the ability to instantaneously send a gift online, the millennial generation is increasingly moving to online purchasing (Ulasewicz, 2014) for its flexibility and ease of sending a gift by way of the Internet (Glass and Dorsey, 2015).

Comparing online gift sending devices, such as the following examples, gives context to the current landscape of online gifting from retailers. Recent digital inventions include Tiffany and Co.'s "Drop A Hint" feature allowing users to send an email direct from the site pointing to a specific item to the person they'd like to receive the gift from. Another example is the E-gifting feature integrated into the popular department store's website, Macy's. The E-gift button enables the person who is receiving the gift to adjust size and color or even exchange the gift before it ships (Jespersen, 2015).

Online gift guides are a common sales tactic used by retailers and online magazines. The gift guides typically are promoted on social media sites during the holidays but also exist year round on retailer sites. Gift guides are generally broken up by categories of personality archetypes, gender, age, price and occasion. The development and integration of tools and lists such as these support the position that online retailers are placing a stake in the business of online gift buying.

Technology's Role in Changing Social Behavior

Sherry Turkle discusses in her book *Alone Together* that the millennial generation is "growing up tethered" to digital devices. When millennials experience a rise of

emotions and the need to express them to friends, their immediate response is to pull out their phones and text message their thoughts instead of calling or going to meet up. They feel comforted knowing their friends are constantly connected with the ability to give words of encouragement in an instant (Turkle, 2011).

This kind of behavior is also reflected in social media. A podcast episode from *This American Life* features an interview with three teenage girls, ages 13–14, reveals the complexities they face in keeping up to date with their contacts via a popular social media application, Instagram. The app allows for comments and "likes" by other users on posted photos in a newsfeed style stream. "Likes" are the action of tapping a button that acknowledges another user has seen the content and likes it. The teenagers reveal that comments or likes are typically made on each post within ten minutes of posting and comments almost always must include language such as "gorgeous," "you're so pretty," "stunning," "you're the cutest," "you're perfect." Each individual post on average typically receives 30–50 comments and 130–150 likes. The girls use this language to decode who is friends with who, who is close in the sense of relationship and also comment or like in order to gain social status. They claim that the goal is to stay "relevant" and that managing their social media accounts is a lot of work (Glass, 2015). It is commonly agreed that new technologies have become highly addictive, particularly for younger generations growing up with these devices.

Another habit of online social messaging includes the drove of "happy birthday" messages any given Facebook user receives on their Facebook wall on their birthday. According to the 2015 study by Gift Card Impressions and The Center for Generational

Kinetics, 40% of participants felt little to no emotion when receiving these types of Facebook messages. Since Facebook sends a notification to each one of a person's connected friends on their birthday there is no need for anyone to actually remember it and therefore making the messages less special. Technology is frequently characterized as a double-edged sword; it strengthens communication in many ways, while also creating boundaries and distance. It is still not an adequate replacement for direct face-to-face interaction (Qiu and McDougall, 2013).

The Extended Self

The idea of the extended self comes from the research of James, Simmel, Fromm, Csikszentmihalyi, Belk and many others (1988). The idea of the extended self states that whether "knowingly, unknowingly, intentionally or unintentionally, we regard our possessions as parts of ourselves…The major categories of the extended self are the body, internal processes, ideas, and experiences, and those persons, places, and things to which one feels attached. Of these categories, the last three appear to be the most clearly *extended.*" Russell W. Belk says that the theme of the extended self is also true in the digital world with five digital dimensions. The first of these is dematerialization of human possessions. "Information, communication, photos, videos, music, calculations, messages, 'written' words, and data are now largely invisible and immaterial until we choose to call them forth." Belk reports that the attachment to and singularization of virtual possessions is almost, but not quite the same as material possessions, and where the boundaries are beginning to blur is most clearly evident in the perspective of video games. The idea of "dematerialized" possessions is supporting the realization that virtual

content is thought to be owned by its user and is considered of worth even though it is not ever materialized. For example, written word is not printed on paper, music is not pressed into a vinyl record, and video is not written to a disc but instead remains in a "space" that is wholly digital and intangible yet still brings worth and value and can be owned digitally by its user.

Experience Design

Experience designer, strategist, Associate Professor and Design MBA chair at California College of the Arts, Nathan Shedroff, reminds us that "all experiences aren't created equally [and that] all [experiences] must compete for the attention of the audience and participants." By designing engaging experiences one can reach another's emotions and create a memory of value and personal significance to the person. Shedroff says, "People find meaning in experiences and things based on a wide variety of personal values. [The fact] that people find meaning in things is, perhaps, the only constant that can be relied upon." Artifacts such as photographs and souvenirs exist as reminders of past experiences and help people to relive them in their minds (Shedroff, 2001). Donald Norman, author of *The Design of Everyday Things,* IDEO fellow, former Vice President of Apple and director of The Design Lab at the University of California, San Diego, has defined user experience design as "deal[ing] with all aspects of the user's interaction with the product: how it's perceived, learned, and used." Experience design and emotional design are intrinsically intertwined as designed experiences are meant to evoke emotion in people and is the method for delivering emotional design.

Emotional Design

Donald Norman says, “attractive things work better” because the emotional system changes how the cognitive system operates which more easily allows humans to solve problems. Norman notes about one particular finding by psychologists Alice Isen and her colleagues shows that being happy broadens thought processes and facilitates creative thinking. Isen discovered that when people were asked to solve difficult problems they did much better when they had just been given a small gift. The gift was enough to make them feel good, and Isen observed that when people feel good they are better at brainstorming and examining multiple alternatives.

Norman says that “we are all designers” because we manipulate our environments and more importantly personalize our own places and things. The act of personalization adds meaning to things, which adds emotional value. Norman makes a distinction that although personalization is most important for adding emotional value, we are subject to customization instead because of the limited variability that product production allows.

Aarron Walter, author of A Book Apart’s *Designing for Emotion,* says user interfaces that allow for emotion inherently by design create delightful memories in the minds of users. Creating a relationship with users through the use of personality and consistent brand voice adds to memory recall and creates empathy among the audience. This continues to bring users back to the site as the audience sees the brand as a trusted for offering positive experiences.

Steve Selzer of Frog Design outlines five principles for giving the perfect gift in his online post on *Design Mind,* “A Designer’s Guide to Gift Giving.” Selzer says the

most important and essential thing a person should do when giving a gift is to "tell a meaningful story." Selzer says that you must provide context for the gift and "tell your 'giftee' why you got it for them, how you found it, [and] how it made you feel when you saw it." Last he notes to "tell them before they open it so there is anticipation." The act of communicating the story behind the gift adds to the experience and the emotion of the event while adding value to the artifact that is being presented.

Online Communities Incorporating Gift Giving

The following examples provide context for online gift giving implementations from the standpoint of social media. Facebook has attempted two very different iterations integrating gifting into the site. The first launched in 2007 and offered graphic icons through their online "Gift Shop." Friends could buy and share the icons to one another's profile pages. The Gift Shop closed in late 2010 so that the company could focus their attention on other projects (Hicks, 2010). Specifics on why The Gift Shop did not merit continuation are unfound.

Facebook's second attempt at gifting occurred after their acquisition of the gifting app Karma. The site began recommending material items such as teddy bears and boxes of chocolate, but the response was weak and after one year Facebook limited gifts to a more simplified version offering exclusively gift cards, which was already 80% of all gift sales. Another year later in August of 2014, Facebook decided to eliminate gifts from the site once again (Constine, 2014).

Redditgifts is an online social platform that successfully sustains a community of "Internet–strangers" who exchange gifts with one another. Currently Redditgifts posts a

three to four topics every other month that participants subscribe to follow for the theme of their gift. Redditgifts matches users in each gift exchange using a daisy chain algorithm. Which is a sequence that connects users to each other assuring that each user receives a unique match and one complete loop of matches are made. All participants are sent an email with links to their match's social media profile pages along with their address and a deadline they must ship by. In 2013, 89,421 people worldwide participated in Redditgifts Secret Santa exchange. The exchanges had an average ship rate hovering around 93% of all sign-ups in 2011. In 2015, 108,724 Secret Santa participants were matched and 96.6% of participants successfully shipped gifts (Redditgifts, 2015). Redditgifts hosts themed exchanges year-round occurring bi-monthly with sustained worldwide popularity.

Facebook's multiple attempts at combining social media and gift giving at the large and less personal scale have proven unsuccessful. Meanwhile, the strategy employed by Redditgifts, of matching users one–on–one, has shown to be a method that offers the users accountability to one another and therefore leading to greater success.

Social Networking Apps and UX Patterns

Slack is a messaging application ("app" from here forward) for teams working on collaborative projects. Participants subscribe to "channels" allowing them to discuss aspects of a project that perhaps the entire team doesn't need to be included on as well as share and exchange documents and conversation. The app also has a function integrated called "Hey Taco". The functionality allows users to send emoji tacos to other users to express gratitude for a job well done. Emoji are graphic icons available through

messaging apps and depict various emotions through “smiley faces” as well depictions of food items, animals, everyday objects, etc. Only five tacos can be given out each day making them harder to come by and more special because of their limit.

Venmo is an app that allows people to pay others using their phone. Friends send money to friends for things like split-check dinners, concert tickets and rent payments. One aspect about the app is the continuous newsfeed stream that appears in the home screen displaying sent and received payments made by the user’s Facebook friends. The user may also read the comments other people have written about the items they are paying for. Some simply type emojis such as the dinner plate and fork while others will write entertaining statements, masking what they are actually paying their friends for, for example, comments like, “Adkins bachelor soirée” or “For Sasquatch.” While others tease their friends, another user simply posts a link to a Buzzfeed article by the title, “17 Ways White People Dance” exemplifying the willingness to share humor with and about friends in a public space. The user experience (UX) pattern of the constantly updating newsfeed about what friends are paying friends for is an interesting way to learn about what they are doing together and the things your friends like.

Operator is an app created by Uber cofounder Garret Camp and former Zynga executive Robin Chan. The app allows people to request any item available for online purchase and an online sales representative will engage in online conversation via live chat through the app to track down the item online based on the person’s requirements. Eventually a product is recommended for purchase online and the user is provided with a link to buy directly through the app.

Summary

As the world continues to pioneer new ways of communication through technology and social media, relationships and emotions should remain central to the development and growth of online communication. This literature presents part of a broad range of significant information regarding gift giving behaviors and social theories around gift giving. It is important to note the implications regarding the rise in popularity of online shopping and it's affects on the increase of online gift buying. The comparison between Facebook's defeat in sustaining an online gift giving service against Redditgift's success is meaningful for many reasons. One point of interest, contributing to the success of Redditgifts, is the fact that the community is exclusively dedicated to the act of gift giving and sharing comments and photos online about the gifts received. Utilizing existing UX patterns from popular applications promotes the understanding that design conventions can become trends and gain acceptance as a common system for understanding workflow within an app among users.

Through research and the development of a design solution for online gift giving, this thesis will demonstrate how and why communication design is essential to the future of online gift giving and connecting through technology. The persuasions evident in social media communication are strong factors in the design of emotional experience and should not be ignored in the consideration of connecting over gift giving.

III. METHODS

Through the review of the literature (Martin and Hamilton, 2012, p. 112) in the previous section, the assessment of this research provides context for gift giving's existence and its importance today. Two experiments and surveys were designed (Martin and Hamilton, 2012, p. 54) as part of research to facilitate a response from participants. The results have been analyzed using the methodology of design thinking (Cross, 2011) to extract one or more principles of gifting that apply to online gifting. The principle has been applied to drive the outcome in the final phase of the project guiding the processes of design.

Through the employment of Hugh Dubberly's Model of the Creative Process (Dubberly, 2009), exemplified by observation, reflection and creation, the development of one possible design solution is reflected in this research. The anticipated design represents all fundamental elements of a gift giving communication application as revealed through the research. Included among the designs is a UX (user experience) prototype designed to guide users through the communication about gift selection and tracking. Collecting and displaying communication between the users' replies and responses is among the most important part of the design. UX/UI (user interface) patterns have been defined for the communication and responses as integrated with the design system.

The Experiments

Efforts to collect data from a defined community led to the creation and implementation of two experiments, hereafter referred to as Experiment A and Experiment B, both of which involve human participation. The community selected for survey testing comprised mostly of students from Texas State University's Art and Design population targeted to the college age range of 18 to 35 years.

Both experiments A and B were exploratory in their search for information. One objective was to look at and compare experiences related to people, places and things. A theme that the experiments were exploring included the emotion of anticipation and how to create it. Lastly, the overarching objective was to evoke emotional experiences among the participant group.

Both experiment A and B were voluntary and random. Attendees of the gallery exhibit participated and learned of the exhibit by word-of-mouth and posted signage found in and around the art building. The experiments occurred in Gallery III of Joan Cole Mitte Art and Design building. Due to the location of Gallery III, many of the Art and Design students pass by the location on a daily basis and therefore the exhibit maintained high visibility.

The exhibit was on going for a two-week period beginning with Experiment A and Experiment B immediately following. For the initial Experiment A, 3-inch cube, silver-wrapped gift boxes tied with silver ribbon bows were available for any participant to take away with them. One hundred twenty undifferentiated gift boxes were stacked up making a small pyramid display on top of a white table in the center of the gallery. Inside

each of the gift boxes was a small square printed card on top of white shredded paper filler. Each card was printed gray with a white outlined gift or present icon. After the participant retrieved the card they flipped it over to find a statement asking the participant to complete a specific action. The statements were targeted towards college students and the actions related to people, places or things. The statements were followed by the hash tag, "#presentsofmind." A hash tag is a commonly known form of linking online communication in social media. When a hash tag is applied, the phase is programmed to become a hyperlink which when clicked populates results from all other users utilizing the same hash tag link. The purpose of printing the hash tag phrase on the cards is to promote usage in social media outlets.

The statements were categorized in three groups related to people, places or things in direct correlation of Russell W. Belk's theory of the "extended self." The following table is a list of the statements found inside of the gift boxes.

Table 1 | Statements on Printed Cards

Category Relation	Tasks/Experiences
People	• Call your mom and tell her you love her • Say hello to someone you don't know • Connect with a friend you haven't heard from in a while • Video chat with a parent

Table 1 Cont. | Statements on Printed Cards

Category Relation	Tasks/Experiences
Place	• Spend an hour in a coffee shop you've never visited before • Post a photo on social media of a foreign destination you want to visit someday • Take a different route to work • Explore a section of the library you haven't before
Thing(s)	• Donate or give away something that you've been holding on to for too long • Turn off your cell phone for an hour • Make something small for someone and reuse this box to give it to them • Arrange your favorite items in a way that makes sense and post a photo on social media.

Figure 1 | Task/Experience Printed Cards

Figure 2 | Close Up of Cards

Figure 3 | View of Gift After Opening

Figure 4 | View of Gift After Flipping Over Card to Reveal Message

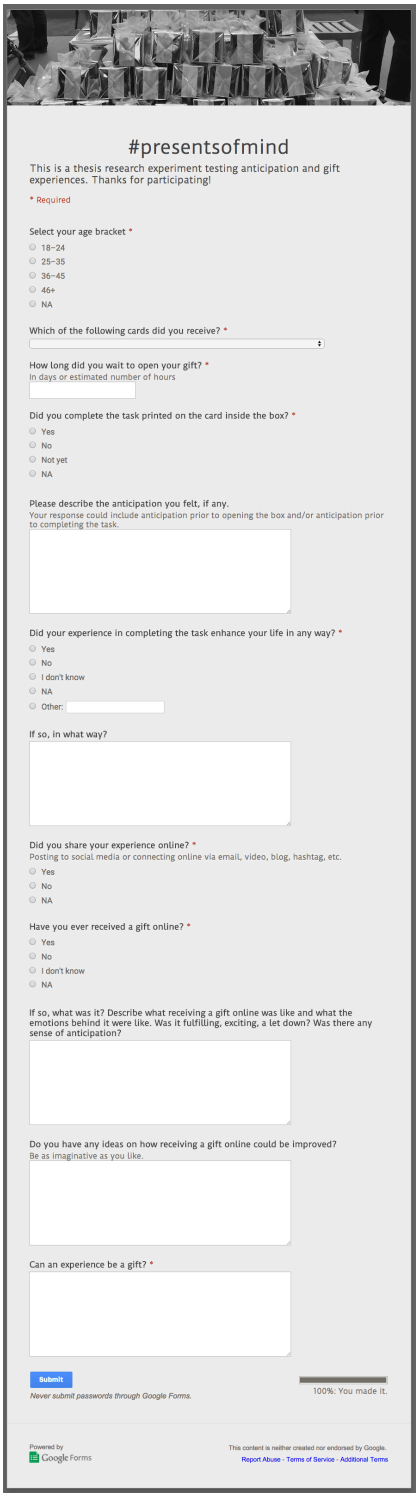
Figure 5 | Wrapped Gift Box

The consenting participants provided their email address upon collecting a gift so that they could be contacted with a follow-up survey. Participants were instructed to open the gift at a later undefined time of their preference within a day of receiving it. The purpose of opening the gift at a later time was for the participant to gain some level of anticipation to find out what is inside the gift box as well as to not divulge the findings for other participants within range.

Figure 6 | Student Participation in Experiment A

Two days following, the participant received an email invitation to complete the voluntary survey related to Experiment A. The questions in the survey seek to find the participants age, time waited to open gift, completion of the task, as well as asking the participant to describe the anticipation felt, if any. The survey continues to ask the participant if the experience enhanced their life in any way and to describe the experience. Next the survey asks about their online engagement with their experience initiated by the experiment in the hopes that the participant will have used the provided hash tag online. The survey continues with questions regarding receiving online gifts and asks the participant to describe emotions associated with online gifts. Last the survey asks

how online gifts might be improved and if an experience can be a gift. The following image is the survey webpage that participants linked to.



#presentsofmind

This is a thesis research experiment testing anticipation and gift experiences. Thanks for participating!

* Required

Select your age bracket *
- 18–24
- 25–35
- 36–45
- 46+
- NA

Which of the following cards did you receive? *

How long did you wait to open your gift? *
In days or estimated number of hours

Did you complete the task printed on the card inside the box? *
- Yes
- No
- Not yet
- NA

Please describe the anticipation you felt, if any.
Your response could include anticipation prior to opening the box and/or anticipation prior to completing the task.

Did your experience in completing the task enhance your life in any way? *
- Yes
- No
- I don't know
- NA
- Other:

If so, in what way?

