



# EYECATCHY

## CYCLE 3

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ID4250-16  
Design for Interaction  
TU Delft

DESIGN GOAL

my design goal is..  
**TO LET YOUNG ADULTS EASILY PREPARE A GIFT  
THEY ARE PROUD TO GIVE AT A DINNER PARTY**

At ease  
Relaxed  
Easy  
Lively

the interaction with my concept should feel like..

**CYCLING BACK TO YOUR HOME**

WHAT DO YOUNG ADULTS BRING TO A DINNERPARTY NOWADAYS?

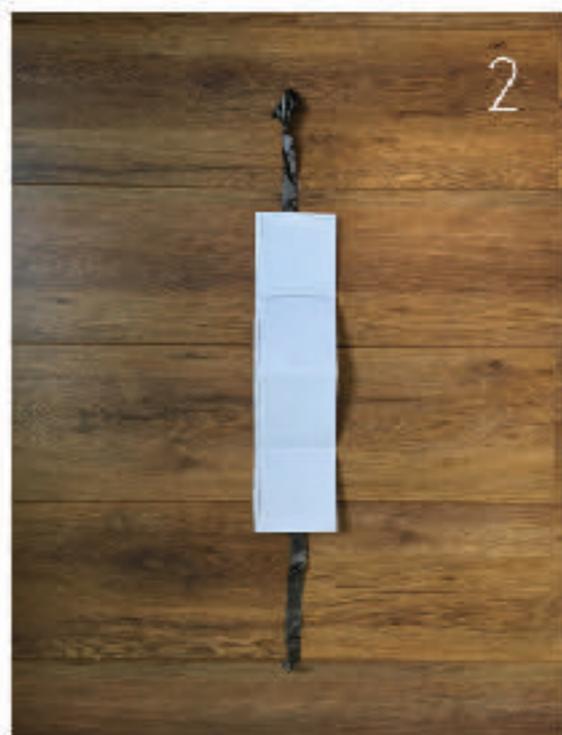


WHY DO YOUNG ADULTS LIKE THEIR RECEIVED PRESENTS?

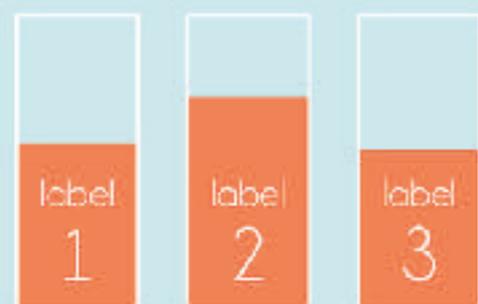
- "They really put effort in preparing the present!"
- "It cannot be replaced."
- "It reminds me of her."
- "Because a lot of friends contributed which gave me a nice feeling."
- "The gift is original."
- "I was surprised."
- "It has emotional value."

## GIFT CHOOSING TIMELINE

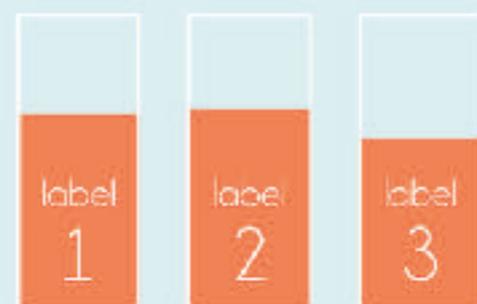




### Score in giver's perspective



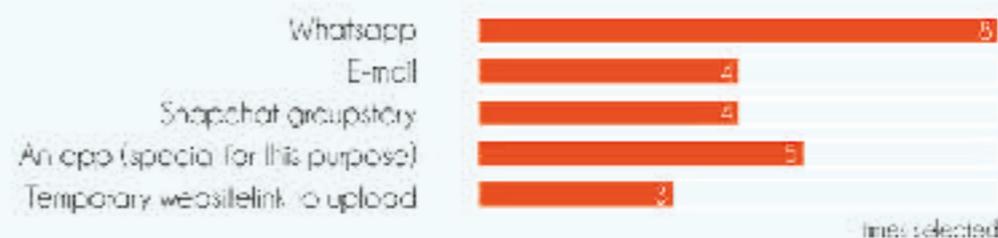
### Score in host's perspective



### How should we make you aware of project?



### How do you want to share photos?



### How to get gift?



# Photo-gift label

**Material**  
Quality paper and fancy ribbon.

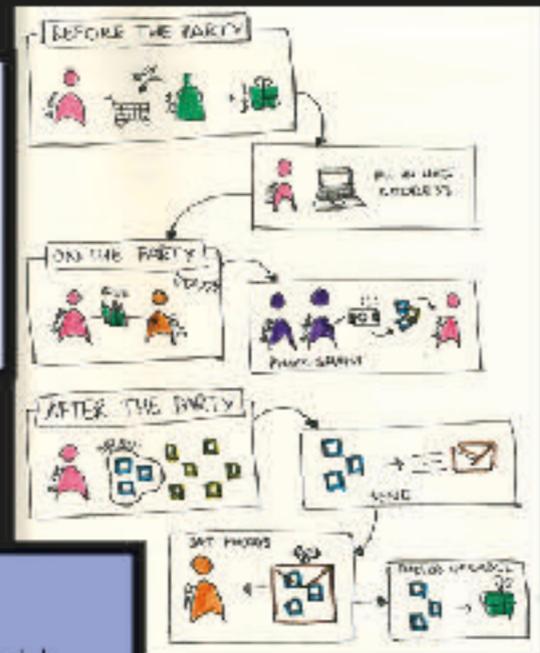


**Appearance**  
Photoline should have 5 pictures, so it's interesting enough, but doesn't grab too much attention on the wall.