Did you share your experience online? *
Posting to social media or connecting online via email, video, blog, hashtag, etc.
- Yes
- No
- NA

Have you ever received a gift online? *
- Yes
- No
- I don't know
- NA

If so, what was it? Describe what receiving a gift online was like and what the emotions behind it were like. Was it fulfilling, exciting, a let down? Was there any sense of anticipation?

Do you have any ideas on how receiving a gift online could be improved?
Be as imaginative as you like.

Can an experience be a gift? *

Submit

Never submit passwords through Google Forms.

100%: You made it.

Powered by Google Forms

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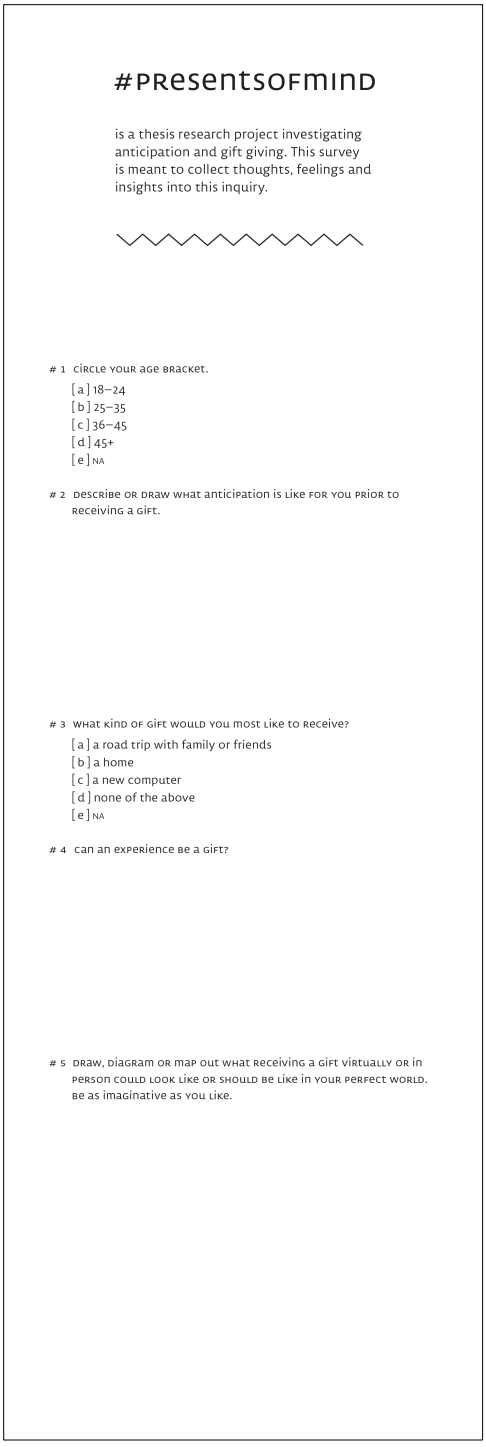
Report Abuse - Terms of Service - Additional Terms

Figure 7 | Survey Questions for Experiment A

Experiment B occurred immediately following Experiment A at the point in which all gift boxes were claimed. Experiment B took the form of a brief written survey and occurred in the exact location of Experiment A in Gallery III during the MFA Thesis Gallery Exhibition at the same table in which Experiment A occurred. Experiment B was designed to engage the participant's imagination by allowing them to experiment while drawing on the survey was encouraged. Various colored markers were provided inside of the desk drawer. The objective of Experiment B was to collect descriptions and drawings of what the emotion of anticipation feels like to the participants. The survey seeks to find what type of gift the participant prefers related to people, place or things. Then the survey asked if an experience could be a gift as well as asked the participant to draw or describe what receiving a gift in person or online should be like in their perfect world. Participants gave their consent to be part of the research study by filling out the survey. Consent information was posted on the signage on the table within the exhibit. No email addresses or identifying information was collected in Experiment B. The survey implemented in Experiment B can be seen in the following image.



#PRESENTSOFMIND

is a thesis research project investigating anticipation and gift giving. This survey is meant to collect thoughts, feelings and insights into this inquiry.

1 CIRCLE YOUR AGE BRACKET.

[a] 18–24
[b] 25–35
[c] 36–45
[d] 45+
[e] NA

2 DESCRIBE OR DRAW WHAT ANTICIPATION IS LIKE FOR YOU PRIOR TO RECEIVING A GIFT.

3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

[a] a road trip with family or friends
[b] a home
[c] a new computer
[d] none of the above
[e] NA

4 CAN AN EXPERIENCE BE A GIFT?

5 DRAW, DIAGRAM OR MAP OUT WHAT RECEIVING A GIFT VIRTUALLY OR IN PERSON COULD LOOK LIKE OR SHOULD BE LIKE IN YOUR PERFECT WORLD. BE AS IMAGINATIVE AS YOU LIKE.

Figure 8 | Survey Questions for Experiment B

Figure 9 | Gallery Display for Experiment B Survey Collection

The experiments were formative in their approach and opened the forum for discussion from participants around the emotions and experiences of gift giving. Specific inquiry into online gift giving and its potential was directed through survey questioning while the theme of social media was presented as a more direct suggestion with the use of the hash tag and title.

IV. RESULTS

Social media results of the gallery experiments A and B were posted on Instagram, Facebook and Twitter utilizing the provided hash tag reference. All of these posts show images of Experiment A in some form before or after unwrapping. Two of the participants show the results of their individual experience with the experiment. For example, Soledad Rios says she found the box on the bus with a note saying, “open me.” It appears as if Rios went on to collect the gift and complete the task inside concluding with an image of a collection of rocks in which she inscribed inspirational quotes.

Figure 10 | Social Media Post Including a Collection of Inscribed Rocks

Figure 11 | Social Media Post About Anticipation

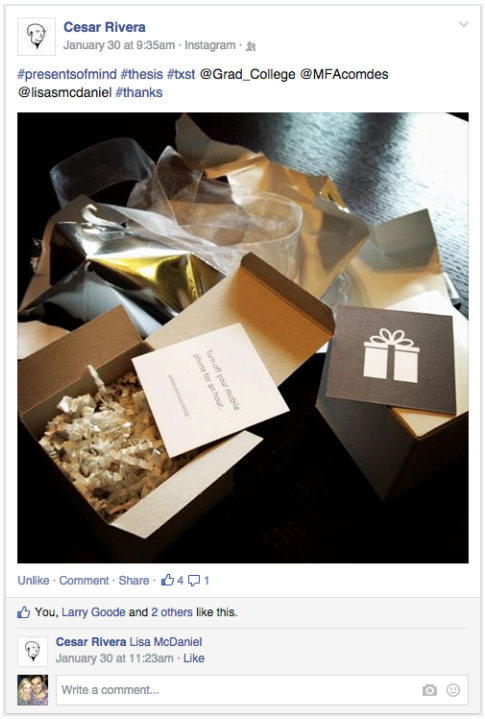


Figure 12 | Social Media Post of Gratitude

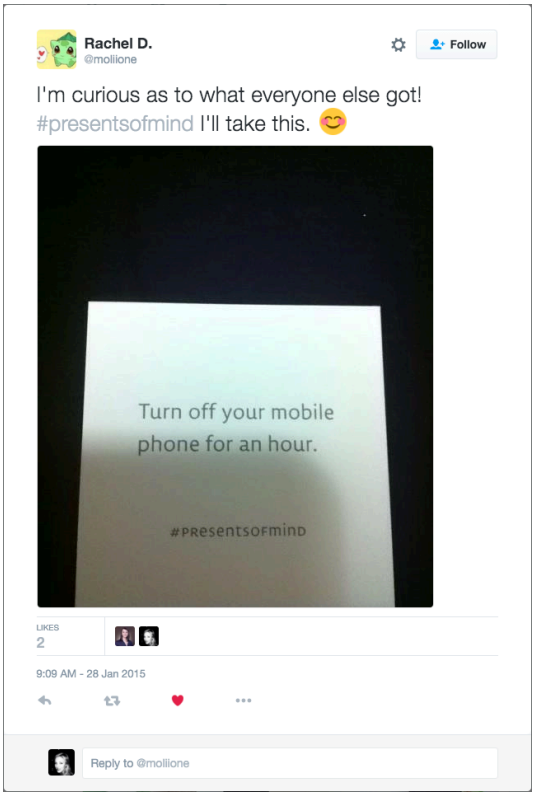


Figure 13 | Social Media Post About Curiosity

Figure 14 | Social Media Post About the Experiment

Figure 15 | Social Media Post Explaining the Project

Figure 16 | Social Media Post Showing the Project

Figure 17 | Social Media Post About Excitement

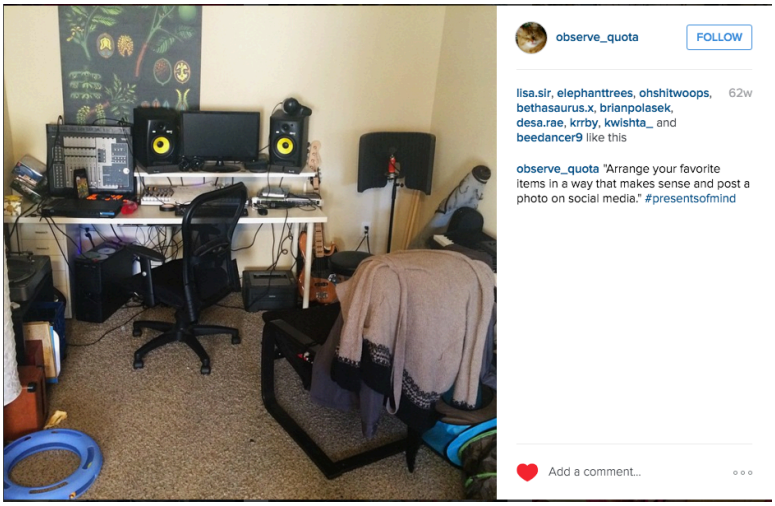


Figure 18 | Social Media Post Showing Individual Results of the Given Experience

In the final image above the participant reiterates the task they received in the comments section and demonstrates the completed task in the photo. The user, observe_quota, writes, "Arrange your favorite items in a way that makes sense and post a photo on social media." The photo pictures a somewhat disorganized image of a desk with music equipment, electrical cords, a sweater draped over a chair and a cat toy on the floor. It appears that the participant is being facetious and also proud of their favorite items, no matter the arrangement.

Most of the participants who posted to social media outlets expressed their curiosity of the gift and anticipation in opening. Likes and comments are collected in the images expressing admiration and curiosity from the user's connections in their social network. The range of responses to Experiment A exemplifies emotions of curiosity, anticipation and excitement for participating in the experience.

Of the one hundred and twenty boxes claimed from the gallery display during Experiment A, forty-two responses were collected in Experiment A's online follow-up survey. In the week following Experiment A, at the point in which Experiment B began, thirty-five survey responses were collected in the gallery space for a total of seventy-seven responses for Experiments A and B. Through interpretative analysis of the qualitative data, themes and patterns were extrapolated from the data. The interpretative analysis included parsing the data for repeating ideas from one participant to the next. Reading through each individual's thoughts and deducing down the statements into categories lead to the total of individuals who agreed or mentioned an idea within each theme. Here are the themes and patterns found in the Experiments:

Curiosity and wonderment. Some participants admitted to shaking the box for clues as to its contents while others stated their curiosity and wonderment in not knowing what to expect for opening a gift.

Excitement and anticipation. Many participants expressed their excitement before opening a gift. Not knowing what to expect also increased anticipation in some participants, while unexpected gifts were also stated as exciting.

Giddy. "I couldn't wait to open," "I couldn't handle waiting," and "giddy in anticipation," were some responses from the participants while another equated the experience to presents under the tree before Christmas.

Affectionate toward the gift box. Some participants gave the box a name, others have admitted to cherishing the unopened box, keeping it on display in their personal spaces.

One participant "carried it like a treasure" throughout the day. Another participant says an unopened gift gives them a "special feeling."

Looking forward to and projection. A participant says they "looked forward to the surprise inside" and another says it was something to look forward to at the end of a long day.

Mild or no excitement or anticipation. Some participants had no expectations. One said they forgot about it.

Fun/neat/cool/nice. One participant says there was a "sense of fun and play involved." While two other participants said the "message made me smile."

Appearance and size. Several participants commented on neatly wrapped gifts, and nice looking presents. The size of a small box is called "cute."

Thinking of others. One participant says, "My friend received a gift and decided to open his. I thought opening them together would be nice." While another participant wanted to leave the gifts for others and another retrieved a gift to give to their daughter.

Anxiety. Some participants said they felt anxious prior to opening gifts, while others said they felt nervous for fear of not liking the gift.

Value and weight. Some participants judge the value of a gift prior to opening based on its weight. One participant said, "If it was heavy I would've been more curious," while another said the lack of the box's weight heightened their curiosity.

Table 2 | Themes and Patterns Identified in the Experiments

Theme or Pattern	Number of Participants Expressing these in		Communication Design	Experience Design	Emotional Design
	Ex. A	Ex. B			
Curiosity/wonderment	17	4	X		X
Excitement/anticipation	13	16	X		X
Giddy	8	4	X		X
Affectionate towards the gift box	3		X		X
Looking forward/projection	3	1	X		X
Mild or no excitement/anticipation	5	1	X		X
Fun/neat/cool/nice	7		X	X	
Appearance/size	4		X	X	
Thinking of others	3	4	X	X	X
Anxiety	1	6	X		X
Value/weight	3		X	X	

In Table 3 the breakdown of participants expressing their feel about gifts online in a positive way was 14 total and of the 14, 10 expressed that gifts online were most exciting when they were unexpected.

Table 3 | Participants Feelings About Online Gifts

Feeling about Online Gifts	Number of participants	Number of positive responses that mention gifts online are most exciting when unexpected
Positive	14	10
Neutral	4	N/A
Negative	2	N/A
N/A	2	N/A

From these themes and patterns insights were formed from this data. The insights are hypothesized based on the evidence of the surveys from Experiments A and B and serve as points of interest among the participant group to narrow the investigation of results. The following insights were projected:

Experiences are great gifts. Due to the almost unanimous response to the survey question, "can an experience be a gift?" many participants expanded on their enthusiasm that experiences made the "best" gifts.

Online gifts are often unexpected, while they also have less anticipation because they take less time to reveal. Time and anticipation are working together in this insight to reveal that more time equals more anticipation, while less time passed equals less anticipation.

Unexpected gifts are more exciting. Participants enjoyed unexpected gifts from the standpoint of receiving gifts online. There was instant joy, similar to the instantaneous nature of the Internet.

Small and or beautifully wrapped packages are thought of as more precious and are held at a higher degree of care. Like one participant mentioned in their comments "treasures" are cared for in a delicate manner. Several participants mentioned the packaging as of importance in perception of what was inside.

Unopened gifts feel special. Participants enjoyed having a moment to look forward to and endeared the "special" aspect of receiving a packaged gift with instructions to wait to open it.

Weight and Value are related. Weight of a gift package is related to the value of what is inside. It is unclear if heavier weight equals higher value or lighter weight equals higher value.

Shared experiences are best. Many participants value shared experiences with friends and family, while memories of past experiences are held at a high level.

Experiences are related to memories. Memories are held up as important aspects of good experiences and memories are tied to human emotions.

Table 4 | Insights Projected in Results

Insights	Number of participants expressing this		Communica-tion Design	Experience Design	Emotional Design
	Exp. A	Exp. B			
Experiences are great gifts	38	33	X	X	X
Online gifts are often unexpected, while they also have less anticipation because they take less time to reveal	5	2	X	X	
Unexpected gifts are more exciting	10	7	X	X	X
Small and or beautifully wrapped packages are thought of as more precious and are held at a higher degree of care	4	N/A	X	X	X
Unopened gifts feel special	2	2	X	X	X
Weight and Value are related	3	N/A	X	X	
Shared experiences are best	8	15	X	X	X
Experiences are related to memories	2	2	X	X	X

As a result of the previously listed themes and extrapolated insights pulled from the qualitative data of Experiments A and B in conjunction with secondary research explored in the literature review section, one principle of online gift giving has been realized. The principle is this:

Gift giving should always include experience to maximize emotion and reinforce relationship.

According to the research, experience is valued as the most important element in gift giving and because of this, designing experience is decidedly vital and the most essential element in gift giving to shape and form emotion in relationships.

V. INTERPRETATION OF FINDINGS

Mobile Application: Present Hype

By applying the principle in which this research has lead to, the development of a mobile application is proposed in response. A mobile solution is selected for its range of capability allowing users to interact with the application at anytime or anyplace. Using a mobile strategy matches the user's expectations similar to the functionalities offered in other mobile social media connected applications. The application follows commonly applied UX patterns in current use for mobile devices and more specifically the iOS computing platform for iPhone 6 which is currently in use in 2016.

The application is named "Present Hype" based on the essential functions that the app is being used for, which is to publicly discuss gifts or presents. The naming also suggests a double entendre that the discussion is current or "in the present." After downloading the Present Hype app the user will navigate through the opening screens that will prompt them to enter their social media credentials for at least one of their existing social media accounts such as Facebook, Twitter, Google+ or LinkedIn.

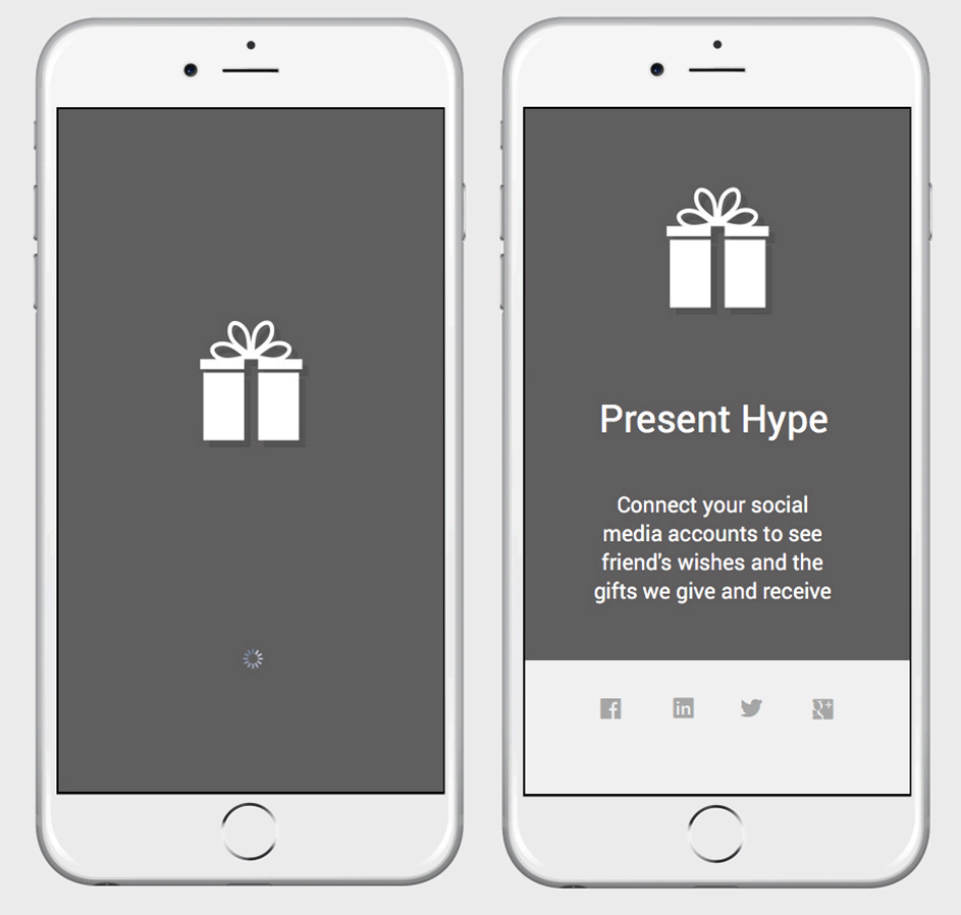


Figure 19 | Present Hype App Opening Screens

After connecting their social media account(s) the home screen then populates a personalized newsfeed of images and text based on the list of friends connected in the social media network linked to the Present Hype app. The listed items displayed in the personalized newsfeed includes information about what friends are giving other friends as well as gift wishes posted by existing users of the app and displays of appreciation for gifts received. By scrolling down through the newsfeed users will be able to "like" and "comment" on the content displayed by other users in the feed. By tapping "like" the user

acknowledges they have seen the content and like it. This notifies the user who posted the original content that a friend in their network has “liked” their post. By tapping “comment” a user can enter a text-based comment on the content from the phone’s keyboard. Time stamps will appear in the right corner of each post in the newsfeed indicating the time past since the post was made public.

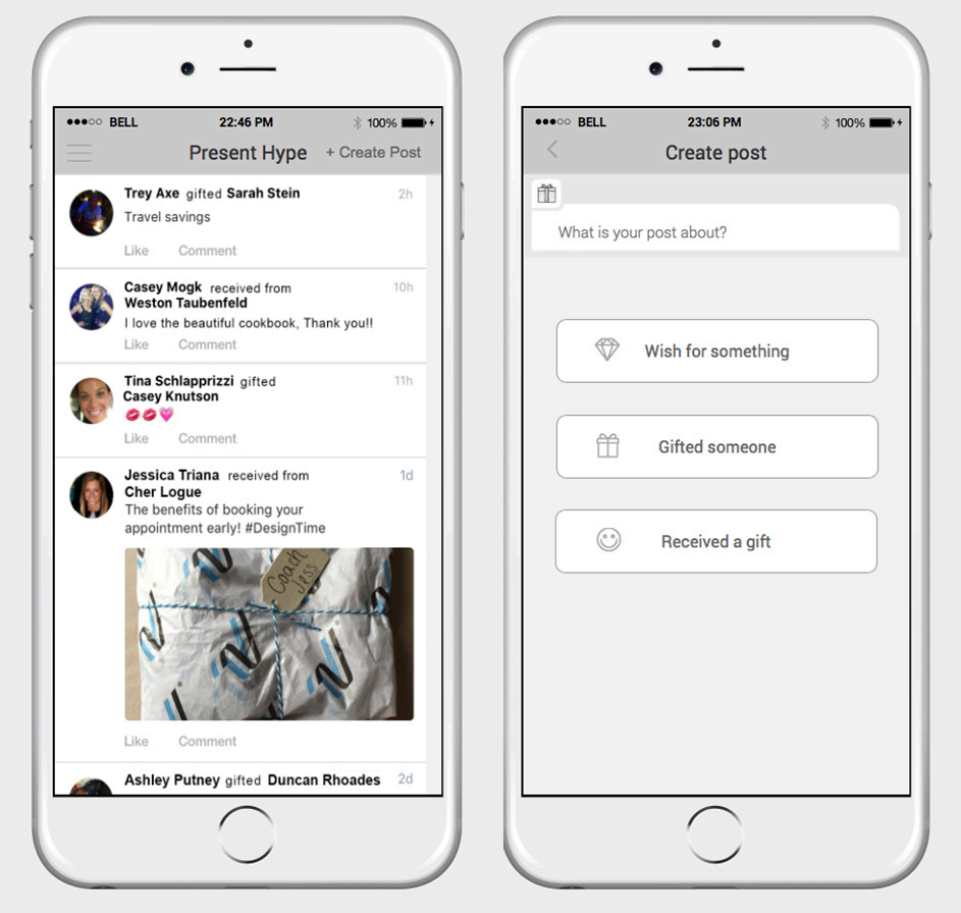


Figure 20 | Present Hype App Newsfeed and Create Post Screens

Users will have the ability to create a unique post from the newsfeed screen via a button in the top right corner of the app. When the "+ Create Post" button is selected, a new screen appears with the option to select one of three action buttons. The buttons listed under the "Create post" screen are: "Wish for something," "Gifted someone, " and "Received a gift."

When the user taps "Wish for something," a new screen will appear with an empty content box prompting the user to enter their wish into the box. The wish may be entered using the phone's keyboard which pops up when the content box is tapped. Photos may also be entered by tapping the camera icon which will enable the phone's camera. To submit the post to the public newsfeed, the right facing arrow icon is selected.

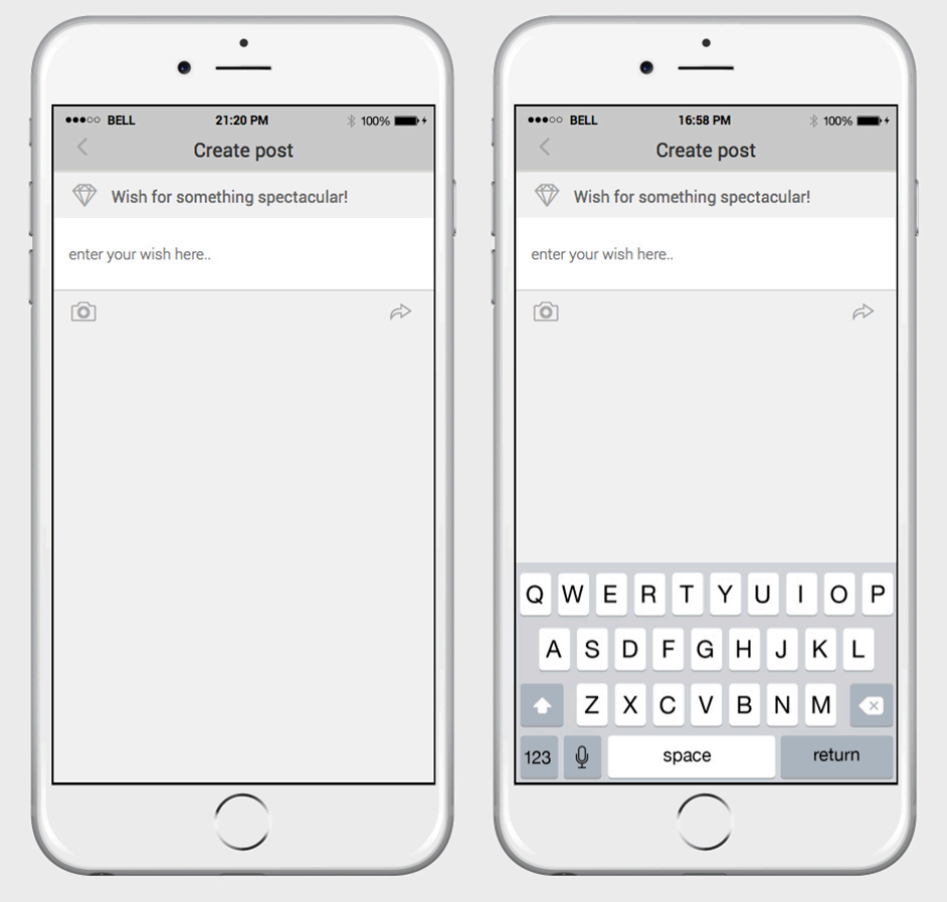


Figure 21 | Present Hype App Create Post “Wish For Something” Screens

The user may also create a new post by selecting the “Gifted someone” button from the Create post screen. A user will create this type of post when they need to notify another user that a gift is on the way. The user will search for the connected friend through the search bar indicated by the magnifying glass icon. When the user’s name and profile image appear the user will select the person they are sending a gift to. From this screen the user can enter tracking data for the package they have sent, an expected delivery date, and enter a “hint” in the content box. The user may also add a photo to the

post if desired and submit the post to the public feed by selecting the right facing arrow in the lower right corner.

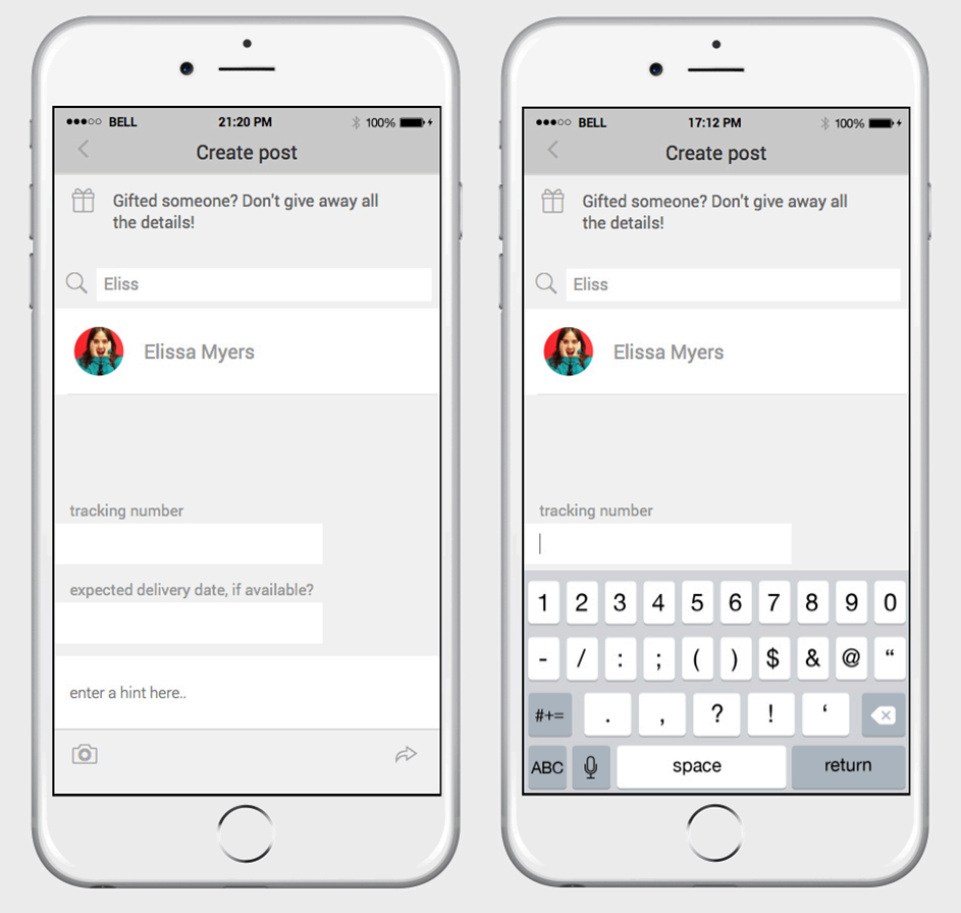


Figure 22 | Present Hype App Create Post "Gifted Someone" Screens

The final option available from the Create post screen is to select the “Received a gift” button. The user will first search for the user that they want to thank by using the search bar indicated by the magnifying glass. When the user’s name and profile image appear the user selects them my tapping on their name. The user may then input text regarding their appreciation for the gift in the field noted “thank your gifter here..” The user may also choose to add a photo and then submit the post to the public newsfeed by selecting the right-facing arrow icon.

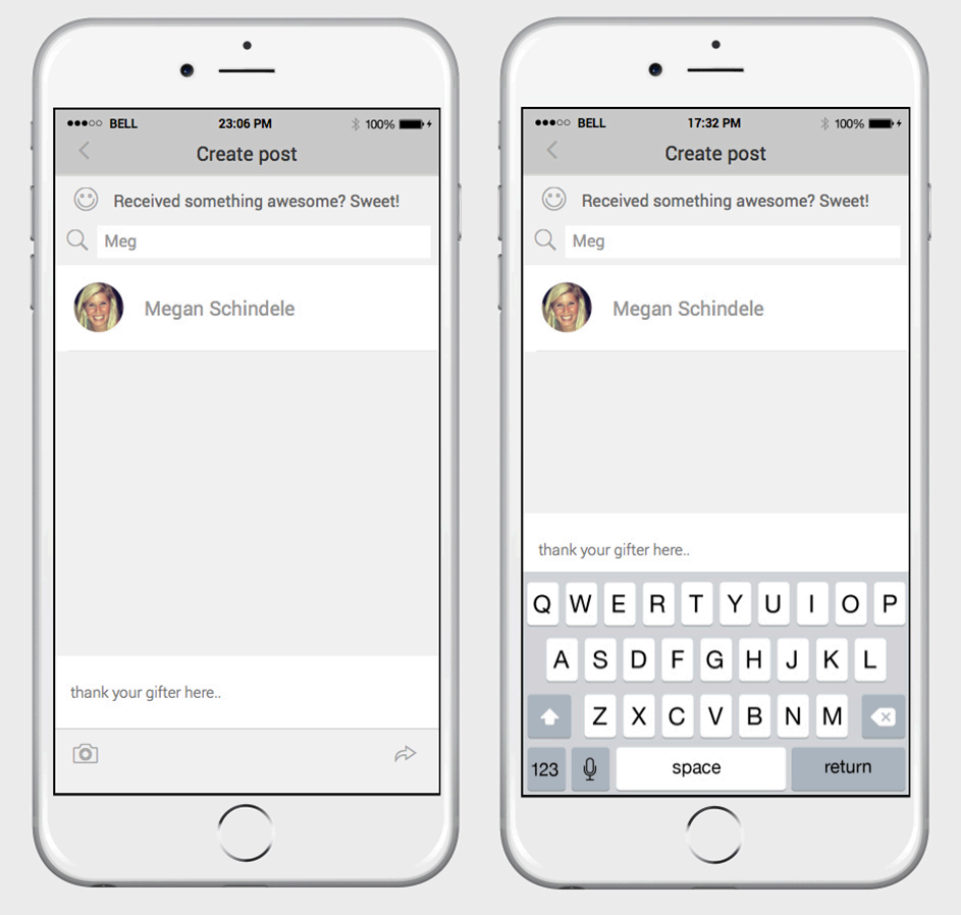


Figure 23 | Present Hype App Create Post “Received Something” Screens

From the newsfeed screen the user can access more functions of the app through the use of a side menu. By tapping on the menu button, taking the appearance of three stacked horizontal bars, located in the top left corner of the app a menu slides out from the left side of the screen. From the side menu, users will be able to select from three various functions including “Present Hype,” “Chat with a Gift Scout” and “Track whereabouts.” The “Present Hype” selection from the side menu simply takes the user back to the newsfeed screen.

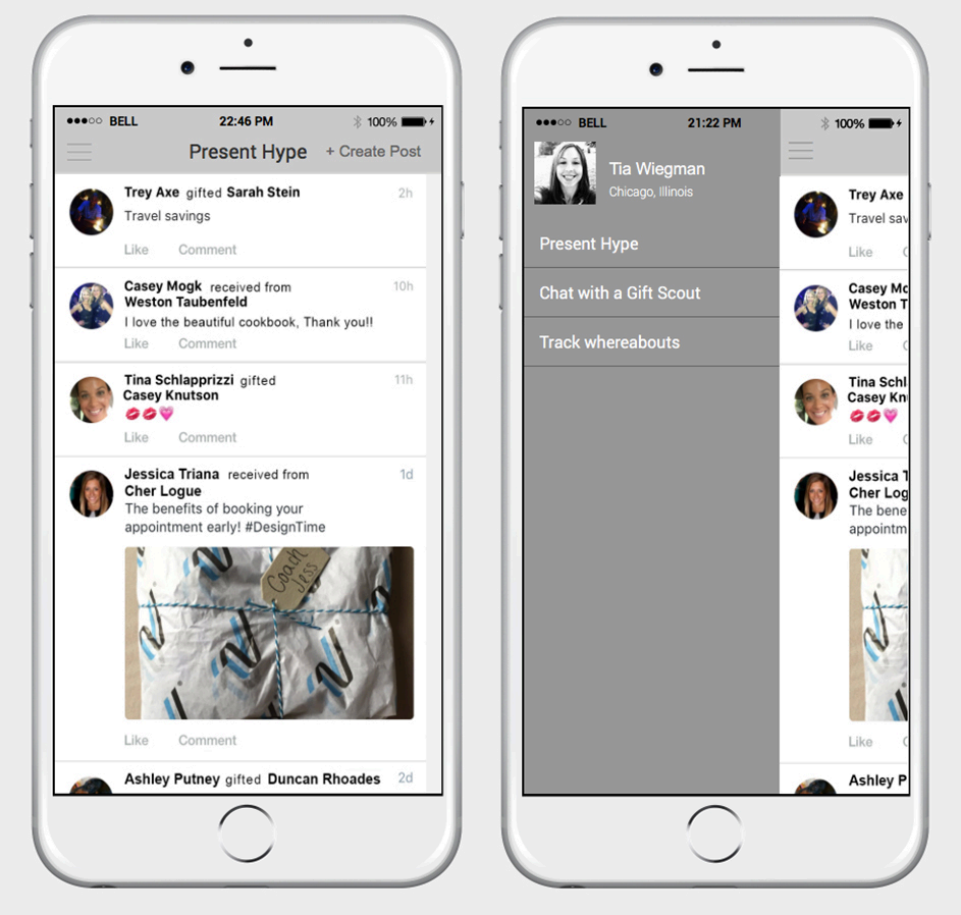


Figure 24 | Present Hype App Newsfeed and Side Menu Screens

By selecting “Chat with a Gift Scout” from the side menu the user is able to request gift ideas for potential gifts they will give to friends. The gift scout works as an online concierge; they will research online sources and send a gift suggestion and a link to purchase. This is action very much like what the existing application, Operator, achieves referenced in the literature. When Chat with a Gift Scout is selected the opportunity to enter into a live chat conversation with an expert is available to the user. The user may select the button “+ Request search” to begin a new gift search. After selecting Request search a short survey appears in the chat feed to collect information about the kind of gift the user is searching for. After some conversation exchange between the user and the Gift Scout, the Gift Scout will eventually recommend a gift suggestion for the recipient the user has detailed along with a link to purchase directly through the app.

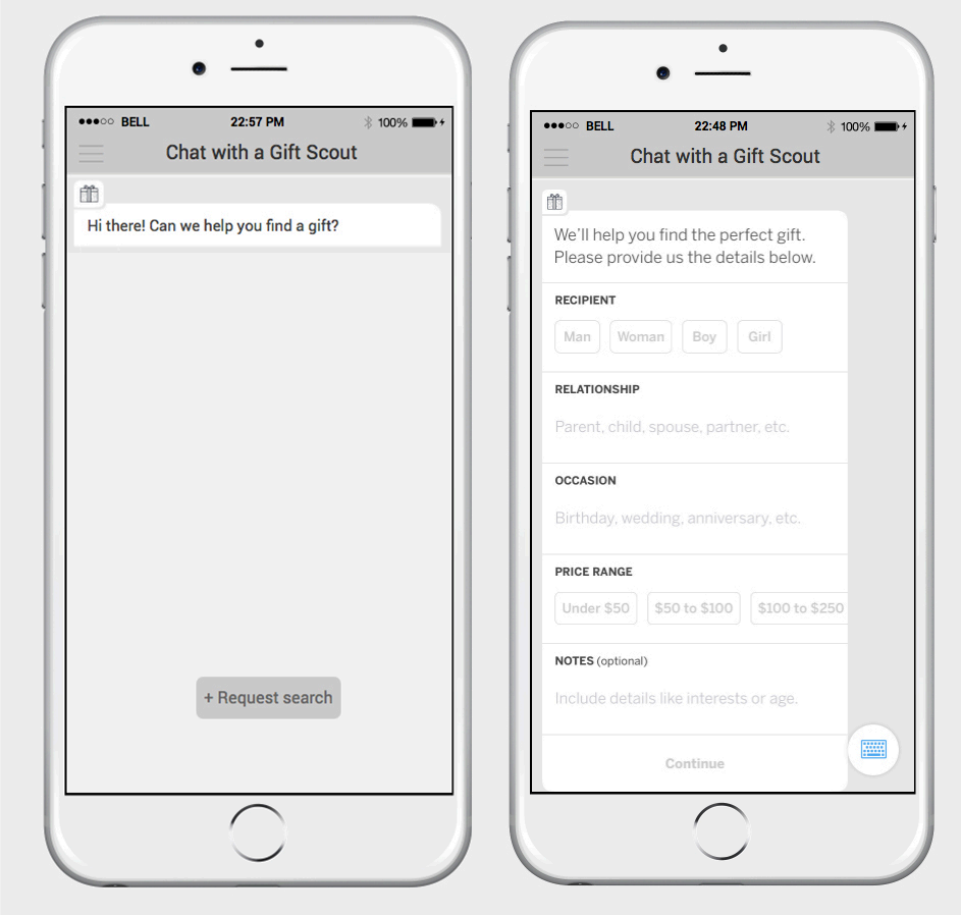


Figure 25 | Present Hype App "Chat With a Gift Scout" and Short Survey Screens

The final option accessible through the side menu is the "Track whereabouts" functionality. Gift tracking will be will updated from shipping information provided by the giver in the "Gifted someone" work flow of the application. The tracking screen will show gifts sent by the user and gifts that are "en route," or being sent to the user. The giver and receiver will be able to check on the status of each gift's location by tapping on the other user's name and profile listed in the tracking section to see where the gift package was last checked in on the map. Givers and receivers will receive notifications

updating the users during the shipping process. Knowing the location of the gift and estimated time of arrival will facilitate in an increase of anticipation by both sides. Upon receipt of the gift both parties will be notified and encouraged to communicate via video chat. This will simulate greater emotional connection found in face-to-face interaction.

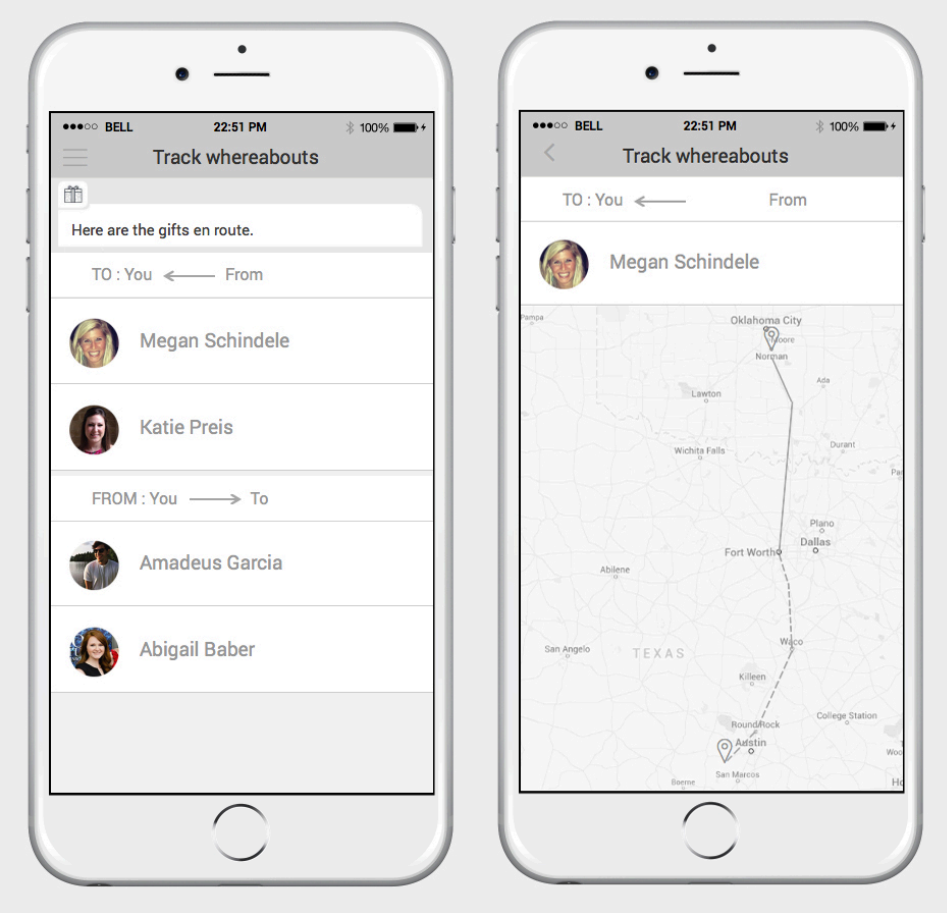


Figure 26 | Present Hype App “Track Whereabouts” and Map Screens

User Testing Results

Testers of the mobile application prototype, Present Hype, included 17 Art and Design students at Texas State University in a classroom environment. Testers were asked to complete two tasks and given five minutes to complete the tasks. After the tasks were complete the testers could then begin the survey. The tasks that the testers were asked to complete were: (1) Create a post thanking a friend for a gift, and (2) Chat with a Gift Scout. Most testers finished the tasks within two minutes and no testers took the full five minutes to complete the tasks. 11 testers fell within the 18–24 age range, four testers were between the ages 23–35, one tester was between the ages 36–45 and one tester was 45 years or older. All of the testers use mobile applications from a medium to a "very often" basis. 11 of the 17 testers had used some form of online gift giving service in the past. Testers reference Amazon, Etsy, and Ebay wish lists and have sent them to family before holidays, while some testers respond with slight levels of shame or guilt around the idea of sharing a wish list. For example, one tester responds, "I usually buy things for myself, rather than actually asking for stuff," and another tester responds with, "I don't like receiving gifts, they make me feel guilty."

Seven participants thought the newsfeed gave them valuable information about what their friends like, responding with "it gives me information that I would not ask in person," another said, "it's nicely organized in a familiar format to say Twitter that allows me to read the…information in a clear understandable way." Nine of the participants thought that reading about what friends are gifting other friends would reassure their gift selections, responding with "perhaps then I would know what not to

give to ensure no repeats," and "yes because we can see the feedback how they felt." Twelve testers agreed that chatting with a Gift Scout would help them to make more confident gift selections for friends and family. Respondents said, "I think this is a great idea. Especially for someone who is lost and doesn't know where to start looking or think of an idea about a gift," another said, "Gives good ideas when you're blank," while some respondents were concerned that gifts would not be personal enough to the relationship. 16 of the 17 respondents clearly agree that the Track whereabouts section of the app would reduce their anxiety about a gift's arrival. Thirteen of the testers agreed that the Track whereabouts section of the app would increase their excitement or anticipation of a gifts arrival. The tester's responses included, "I [could] look forward to the day of the gift's arrival," and "you can anticipate how long it will take," and "it's nice to actually see it's location instead of reading it." 16 of the 17 respondents found the app to be medium to "very helpful" in allowing them to show their appreciation to their friends about gifts received. When the testers were asked how likely or unlikely they believe this application would be to enhance their overall gifting experience, the results were almost evenly mixed. Positive feedback included, "it would help to spread the feeling of thankfulness," and "I think it's definitely something I'd like to try," while unsure or mixed respondents said, "I feel like the app would help me pick a present, but I'm not necessarily fond of extolling my new possessions on social media." Negative feedback included, "Not at all, it's like Facebook where even receiving or giving a gift is almost impersonal," and "I'm not sure I am 100% comfortable with the idea. I'm happy with texting or calling directly to the person who gave me [the] gift and share my comments

from there.” When the testers were asked why they would or wouldn’t use the Present Hype app, the results were almost even distributed, with six positive responses including, “I would love to use this to send gifts to my friends who are long distance from me,” and “I would use it mostly for family and friends that I don’t see often!” Six testers were ambivalent giving responses such as, “I would most likely use Present Hype for general ideas for less personal people in my life, and in that case, I probably wouldn't have an app that I shared with them. The concept is definitely creative, but I'm not sure how excited people will be about posting all about materialistic things that they want from others.” There were five negative responses including, “I don't really give gifts, I prefer to show my appreciation in person.” The final question of the survey asked if the testers had any recommendations for things the Present Hype app should include. Responses of interest included a suggestion regarding adding wish lists and topics of general interest into the user profiles section adding, “I know I’d use the app if all users had gift preferences in their profiles.” Another tester recommends a “gift wrap station.”

While the testing sample is not representative of a larger population, insights drawn from the response data include that Present Hype would have specific situations in which it is more useful, for instance, it works better for long distance gifting. Another insight includes that Present Hype would be useful if the person who they are sending a gift to is a friend but not as close of a friend in the sense of relationship. While some testers are concerned that the methods presented for gifting in Present Hype feel impersonal, other testers are receptive and entertained by the idea of an app allowing the functionalities of Present Hype.

Justification of Design Decisions

Findings from the research have demonstrated the significance of experience in gift giving to create memories and solidify emotions. The addition of human-centered touch points to the online gift giving experience is one that has been discounted in previous online gifting applications. Providing a platform for which users develop emotions on multiple different levels adds to the overall gift experience. For example, in the Create post section a range of emotions can be heightened. A post by a giver featuring a "hint" to the receiver might include a photo cropped so tightly on a gift that the gift is abstracted and not revealed, therefore creating curiosity and wonderment in the receiver. Curiosity and wonderment were proved to be heavy factors of experience in Experiments A and B's results and this aspect of the application is in direct response to the results.

Many of the testers were enthused by the idea of the receiving help from the Gift Scout through live chat. The testers appreciated the extra ideas and felt that the conversation would be useful whether they would follow through with the purchase or not. The Gift Scout adds a layer to the experience of picking out a gift because time is spent in thinking about the gift and about the recipient of the gift and what their likes are. This is in direct response to the article by Parker-Pope stating that engaging in the act of gift giving strengthens the bonds of relationship because it encourages the giver to consider the other person.

The tracking feature of the app proved to be well received by the user testers, most agreeing that this functionality would certainly increase their excitement or anticipation for a gifts arrival. Excitement and anticipation was another important aspect

of gift giving to the participants in the experiments, this feature is responding the importance of signaling those emotions in the gift experience.

A community of wants, wishes, thank-you messages, givers and receivers is revealed in the home screen and fosters human curiosity with the ability to see friend's wishes. More intuitive gift selections will be made because of the history of posts viewable by anyone in a person's social network. Discussion with another person through the app about the recipient's specific tastes and gift possibilities adds to the human experience on the giver's side. Anticipation is created in the tracking portion for both parties, while human-to-human connection is reinforced in the communication upon receiving the gift and reactions can be better detected through the use of video calls. With these innovations gift giving communication is improved online and the overall experience is heightened for the giver and the receiver.

6. CONCLUSION

Drawing on the research gathered and the knowledge gained in the experiments and user testing, this thesis proves that a design solution such as the Present Hype mobile app is well received in the improvement of the experience of online gift giving. Collecting communication such as gift appreciation, gift suggestions and location information in one dedicated application would simplify many of the anxieties surrounding gift giving. Adding to the gift giving experience by creating memories that are cataloged in the app's newsfeed will help people to recall moments and times of celebration and relationship.

Limitations of the study do not address the emotions and experience of money related gifts. Gifts given in crowd funding ventures like Kickstarter, DonorsChoose.org or in the entertainment genre such as in AfreecaTV are not addressed in the study and would likely provide more perspective on the topic. Other types of gift giving excluded from the research include promotional gifts from the perspective of business and commerce.

The exploratory nature of determining qualitative data is difficult to decipher. The collection of detailed descriptions along with the drawn imagery in Experiment B would help to solidify what is meant by the depictions from the participants. A larger sample from the targeted demographic, ages 18–35, would more clearly represent the themes and patterns expressed in the data. Last, a larger sample of user testers and multiple iterations

of testing are needed as an important marker in the design process and the development of the application.

Future investigations will extend to pointed questions regarding packaging and wrapping of gifts and the importance of appearance as well as how this affects the perceived emotional value to the receiver. Testing of other select age groups, gender, income brackets, and geographic location will also be important to show range and differentiation in how online gift giving is perceived differently across these groups. Monetary value of gifts and the weight of gifts tested against experience and emotion is a future investigation of interest. Other areas of future investigation include:

- The testing of crowd funded gifts and promotional gifts in commerce.
- Testing this application on a global scale for its ability to work with international gifts and cultural barriers, and how gifts are given and received vary from place to place.
- Applying the resulting principle in a design relaunch of Facebook's online gifting application.
- Testing the results against Redditgifts to measure success.
- Finding the user's social motivations for using a gifting application solution such as Present Hype.
- Finding if the psychological benefits are similar or different with the Present Hype app as they are with in-person gifting.

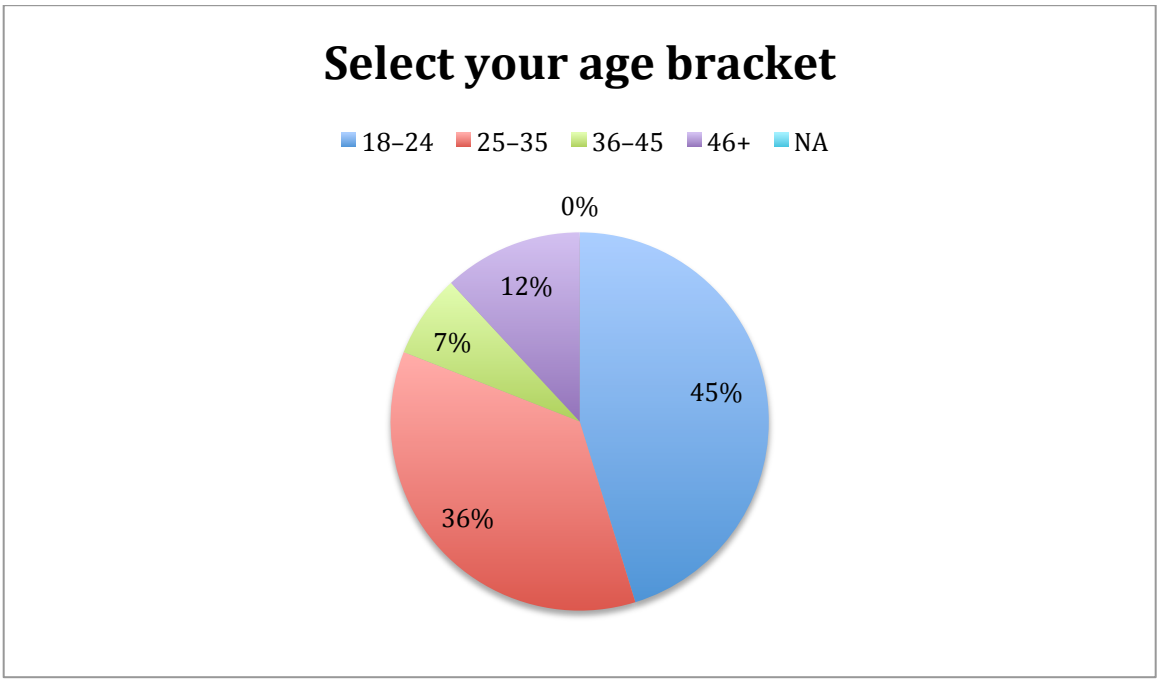
- Investigating how many users will follow through with the purchase of a gift in the Present Hype app.
- Discovering if the Present Hype app will have addictive qualities such as mentioned in the *This American Life* podcast interview, and if the app will be used for social network investigating and relationship mapping.
- Discovering how to integrate digitally hosted gifts, such as sending music or movies via the Present Hype app.
- Investigating the personalization of gifts through the Present Hype app.
- Testing user interface designs, typography, imagery and color in the Present Hype app.
- A and B testing of the Present Hype app utilizing Norman's suggestion of giving a small gift to one group and no gift to the other group.
- Investigate integrating more storytelling into the app, such as asking the giver why they picked a specific gift for the receiver, and how they came to those conclusions.

The outcome uncovered in this research regarding the future of online gift giving is imperative to the discipline of Communication Design. The persuasions evident in social media communication are strong factors in the design of emotional experience and should not be ignored in the consideration of connecting over gift giving. This research will inform future investigations that emotion and experience take priority in the design and creation of online gift giving tools. The development of digital tools with a strong

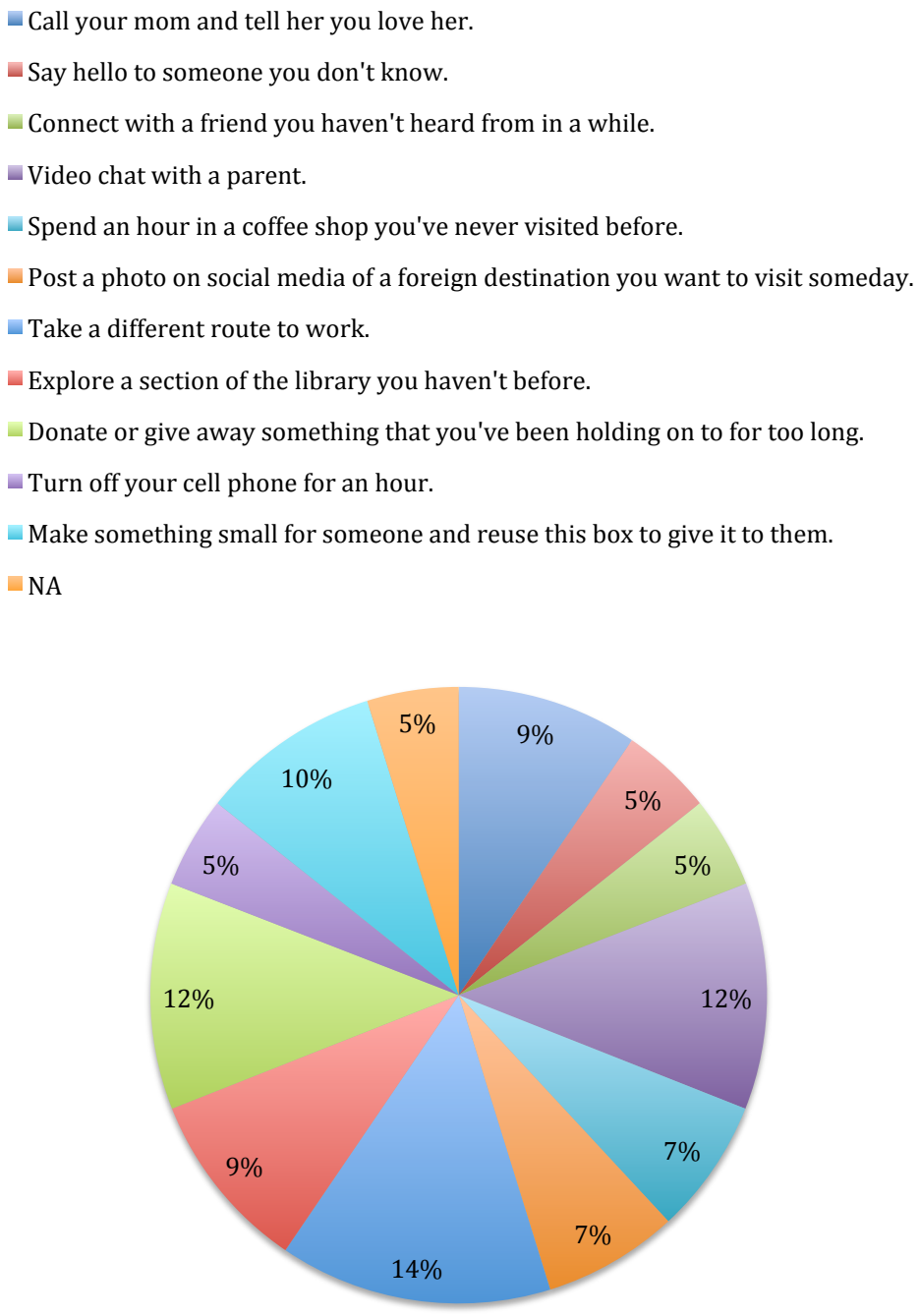
focus on human-centered touch points to increase personalization is required for creating an environment worthy of the most intimate human emotions: online gift giving.

APPENDIX SECTION

Survey Results From Experiment A

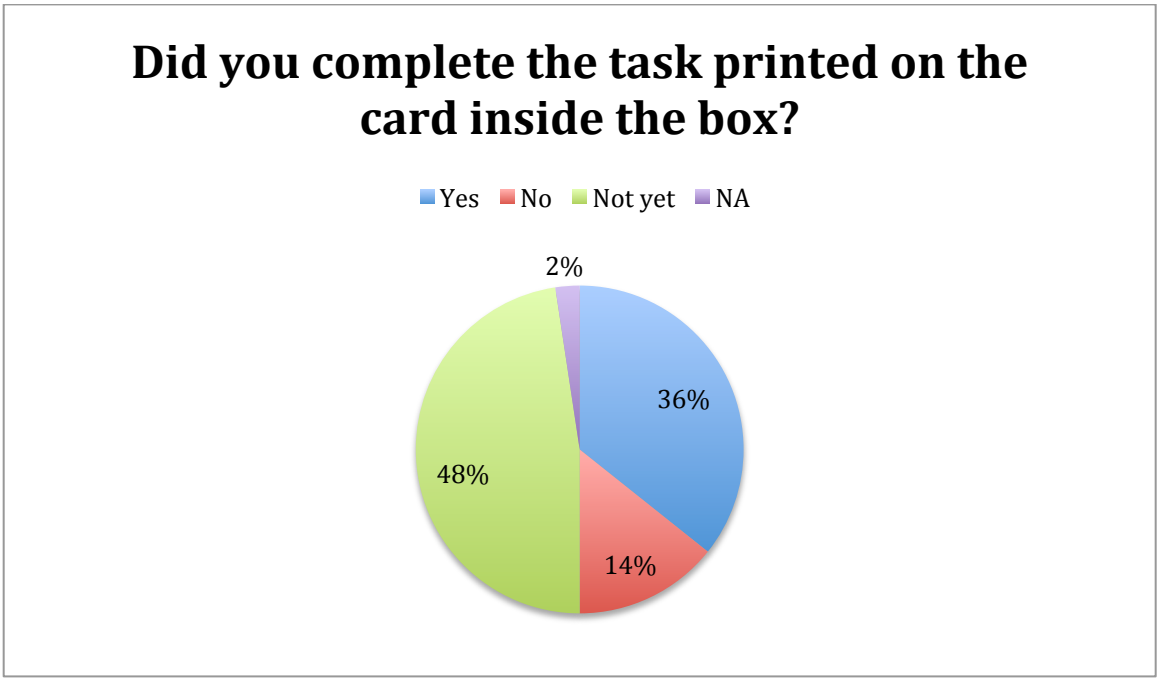


Which of the following cards did you receive?



How long did you wait to open your gift?
3
1 hour
2 days
6 hours
3 hours
4 hours
1 hour
7 hours
3 hours
30 min
3 hours
16 hours
2 days
4 hours. Was told to open when I got home.Once home, I opened immediately.
10
1 hour
2 Hours
6 hours
As soon as I got in my car to leave the event
1 day
5 minutes
3 hours
10 hours
Less than 1 hour
1 day
4hr
30 minutes
1.5 hours
4 hours
6hrs
2hrs
2 hours
2 hours
6 hours
2
1 day

3 days
4 days
7
3 hours
5 hours
2 hours

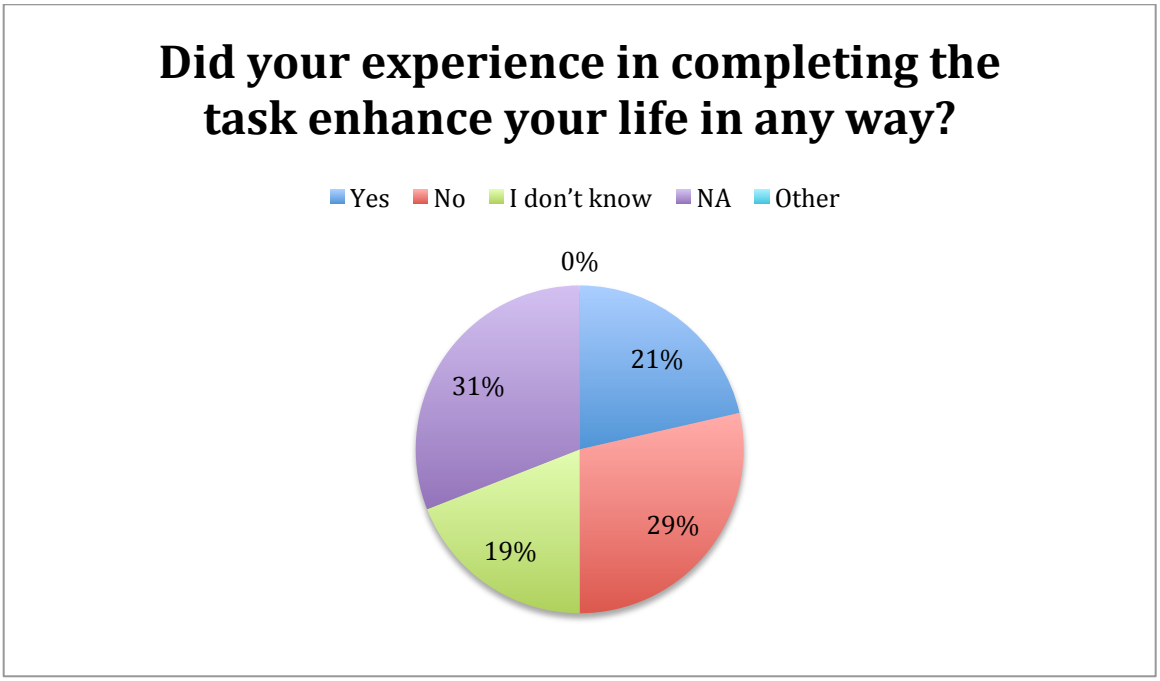


Please describe the anticipation you felt, if any.
I was giddy, more so because curiosity was overwhelming. The box was gorgeous in itself, and just carrying it made me excited haha
Mostly curiosity. I half expected it to be empty.
I felt giddy in anticipation of opening the box. It is a good feeling knowing you have a gift and waiting/wondering to see what is inside.
I loved the pretty way it was wrapped and looked forward to the surprise inside. Will look forward to visiting a library soon.
I was immediately excited to open the box. When I put it away though, I forgot all about it. It's when I got home and emptied my backpack that I remembered and got excited. I opened it right then, and that was when I felt the most anticipation and

excitement.
Mostly curiosity.
when I first got the box I kept shaking it to try to figure out what was inside. I considered opening it before I got home, but then decided to just stick to the rules!
The initial anticipation was high. Anticipation went down due to receiving the gift at the gallery opening where there were a lot of people and distractions to take my mind off it.
I actually didn't feel anticipation. My friend also received a gift and decided to open his. I thought opening them together would be nice.
Wondered if there was anything inside the box, what value it would have.
I enjoyed the unwrapping, not knowing the contents. I chuckled upon reading the card, as the instructions contained a personal practice that I do daily. How've, I noted that the special feeling of having a gift unopened just sitting there gave me joy.
I really didn't have any
Had no idea what to expect from the gift and was curious. Was excited about taking anew route to work.
It was fun talking about the mystery box, as I affectionately called it to friends, and getting them curios about what was in the box. It was fun unwrapping the box and digging inside to get to the card.
I couldn't wait to open it! I opened it as soon as I got to my car.
I was curious and a little excited.
Prior to completing the task, I felt nervous.
Thought it was a really neat idea! Couldn't handle waiting until I got home to check out the inside. Very cool!
It was exciting to have something to look forward to at the end of a long day.
I felt curious, but really had no expectations. For me there is a sense of fun and play involved with the opportunity to interact with art. This is overwhelmingly what I felt toward the gift project.
I felt a little bit of anticipation.
Curiosity
I was very curious to what could be in the box. At first I was more curious, but as I walked back to my room, my anticipation lulled, that is until I got back into my room so I could open it.
I kept seeing it and wanting to open it, but I had to hold off. It was exciting to see what could be inside. I had no idea what to expect, which made the anticipation a bit greater. However, if the box was out of sight (left on my desk in my room), then I didn't think too much of it.
At first I wanted to open it to see what it was because not everyday does someone get a very nice looking present. Yet, I forgot about it in my backpack due to the stress of classes. Once I remembered, I rushed to open it and saw the card. Now I'm trying to think of what to make.
Gifts are fun, especially when a reciprocal gift isn't expected. But when my gift told me

to "spend an hour in a coffee shop..." I was a little let down, because I do that all the time.
I wanted to open it right away! I even shook the box to see if I could hear what was inside but could not figured out what it was.
I was really intrigued as to what a surprise gift could be. Shaking the box wasn't any help, so I really had no clue. Also, having to walk around with a box and be told not to open it was like seeing presents under the tree days before Xmas.
This message made me smile.
I was very excited and curious; I felt as though it could be something really good or really disappointing.
At first, I wasn't going to take a gift because I wanted to leave them for others. Then I thought about my daughter and how exciting it would be for her to see what was inside, especially because it would be a surprise gift. My main anticipation was seeing her face when I got home. I was also curious to see what was inside. Although someone told me I needed to wait until the next day, we opened it that night. I am terrible at waiting to open presents!
After receiving the box, I was really curious to open it, but I made sure to wait until after the event.
I was asked to open the box when I got home. I had dinner when I got home, I walked my dog and later when I had a chance to open it I did. It wasn't my priority but I was exited to see what it might be.
I was really excited to see what was inside of my box, through out my classes I carried it like a treasure and I was so anxious to open it. When I opened it, there was nothing inside. I grabbed one of the medium size boxes, maybe they were not part of the survey.
i forgot about it.
mild wonderment. if it was heavy i would have been more curious.
i was curious about what it could be since there was alot of little boxes. also thought about how neatly it was wrapped and wondered how long all of this took
I think because I knew I was being tested on my anticipation that I consciously made the decision to forget about the gift in my backpack. I thought about it once on the way home and had a moment of "but what's in it?! It's such a cute, small box!" But quickly changed my thinking to something else to, again, purposely forget. Once I got home I had completely forgot about it and sat down to eat and watch some tv. An hour or two went by when I finally remembered, "I'm home! And I can finally open and see what's inside!" Once I read the task it made me smile because I love my mother. She's my best friend! Though, two seconds later, I frowned (or felt like I did) because I highly dislike talking on the phone. I get (minor) anxiety every time my phone ringsâ€“no matter who it isâ€“and I often choose not to answer it in that moment and to deal with that person/situation/issue at a more convenient time. But, because I love my mother and knew I would have to answer the question, "did you complete the task?" I immediately

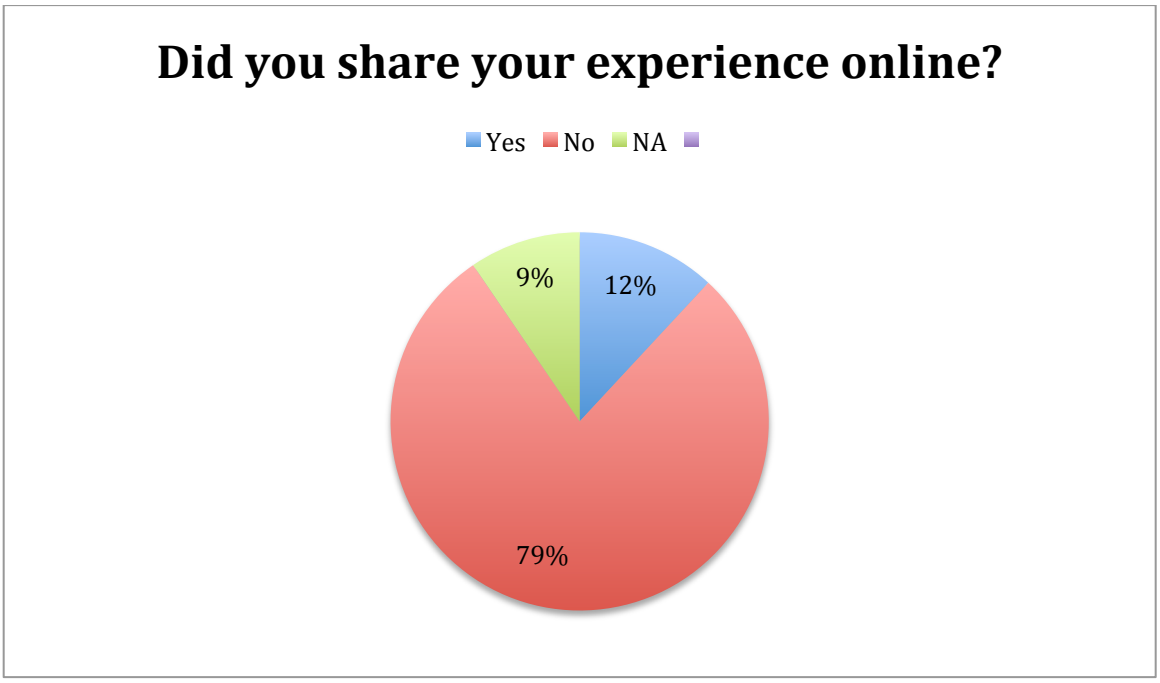
got over my 'issue' and called my mother. I also thought she would find the card equally as amusing and cute as I did. She was at work when I called and I said, "Hey mom, whatcha doin?" "Working.. what are you doing?" "Fun! I just wanted to call and tell you that I love you!" "Ha-ha aw! I love you too. *pause* now what do you want? (still a slight laughter in her voice)" And then I told her about the exhibition and that I had taken a wrapped box and my card said to call my mom and tell her that I love her. The anxiety was gone and it was a sweet little moment with my mother that I wouldn't have had had I not participated in the study.
When I first received the gift I wanted to open the package right away. After I was instructed to wait and after shaking the box my anticipation decreased. Since I was not sure what the gift could be I think the thought of the gift left my mind until I came across the package on the table later that evening.
The anticipation of opening the gift was heightened by the weight of the box (what could it be? was it empty?) and by the beautiful wrapping and bow. The anticipation of the activity/task is different ... Since it's not an immediate gift but one that I can put off to the future, unfortunately I have delayed in gifting it to myself.

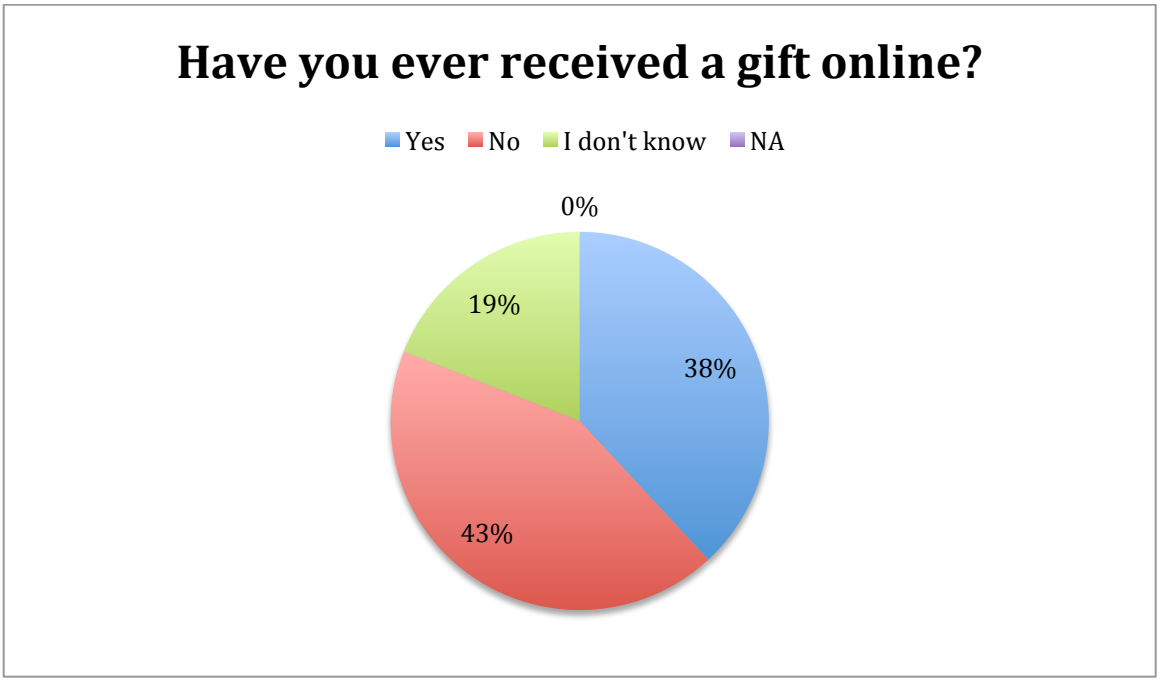


If so, in what way?
I felt like I was passing on the excitement.

I haven't done the task yet, but I am curious about the experience it will lead me to.
It encouraged me to find route that avoided puddles from a recent rain and construction. Probably would have taken the same route otherwise and would have gone through water and mud puddles
it gave me something to look forward to, and then a really cute picture to post to instagram.
N/A
Went to a coffee shop and sat in the sun. Sitting in the sun felt good.
Made me think about a place I want to visit
Connecting to strangers gives us glimpses of joy that we can't predict.
Change is always good. Made me think it is good to break out of the same routines.
I haven't completed the task, because it's a tougher one for me to achieve, but I am sure it would be an enhancing experience.
It made me feel like i did something good for someone else. I helped brighter someones day and that made me feel like a made a difference.
My parents won't video chat with me. I've tried. So it was anti-climatic receiving a gift that I new wasn't possible.
I am the kind of person who already smiles and usually says hi to everyone, especially in my community. That day before I opened the gift I walked my dog and said hi to several people that I don't know. I also work in an environment in which I am required

to great strangers and act friendly and usually it starts with, hello how are you.
I wish, there was something inside my box. :/
Maybe I should really get over my anxiety about phone calls. Or at least make a better attempt at controlling it.
It made me change my routine and analyze the next best solution for getting to work. I changed my routine.





If so, what was it? Describe what receiving a gift online was like and what the emotions behind it were like. Was it fulfilling, exciting, a let down? Was there any sense of anticipation?
Recieving a gift online is a great feeling. It is an unexpected, yet pleasant surprise. Typically I am logging into email to take care of work or business, so a gift or notification of this kind always catches you by surprise and puts you in a good mood. Similar to receiving a package in the mail you do not expect.
Have recieved gifts that were added to Amazon orders for other gifts. Nice idea and yes I liked receiving them. Sometimes I passed them on and sometimes I have kept them for myself.
Much like a gift card, online gifts usually require action from the recipient to receive the gift. Less excitement, no sense of anticipation, and delayed fulfillment.
I'm not sure if this is what you mean, but Ive done the reddit secret Santa gift exchange two years in a row and it's so exciting. People really try to personalize your gift and its fun trying to figure out what your person would like entirely based on a survey or their previous comments. it's really exciting.
N/A

Starbucks gift card for my birthday, it was unexpected so there's wasn't any anticipation
It was nice because they were gifts through steam by my friends. They might not have been as fulfilling as a physical gift, but it was still good.
I participated in Reddit Secret Santa. I got a Super Nintendo and a game. The kindness of strangers is oftentimes overwhelming. It makes you realize that there are other decent people in this world who enjoy giving for the sake of giving.
I don't think I have. Maybe a free promotion from a company, but not sure of any virtual gifts from friends or family.
I shared my experience by using #txstatekindness on twitter. It made me feel great seeing that someone received my gift. Receiving a gift online was a great experience for me. It was very exciting seeing as it was unexpected.
Gift Card. No anticipation. Not as fulfilling as a physical gift but still nice.
I'm not exactly sure what you mean by getting a gift online, but I feel like its being subscribed to a business or playing a game, and they send you an email saying here's you gift, rather in a link or mailed package. In that situation, I find my emotions match my interest to the gift itself. If I receive a gift from someone/thing I really like, then I will be more excited. I forgot what exactly the gift was, but I remember being very excited, until I opened my gift and got let down. I had too high expectation and ended up being pretty bummed.
There was definitely a sense of anticipation because I didn't know what it was. My friend bought it for me and informed me of the timeline. She gave me an adorable set of nerdy earrings that I absolutely loved and proceeded to wear constantly. It was definitely exciting.
I have received Starbucks gifts cards online, and other sorts of online gift cards. They are nice, but anticlimactic.
I've received gift cards and e-cards. I mean, getting money is always nice, but it wasn't anything special. As far as anticipation, no. It was pretty immediate.

I think I have. A friend gave me a $50 iTunes card via Facebook and that was exciting. Someone had given it to her but she dosent have any Apple products so it wasn't usuful for her, so she gave it to me.
OMG! YES! I've done some sweepstakes before for so many things! and I've won like three times. Mostly tickets for concerts for artists such as: Pitbull, Julieta Venegas & Miley Cyrus. Also Movie tickets for pre-screening shows for movies like: "Into the woods", "Big Hero 6" & "Maleficent". I Have to say that the anticipation WAS MAJOR! It was so exciting and the mystery of having to wait was rather energetic! I woke up with more enthusiasm every day. I have to say those we're the best days of my life! :D
My wife's parents started sending us amazon.com online funds for our birthdays. It's great because we can use it on whatever! I think there's anticipation when we're taking the time to figure out what we want to spend the money on.
not that i remember
I received a gift card. I was excited and thinking what I might get with the gift card.
Once I received a song through iTunes for my birthday. There was no anticipation because it was immediate. But the gift made me very happy because it was a funny song from a dear friend who lives in another state so we don't see each other often. It made him seem closer.

Do you have any ideas on how receiving a gift online could be improved?
If we could recreate the experience of opening a surprise package that comes in the mail in the online experience, that would be really neat. There is a sense of childish wonder and awe when you receive a package and get to hold it, carefully (or not so carefully) open it, and the feel the moment of discovery of the item inside. It is a very tactile and interactive experience.
Not sure what an "on line" gift is maybe???
No
Having never received a gift online I do not know how it can be improved.

I have never experienced an online gift so I don't really know.
nope
I think as long as there were personal value and attachment from the giver, it would be nice. Just as it is nice to receive a personally written email from them.
Reddit does a secret santa each year, I like the idea of people being about to get something for a stranger. Maybe you could take that idea and make it a year 'round thing?
The only gift giving online that I know about is through Facebook and Facebook has lost a lot of trust this past year
If the gift relates to both the euniqueness of the giver and reciever, expressing specifically between the relationship of the two.
Maybe a tracker? They have online tracking for gifts or things you order yourself, but maybe seeing "your gift has arrived in your city!" would be fun too. Adds to the excitement.
hmmm. It usually comes in my email, or on Facebook. And that is most likely a gift card of some sort. Unless someone orders a gift and has it mailed to me, I'm not sure... I could receive an online gift that I have to go pick up.
Not off the top of my head.
Certainly a gift that is targeted toward a certain person would be better received than random gifts.
When I think of a gift, I think of a physical tangible object, which is something intimate and done in person and hard to accomplish online. Perhaps Facebook and other social networks should have a gift button in which you surprise someone with opening a document or gift card but it is represented as a gift not as a post or hastag.
It would be amazing if whoever is providing the gift (website, radio station, tv channel, etc) would come personally to your house, record your reaction and upload in social media to become viral.

A prank could also be exciting! Like if they call you and tell you to meet them at a place and then start filming you, go through some embarrassing things and then when you're at the point of exploding, the gift provider comes out and tells you, YOU ARE A WINNER! Here's your gift... and some sugar, because your blood pressure is low lol.
make it personal and imbue the online experience with genuine human emotion
i wouldnt know
To increase anticipation maybe a simple code, puzzle, or interaction has to be completed before seeing the gift. The typography of the added message could be improved to come across as more personal.
Can there be a way to unwrap it? I love beautiful wrapping paper, and the time it takes to reveal the gift. Could there be a way to regift an online gift?

Can an experience be a gift?
Yes, this one has been:)
Absolutely. I've received Sky diving and concert tickets as gifts.
Yes
Yes!
Yes, my daughter says thats the BEST gift!!! I am beginning to believe that is so, as well!!!
Yes! Those are the best gifts
Definately.
absolutely! I think experiences are the best gifts.
Absolutely! Sometimes an experience can be the greatest gift you can receive, especially if it is new and eye opening.
Yes
Yes, especially if it is a shared experience.
Of course!
Of course!
Absolutely.
yes
Absolutely.
Yes. Definitely!
Yes, an experience is a gift. Experiences in some ways can be better than a gift.

Although I did not receive a gift during this experiment, someone else did. The process of making the gift, giving it away, and seeing that someone got it and was grateful for it made my experience a gift to me.
Absolutely!
Absolutely
Yes
Yes
Absolutely.
Perhaps. You can be allowed to do something (like go to a concert, or to a gallery) and find you enjoyed yourself or got some good advice, that sort of thing. Gifts don't have to be good or bad, but just really need to be given to you.
Absolutely. I believe an experience can definitely be a gift if it gives something to the mind. For example, a parent taking the kids out for the afternoon so their spouse can relax is a great gift, as it gives them time to do what they want or relax without pressure of being constantly needed.
Yes, actually. It teaches you what you know today or may form the person you are. You learn from it and some experiences can change you for the better. Those kind of experiences can be a gift, even though you may not know at the time.
Absolutely. They are often the best gifts.
Definitely! I believe experiences are gifts for our personal growth as a human being. Experiences are what makes us better, and they are a gift for our lives.
I think so, but experiences should be shared, so I think a better gift would to do the activity or experience with someone else instead of alone.
yes.
Yes
I think most certainly, it can! With all of the pressures of life, it's not often that we think to do simple things like the gifts you gave out. And if we do, they become automatic. So, it's a gift just to get someone out of their routine for a few moments and smell the roses.
Yes, I definitely think so.
I think so but I would prefer for it to be more personal than it being done online. I guess that the idea of given a present or experience loses its value when it's not intimate. Yes, it is nice recieving a birthday card via mail or email but the experience is 110% better when it's done in person.
Of course! But it has to be a very VERY special experience, perhaps a celebrity, a trip, or something that really matters for the person.
Most definitely
i guess.
it's the only aspect of a gift i care about
yes, it makes more of an impression and lasts longer than a purchased one that could be replaced
Yes. To me, memories are some of my most precious gifts. The best gift I have ever

received was a performance from my brother in our kitchen with his guitar singing a song he wrote about me. I don't remember hardly any of the lyrics. But I remember how kind and loving the words were. I remember the feeling of love and tenderness rushing over me. Now that I think about it I'm not sure anything could be a gift without an experience attached to it. Whether it's an intimate conversation with yourself in your own head, in your own moment (sometimes we buy or make gifts for ourselves or, such as online gifting, "open" them alone), or a big memory with a lot of people, strangers, even. Sometimes the memory is the best part. I was once engaged. I was 19 and crazy. My fiance at the time was overseas and I was telling him I wanted a ring to wear, even a small one, because everyone kept asking to see it and I felt silly that I had nothing to show. A few days go buy and he finds the perfect one for me online. I wanted it to be a surprise so I told him not to show me. I received it in the mail and I remember the moment I opened it. I remember standing right in front of my front door opening the package, finding the beautiful little blue box and inside the sweetest little diamond. The relationship didn't work out but that memory is sweet. I was all alone yet with him at the very same time.
Yes. I relate experiences to memories which are with me always.
Yes, I think experiences make some of the best gifts.

Survey Results From Experiment B

#PRESENTSOFMIND

is a thesis research project investigating anticipation and gift giving. This survey is meant to collect thoughts, feelings and insights into this inquiry.

THIS was a gift to me, today. thanks.

1 CIRCLE YOUR AGE BRACKET.

[a] 18–24
[b] 25–35
[c] 36–45
[d] 45+
[e] NA

2 DESCRIBE OR DRAW WHAT ANTICIPATION IS LIKE FOR YOU PRIOR TO RECEIVING A GIFT.

EXCITEMENT :)

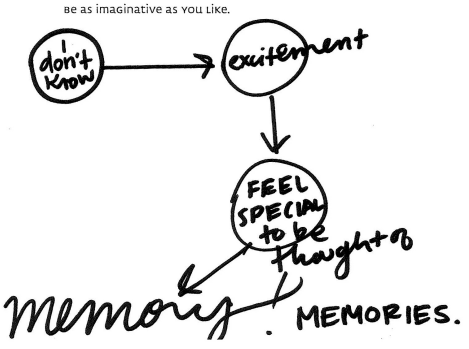
3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

[a] a road trip with family or friends
[b] a home
[c] a new computer
[d] none of the above
[e] NA

4 CAN AN EXPERIENCE BE A GIFT?

BETTER. yes. experiences can bring us happiness much like a gift... but better.

5 DRAW, DIAGRAM OR MAP OUT WHAT RECEIVING A GIFT VIRTUALLY OR IN PERSON COULD LOOK LIKE OR SHOULD BE LIKE IN YOUR PERFECT WORLD. BE AS IMAGINATIVE AS YOU LIKE.



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[a] 18–24
[b] 25–35
[c] 36–45
[d] 45+
[e] NA

2 DESCRIBE OR DRAW WHAT ANTICIPATION IS LIKE FOR YOU PRIOR TO RECEIVING A GIFT.

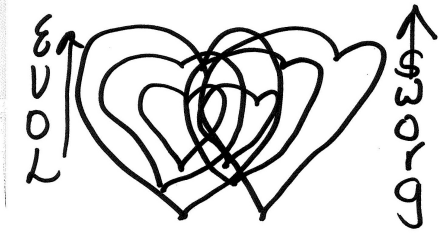
3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

[a] a road trip with family or friends
[b] a home
[c] a new computer
[d] none of the above
[e] NA

4 CAN AN EXPERIENCE BE A GIFT?

ABSOLUTELY- the best gift, it's how we grow

5 DRAW, DIAGRAM OR MAP OUT WHAT RECEIVING A GIFT VIRTUALLY OR IN PERSON COULD LOOK LIKE OR SHOULD BE LIKE IN YOUR PERFECT WORLD. BE AS IMAGINATIVE AS YOU LIKE.



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[a] 18–24
[b] 25–35
[c] 36–45
[d] 45+
[e] NA

2 DESCRIBE OR DRAW WHAT ANTICIPATION IS LIKE FOR YOU PRIOR TO RECEIVING A GIFT.

3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

[a] a road trip with family or friends
[b] a home
[c] a new computer
[d] none of the above
[e] NA

4 CAN AN EXPERIENCE BE A GIFT?

5 DRAW, DIAGRAM OR MAP OUT WHAT RECEIVING A GIFT VIRTUALLY OR IN PERSON COULD LOOK LIKE OR SHOULD BE LIKE IN YOUR PERFECT WORLD. BE AS IMAGINATIVE AS YOU LIKE.

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[d] 45+
[e] NA

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[a] a road trip with family or friends
[b] a home
[c] a new computer
[d] none of the above
[e] NA

4 CAN AN EXPERIENCE BE A GIFT?

5 DRAW, DIAGRAM OR MAP OUT WHAT RECEIVING A GIFT VIRTUALLY OR IN PERSON COULD LOOK LIKE OR SHOULD BE LIKE IN YOUR PERFECT WORLD. BE AS IMAGINATIVE AS YOU LIKE.

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3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

[a] a road trip with family or friends
[b] a home
[c] a new computer
[d] none of the above
[e] NA

4 CAN AN EXPERIENCE BE A GIFT?

ABSOLUTELY

5 DRAW, DIAGRAM OR MAP OUT WHAT RECEIVING A GIFT VIRTUALLY OR IN PERSON COULD LOOK LIKE OR SHOULD BE LIKE IN YOUR PERFECT WORLD. BE AS IMAGINATIVE AS YOU LIKE.

#PRESENTSOFMIND

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1 CIRCLE YOUR AGE BRACKET.

[a] 18–24
[b] 25–35
[c] 36–45
[d] 45+
[e] NA

2 DESCRIBE OR DRAW WHAT ANTICIPATION IS LIKE FOR YOU PRIOR TO RECEIVING A GIFT.

Hell on whether I reciprocate

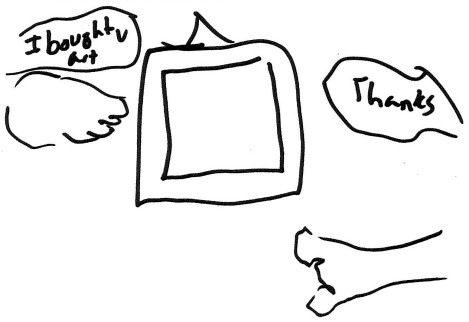
3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

[a] a road trip with family or friends
[b] a home
[c] a new computer
[d] none of the above
[e] NA

4 CAN AN EXPERIENCE BE A GIFT?

Yes. Birth.

5 DRAW, DIAGRAM OR MAP OUT WHAT RECEIVING A GIFT VIRTUALLY OR IN PERSON COULD LOOK LIKE OR SHOULD BE LIKE IN YOUR PERFECT WORLD. BE AS IMAGINATIVE AS YOU LIKE.



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1 CIRCLE YOUR AGE BRACKET.

[a] 18–24
[b] 25–35
[c] 36–45
[d] 45+
[e] NA

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aziz ansari voice :D

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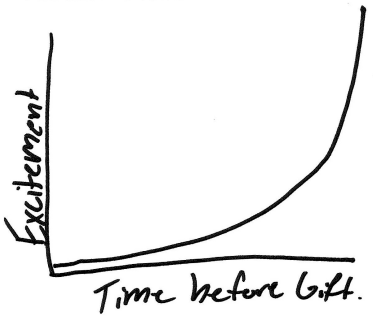

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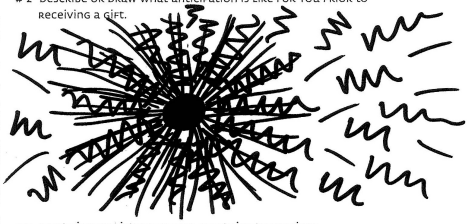

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yes

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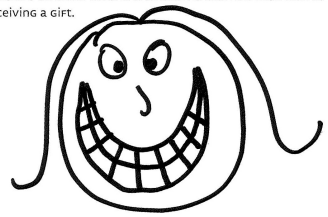

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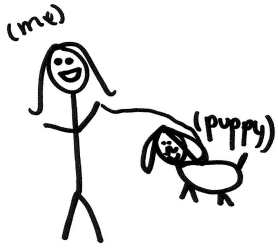

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1 circle your age bracket.

[a] 18–24
[b] 25–35
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[d] 45+
[e] NA

2 describe or draw what anticipation is like for you prior to receiving a gift.

3 what kind of gift would you most like to receive?

[a] a road trip with family or friends
[b] a home
[c] a new computer
[d] none of the above
[e] NA

4 can an experience be a gift?

yes, of course.
love, job, adventure, sport, any activity you love.

5 draw, diagram or map out what receiving a gift virtually or in person could look like or should be like in your perfect world. be as imaginative as you like.

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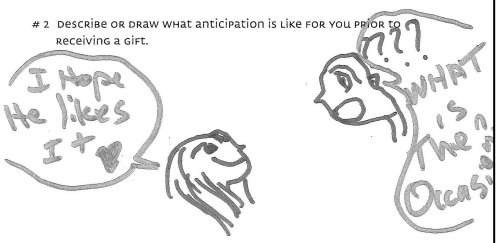
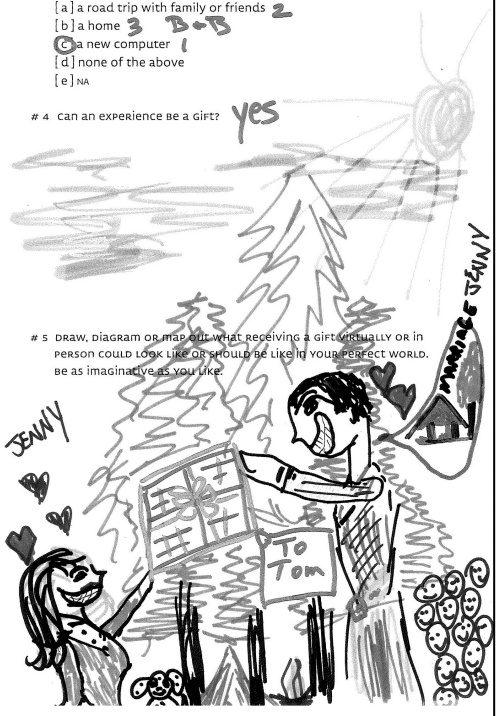


3 what kind of gift would you most like to receive?

[a] a road trip with family or friends 2
[b] a home 3 B-B
[c] a new computer 1
[d] none of the above
[e] NA

4 can an experience be a gift? yes

5 draw, diagram or map out what receiving a gift virtually or in person could look like or should be like in your perfect world. be as imaginative as you like.



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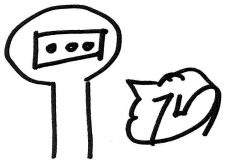

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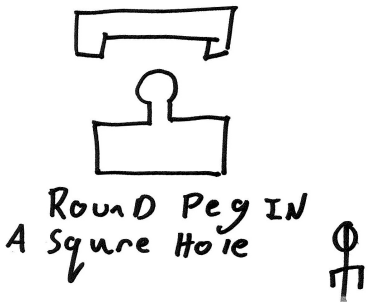

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excited, but slightly guilty for feeling attached to secular material goods

3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

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[d] none of the above
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4 CAN AN EXPERIENCE BE A GIFT?

YES

5 DRAW, DIAGRAM OR MAP OUT WHAT RECEIVING A GIFT VIRTUALLY OR IN PERSON COULD LOOK LIKE OR SHOULD BE LIKE IN YOUR PERFECT WORLD. BE AS IMAGINATIVE AS YOU LIKE.

NOT NEAR SO IMPORTANT THAN THAT IT WAS GIVEN BY SOMEONE YOU LOVE!

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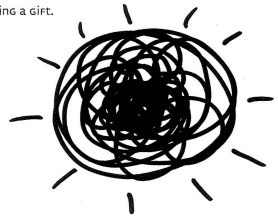

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Sí

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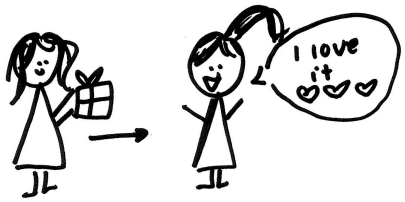

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2 DESCRIBE OR DRAW WHAT ANTICIPATION IS LIKE FOR YOU PRIOR TO RECEIVING A GIFT.

Nervous, anxiety

3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

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[c] a new computer
[d] none of the above
[e] NA

4 CAN AN EXPERIENCE BE A GIFT?

Yes!

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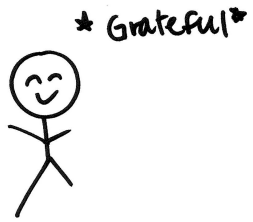

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62

2 DESCRIBE OR DRAW WHAT ANTICIPATION IS LIKE FOR YOU PRIOR TO RECEIVING A GIFT.

EXCITED

3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

[a] a road trip with family or friends
[b] a home
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4 CAN AN EXPERIENCE BE A GIFT?

OH YEAH BABY

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INITIAL ANXIETY, FOLLOWED BY CALM

3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

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4 CAN AN EXPERIENCE BE A GIFT?

OF COURSE

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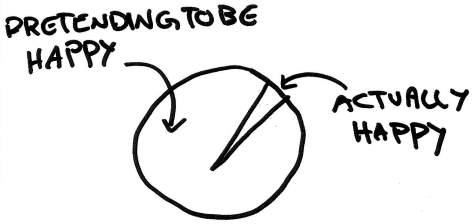

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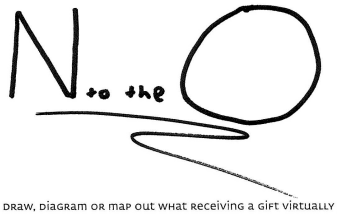

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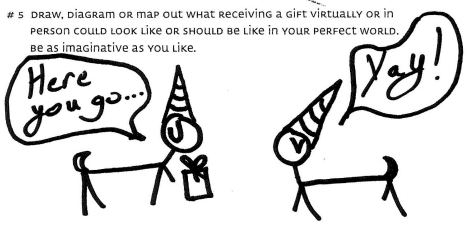

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4 CAN AN EXPERIENCE BE A GIFT?

Yes!

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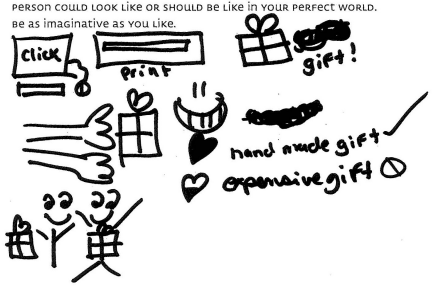

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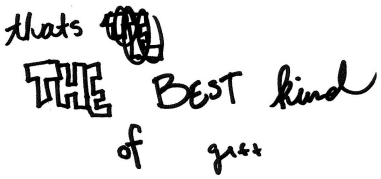

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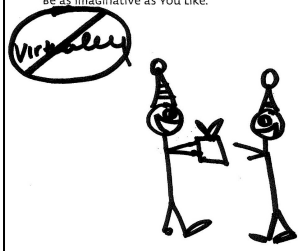

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2 DESCRIBE OR DRAW WHAT ANTICIPATION IS LIKE FOR YOU PRIOR TO RECEIVING A GIFT.

giddy feeling in my cheeks. can hardly contain my smile or excitement.

3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

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[b] a home
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[d] none of the above
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4 CAN AN EXPERIENCE BE A GIFT?

Most definitely

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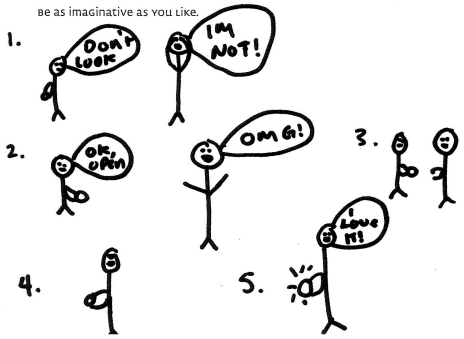

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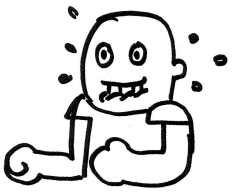

3 what kind of gift would you most like to receive?

[a] a road trip with family or friends
[b] a home
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[d] none of the above
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4 can an experience be a gift?

yes!

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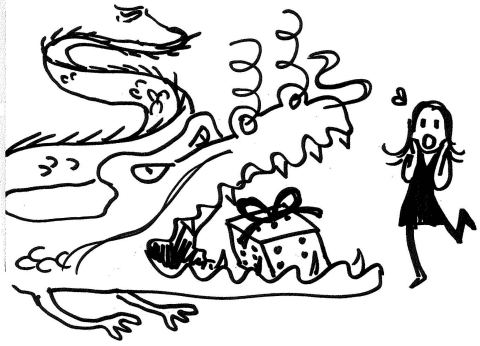

HAVE A GRAND DAY!

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1 circle your age bracket.

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[a] a road trip with family or friends
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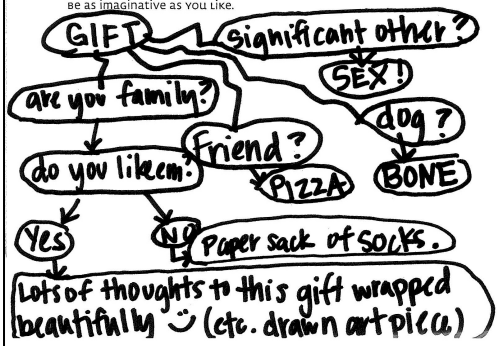
A HUG

4 can an experience be a gift?

ALWAYS. MEMORIES MAKE THE BEST GIFT LONGIVITY WISE.

5 draw, diagram or map out what receiving a gift virtually or in person could look like or should be like in your perfect world. be as imaginative as you like.



#PRESENTSOFMIND

is a thesis research project investigating anticipation and gift giving. This survey is meant to collect thoughts, feelings and insights into this inquiry.

1 CIRCLE YOUR AGE BRACKET.

[a] 18–24
[b] 25–35
[c] 36–45
[d] 45+
[e] NA

2 DESCRIBE OR DRAW WHAT ANTICIPATION IS LIKE FOR YOU PRIOR TO RECEIVING A GIFT.

I feel the anticipation of the gift giver and excitement to see what they felt would be the best gift to represent me.

3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

[a] a road trip with family or friends
[b] a home
[c] a new computer
[d] none of the above
[e] NA

4 CAN AN EXPERIENCE BE A GIFT?

ABSOLUTELY.

5 DRAW, DIAGRAM OR MAP OUT WHAT RECEIVING A GIFT VIRTUALLY OR IN PERSON COULD LOOK LIKE OR SHOULD BE LIKE IN YOUR PERFECT WORLD. BE AS IMAGINATIVE AS YOU LIKE.

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2 DESCRIBE OR DRAW WHAT ANTICIPATION IS LIKE FOR YOU PRIOR TO RECEIVING A GIFT.

its like SMelling The bacon in the morning, but knowing its STILL RAW...

3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

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[b] a home
[c] a new computer
[d] none of the above
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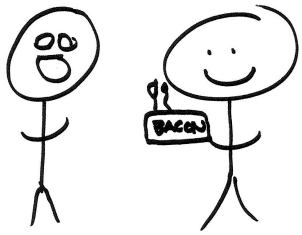
4 CAN AN EXPERIENCE BE A GIFT?

WHY NOT?!

5 DRAW, DIAGRAM OR MAP OUT WHAT RECEIVING A GIFT VIRTUALLY OR IN PERSON COULD LOOK LIKE OR SHOULD BE LIKE IN YOUR PERFECT WORLD. BE AS IMAGINATIVE AS YOU LIKE.



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2 DESCRIBE OR DRAW WHAT ANTICIPATION IS LIKE FOR YOU PRIOR TO RECEIVING A GIFT.

Don't like gifts

3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

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[b] a home
[c] a new computer
[d] none of the above
[e] NA

4 CAN AN EXPERIENCE BE A GIFT?

Nope, well maybe if a rode trip to a concert and get all fuck up and have a good time with friends then yes

5 DRAW, DIAGRAM OR MAP OUT WHAT RECEIVING A GIFT VIRTUALLY OR IN PERSON COULD LOOK LIKE OR SHOULD BE LIKE IN YOUR PERFECT WORLD. BE AS IMAGINATIVE AS YOU LIKE.

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2 DESCRIBE OR DRAW WHAT ANTICIPATION IS LIKE FOR YOU PRIOR TO RECEIVING A GIFT.

I try to build excitment & Low expectation to be as greatful as possible before seeing the gift.

3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

[a] a road trip with family or friends
[b] a home
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[e] NA

4 CAN AN EXPERIENCE BE A GIFT?

yes!

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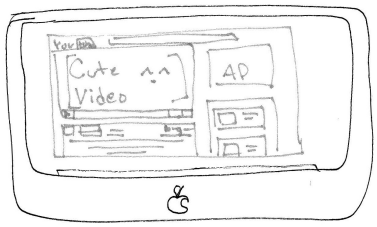

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2 DESCRIBE OR DRAW WHAT ANTICIPATION IS LIKE FOR YOU PRIOR TO RECEIVING A GIFT.

anticipation is like, well I Can't describe it. It's just something you feel really.

3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

[a] a road trip with family or friends
[b] a home
[c] a new computer
[d] none of the above
[e] NA

4 CAN AN EXPERIENCE BE A GIFT?

yes, I full heartedly believe so.

5 DRAW, DIAGRAM OR MAP OUT WHAT RECEIVING A GIFT VIRTUALLY OR IN PERSON COULD LOOK LIKE OR SHOULD BE LIKE IN YOUR PERFECT WORLD. BE AS IMAGINATIVE AS YOU LIKE.

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2 DESCRIBE OR DRAW WHAT ANTICIPATION IS LIKE FOR YOU PRIOR TO RECEIVING A GIFT.

gratitude, warmth, compassion

3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

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[e] NA

4 CAN AN EXPERIENCE BE A GIFT?

Experience is a gift.

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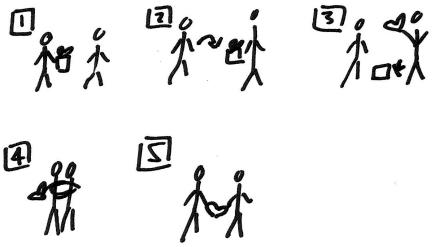

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2 DESCRIBE OR DRAW WHAT ANTICIPATION IS LIKE FOR YOU PRIOR TO RECEIVING A GIFT.

a little anxios

3 WHAT KIND OF GIFT WOULD YOU MOST LIKE TO RECEIVE?

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4 CAN AN EXPERIENCE BE A GIFT?

yes

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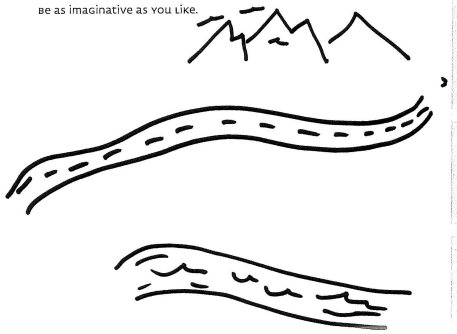

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YES!

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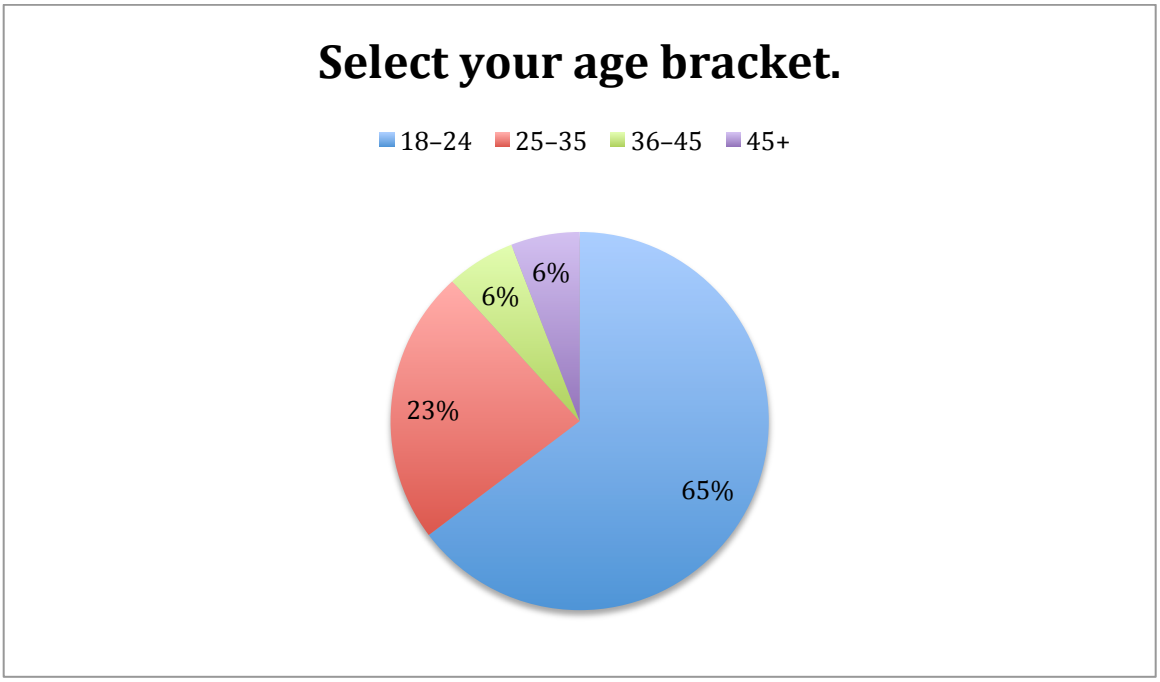
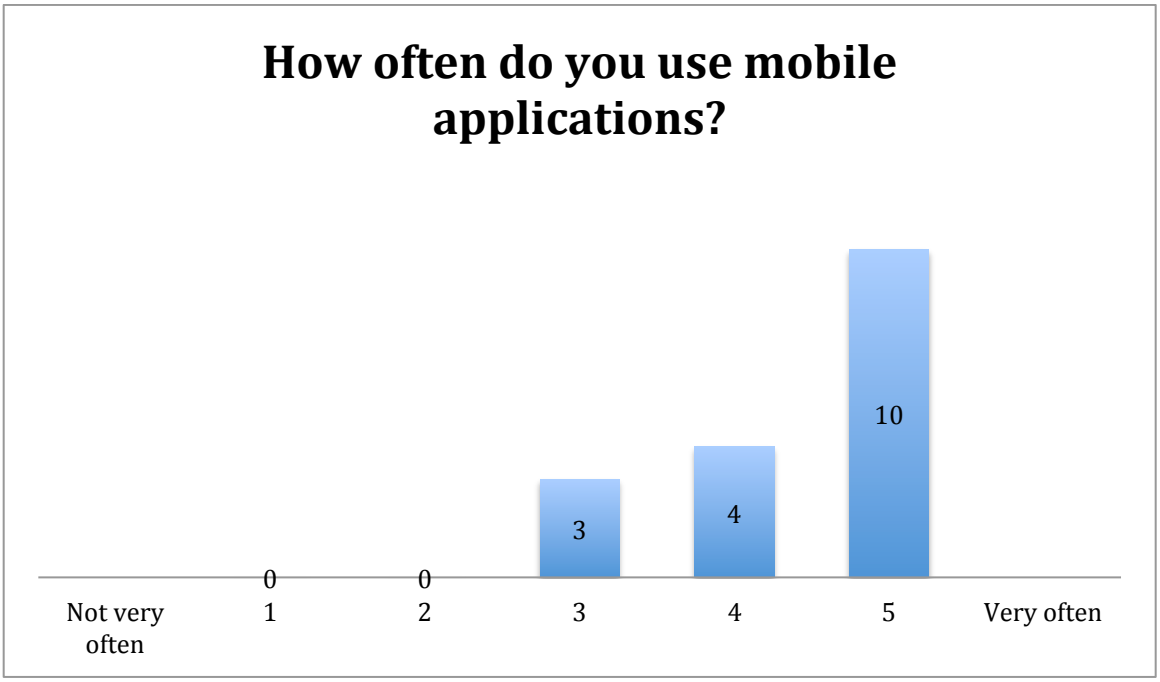

Select your age bracket.
18–24
25–35
36–45
45+
6%
6%
23%
65%


How often do you use mobile applications?
0
0
3
4
10
Not very often
1
2
3
4
5
Very often

Have you ever used any online gift giving services? Some examples include, emailing gift cards, sharing your Amazon wishlist, Redditgifts, gift subscriptions, Operator app. Why or why not, please explain.
Yes because it's easy to share what you want as gifts with many people
Yea
Yes
I use amazon wishlist all the time.
Yes, a few times for friends and family that live far away.
I usually buy things for myself, rather than actually asking for stuff. But, i do use amazon's wish list for birthdays or other holidays.
I usually use these service through desktop computer, not mobile... not as often though. Easier to deal with account number, info and feel more secure on desktop than mobile. mobile can be confusing and frustrating with small size sometimes.
To give gifts or get them?? Because I do to give, but not to get because I hate the layout of wish lists on all shopping sites except etsy
Nah
yes
I have always ordered gifts for people using sites like Amazon, but I have never shared gifts that I want with people like this. What I will do is find what I want on a website, copy the link, and send it to the other person in a text or email.
I have used Amazon and Ebay wishlist.
I havent because there hasnt ever come up but if someone asked me to share my wistlist i would!
I often use gift services through Amazon to send things to family.
No, I didn't. Because I think it is not safe to trust the online payment on cellphones.
No not at all
I haven't. I don't like receiving gifts, they make me feel guilty.

Do you think the newsfeed section gives you valuable information about what your friends like? Why or why not?
Kinda- I don't really wanna know what you get
Sure
Sort of. I just see they are buying things.
Yes, because you are able to see if people received their gift.
Yes, generally, but relying on someone posting about the kinds of gifts they like seems a bit difficult because most people don't want to ask for gifts.
At first, it was a little busy to understand, but the purpose and design were easy and quick to figure out. I am glad to finally be able to see what people want.
I feel lost at first not knowing what is going on or what they're talking about. Pictures

are helpful. Still not know what it is the presents? I'm not understanding what's happening.
No, it just tells me someone got a gift. It's not telling me what the gifts were or anything
Kinda of, gives more information about gifts given and received and how those were perceived - maybe a lot of users will just say thank you out of mannerism thus it is not necessarily very accurate about what friends actually like
no, the newsfeed only shows who recieved what from who.
Yes, I really like the idea of being able to share photos, and the feed looks very familiar and recognizable to other social media sites that most people use on the daily. That helps!
I think it does, because it gives me information that I would not ask in person.
i thought it was just showing me what people got from other people...can people put their wishlist on the feed?
Yes its nicely organized in a familiar format to say twitter that allows me to read the readout of information in a clear understandable way.
It seems most of the time the newsfeed is about receiving gifts, which can tell you what they like, but also doesn't help since they already received that gift.

Do you think that reading about what friends are gifting other friends would reassure your gift selections? Why or why not?
No because I know the recipient best
Sure, gives me ideas
Not really.
I think it can give you gift ideas.
Yes, to some extent, just to see what would be considered normal.
Yes, i am never sure if they have already been given something like it or if they hate specific colors or what not, though knowing the person well may help with that.
Hearing others talk about the gift will help give me an idea and if they're happy and satisfied with the products, maybe I will be convinced to buy it. It depends on the comments or information they share on the feed.
Yes, because I can see if my gift is in a similar vein to the gifts they're giving. As someone who's not great at presents, that would rock
No, because a gift is something personal, something that symbolizes the special connection in between people, and that connection is unique for each, thus what person A gifts to person B, may be entirely differently perceived as if person C were to make that same gift to person B. Personally, I base gift selections upon how well I know that person and not how that person responds to gifts received by other people

it might make you feel worse if you cant afford something that you know they will like but it can help you too, if you can afford it and need last minute gift ideas. This aspect feels like facebook in a way.
It would definitely help, I would just be weary of having other people know that I'm giving someone a gift. It may be weird if you gave one friend a gift and not the other.
Yes and no. I would still gift things that I believe my friends like without the feedback of others.
im not sure i feel like i would still get them what i wanted
Having everyone aware of your gift selection will make you put extra thought into your idea.
Yes because we can see the feedback how they felt.
If its something like "whats the latest" or "which gift is trending the most", then yeah its a pretty cool way of keeping up with friends.
Perhaps then I would know what not to give to ensure no repeats.

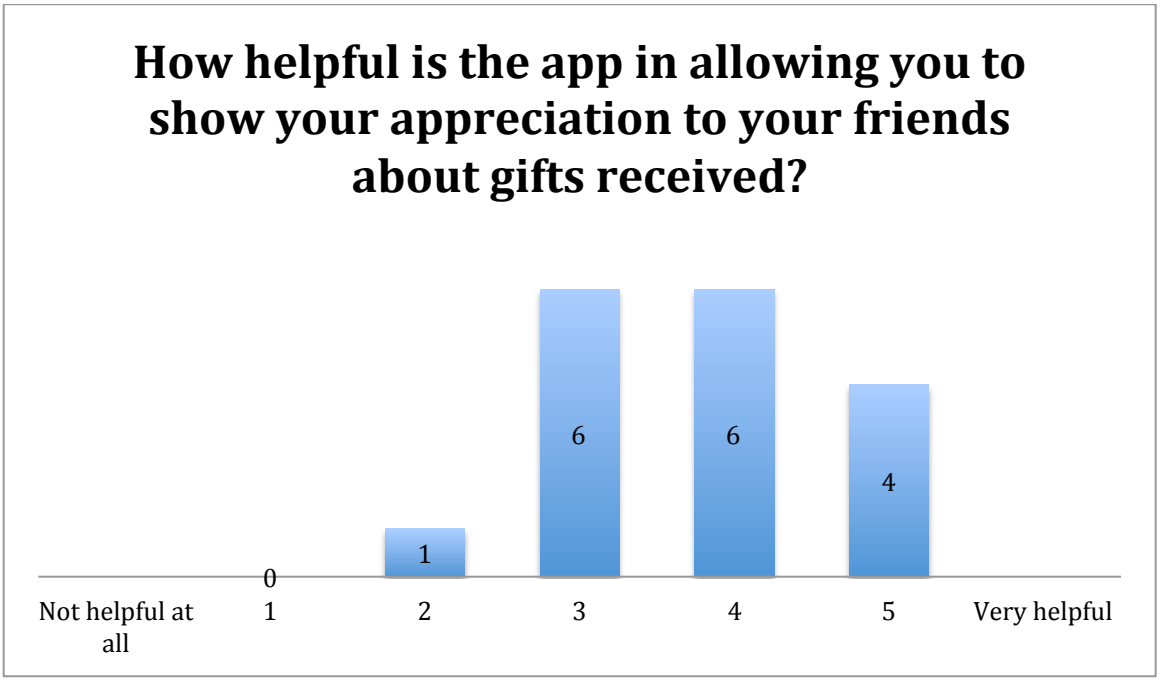
Do you think that chatting with a “Gift Scout” would help you to make more confident gift selections for friends and family? Why or why not?
Yes! Gives good ideas when you're blank
Sure, insight helps
I don't need help finding gifts.
I don't think so since most gifts are personal and they wont know those details.
Yes, to some extent, because it can help spark ideas, but realistically the results will not be personal.
Yes! it helps me narrow down my thoughts into one area of gifting.
Yes and no. It depends on who and how the scout helps me. It also depends on me if I know what to get that person or not and how helpful the scout is. But any ideas and helps will be helpful especially if I'm stuck.
I think it would make me more confident, but the price range list starts at "under $50" and that's scary
Absolutely not because what does any support team know about the connection I have with a person / the only thing they could help with is show me everything that person did click like on for me to possibly draw inspiration
yes, because you have another view point to reassure you and make you feel more confident about your gift choice.
Yes, it would make the process shorter. I would not have to go to the actual website and search myself. This could also help me find gifts that I maybe wouldn't have seen on my own.
Yes! I think this is a great idea. Especially for someone who is lost and doesn't know where to start looking or think of an idea about a gift. Any help is a big help.

yea i guess, would they be looking at their wishlists or on the internet?
Sometimes we have to buy gifts for those we're clueless about. This is a great way to receive help from someone who's familiarith that demographic
Yes, because many people have no idea about what gift they should give to others.
Yeah theres a very open connection between the customer and the deliverer that allows for more flexible orders.
It might inspire me to buy something relevant to the occasion, not the person. It seems like a better way to google "gifts for mother's day" or "gifts for weddings," but not for "gifts for Jenny, my loving wife"

Does the “Track whereabouts” section of the app reduce your anxiety about a gift's arrival? Why or why not?
Yes. Trackers are awesome
Sure, can't lose it
Just call it Tracking
Yes, I like to know where my things are.
Yes, it's just like tracking a package, it helps you know where your items are.
I try to order well before hand, but if it was last minute, I would always like to let them know when it will arrive.
Yes, I always appreciate the tracking and feel relief when it arrives safely. Also exciting to know when it does then I will wait for the friend to respond. :) I like the map idea! I'm a sucker for visual images.
Yes!! Because I know how long it's going to take to reach its destination!
very good idea, because it functions like regular package tracking, therefore I can anxiously wait for the thank you message
yes, because you dont have to take too many steps to track your gift.
Yes, it's always nice knowing where your package is.
Yes. I feel a lot better knowing where a gift or just any item that I sent is.
yes, because youcan see where it is
definitely. I always track my packages progress and this app makes it easy!
Sure. It's important that you know when your gift will arrive.
it works good.
I often use tracking services when it comes to receiving packages, so this would be helpful to knowing when a package will arrive.

Does the “Track whereabouts” section of the app increase your excitement or anticipation of a gift's arrival? Why or why not?

Yes because you see how soon you get it
Yeah, I want the gift
I just want to know it was delivered
Yes, I like to know when they arrive.
Yes, I can get excited for my receiver to get a gift, as well as my own gift arrivals.
It might subside the excitement if I knew precisely when it would arrive.
Yes, answered above. :)
Yes, because I look forward to the day of the gift's arrival
see above
yes, you can anticipate how long it will take.
Yes. Just like getting a tracking number and finding out where in route your package is, it's nice to actually see it's location instead of reading it.
Yes! I love the feeling of knowing where something of mine is.
yes i love getting things in the mail
I don't think so. I think it just a tracking function.
Actually yeah if your ordering the gift for another person to see the expression on their face.
I think so, it would get me excited the closer it comes.



How likely or unlikely do you believe this application is to enhance your overall gifting experience? Why or why not?
Not- I wouldn't use it
Not at all, it's like Facebook where even receiving or giving a gift is almost impersonal.
I wouldn't use an app like this
I think it would help to spread the feeling of thankfulness.
I think it is likely to enhance the experience in certain areas, like the tracking and gift idea area. However, the likelihood of someone wanting an app all about talking about what gifts they want and sending gifts to others seems unrealistic.
Im usually one for giving gifts in person and not sending them, though if they are currently far away or unavailable, This app would be the easiest way to send them.
I question WHY do we need to do that? Why should I post on Hype about the gift? Who will see my comments? I'm not familiar with this app and I'm not sure I am 100% comfortable with the idea. I'm happy with texting or calling directly to the person who gave me gift and share my comments from there.
I feel like the app would help me pick a present, but I'm not necessarily fond of extolling my new possessions on social media, so that aspect of the app would be lost on me.
I would appreciate it a lot more if general interests were included somehow, kind of like pinterest where people click on pictures they like - that would help provide a more accurate picture about possibly gift solutions
I think it's definitely something I'd like to try because I will always continue to buy gifts online for others.
It is likely because it would help me find a gift for a friend.
somewhat likely
I do think it would help in that we often are buying gifts for people who we have best contact with through social media.
I think it's a good app.
I think this is handy for sending out gifts to multiple peoples, and would make reduce the amount of workload and multitasking in the day.
I'm sure it would make things go a bit smoother, having it all in one place.

Please explain why you would or wouldn't use the Present Hype application.
I think gifts should be personal
Same.
Is it called JustInTime? Or Present Hype? Unless it held very specific information, I don't see the value.
I would use it to track my gifts to make sure the person gets it.

I would most likely use Present Hype for general ideas for less personal people in my life, and in that case, I probably wouldn't have an app that I shared with them. The concept is definitely creative, but I'm not sure how excited people will be about posting all about materialistic things that they want from others.
I would use it to send gifts to unavailable friends, and I would not use it for just everyday gift giving.
Some answers above.
I'd use it to track the gift and to talk to the gift scout people. I wouldn't use the social media aspect
I don't really give gifts, I prefer to show my appreciation in person
I would love to use this to send gifts to my friends who are long distance from me.
I would because it's convenient and new, but if it's too much I would go back to my old ways in just looking at the actual website for the link.
I would use it because I am a clueless soul when it comes to buying gifts for a friend.
i dont think i would use it because it would feel impersonal to me but i guess i can see where some people might find this very useful... i like that you can thank people though, people dont say thank you enough...maybe your thank you would post to facebook?!
I would use it mostly for family and friends that I don't see often!
I may use it because it has suggestions.
I would use this for a quick order for a friends birthday but I don't see myself using it that much outside of that.
I'm not sure why I wouldn't just chat using facebook, search for gifts on google and amazon, and track with something like fedex. I'm not sure if I would use the precious space on my phone for an app, where I would need my friends to join too. I don't give or receive presents often, so this product would not be for me.

Do you have any recommendations for things the Present Hype app should include?
Links to other shopping sites- more color. More excitement.
It's kinda cold.
I don't really see the point in sharing the gifts I buy.
When typing the message the keyboard covers the text enter box so it's impossible to see what you are typing.
A "Close Friends" section
I'm not understanding this app completely so I'm not sure what to suggest.
Do the user profiles have a section where you can define the kinds of things you are interested in or the things you would like as gifts? If not, you're missing a golden opportunity to have a defined list of things that someone can gift. I know I'd use the app

if all users had gift preferences in their profiles.
please don't make it look like another Facebook-Spinoff-App
gift wrap station?
More photos! The enter page would be much more inviting if it wasn't all grey (I don't know if that's something you were planning on changing but just in case).
At the home page: I would like to see something that tells me to click here or a button I can tap to take me into the rest of the app.
i couldnt see what i was typing when i was trying to send the thank you.
perhaps the gift scout could access the online presence of the person receiving the gift?
No, sorry
an updates page to keep track of multiple orders.
A brighter color scheme perhaps? The grey is kind of bland and not exciting compared to the thought of presents. Perhaps a smaller button for the create post, to even the space around the title. Is there a way to look at someone's profile?

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