**Technology**  
As easy as Whatsapp. Can be an app or a website with an easy access by phone.



**Style**  
The gift should have the freedom to personal, but also has some guideline for the one's that aren't that creative (see figure 22).



# INSIGHTS CYCLE 3

IN THREE  
DROPPING THE PARTY? CREATING BEAUTIFUL  
MEMORIES? WANT TO SAY THANK YOU TO THE HOSTS?  
EMOTIONAL WILL HELP YOU.

A PICTURE IS MORE THAN  
THOUSAND WORDS

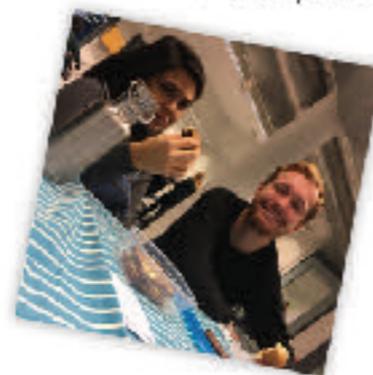
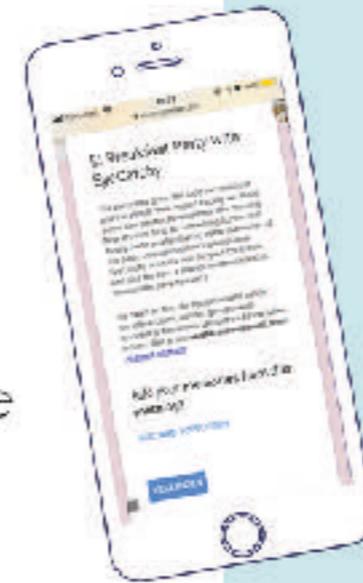
CAPTURE SOME SPECIAL MOMENTS, RECORD THEM AT THE  
TABLE YOU ARE IN. EMOTIONAL WILL TAKE SOME OF THE  
BEST WILL NEVER FORGET THIS AMAZING PARTY!  
HAVE FUN !!

IN THREE  
ENJOYING THE PARTY? CREATING BEAUTIFUL  
MEMORIES? WANT TO SAY THANK YOU TO THE HOSTS?  
EMOTIONAL WILL HELP YOU.

A PICTURE IS MORE THAN  
THOUSAND WORDS

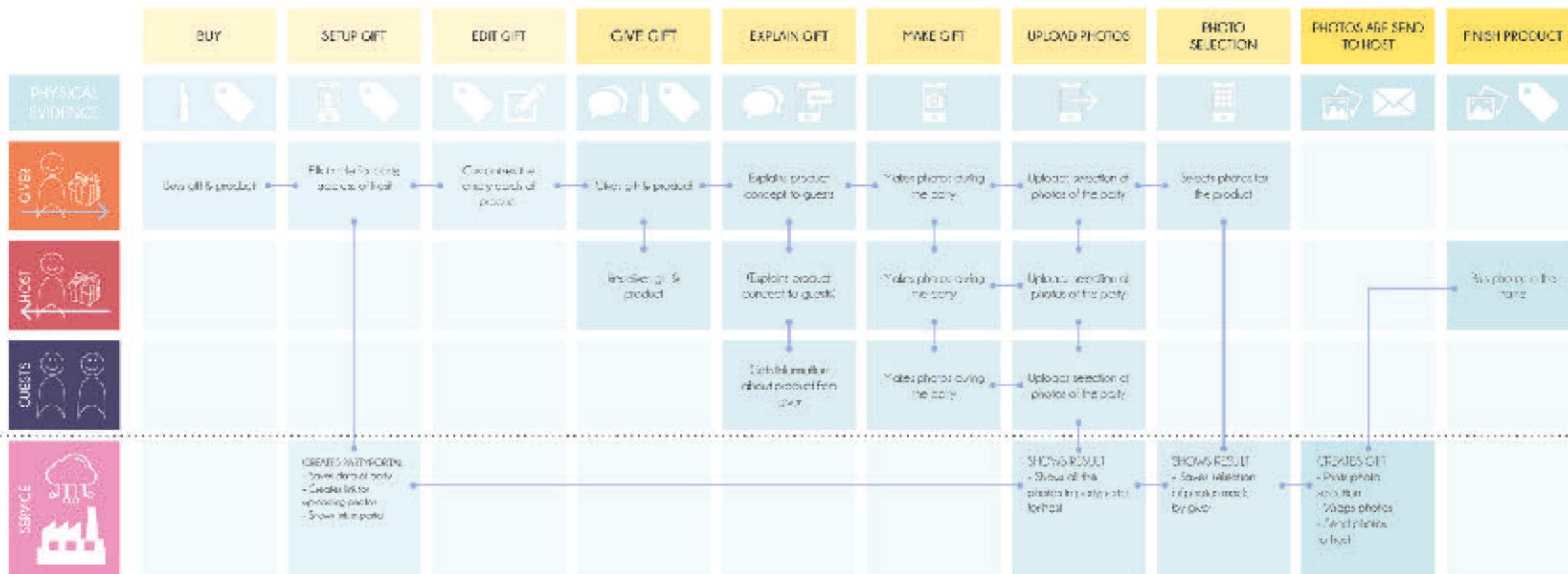
CAPTURE SOME SPECIAL MOMENTS, RECORD THEM AT THE  
TABLE YOU ARE IN. EMOTIONAL WILL TAKE SOME OF THE  
BEST WILL NEVER FORGET THIS AMAZING PARTY!  
HAVE FUN !!

See what is  
happening  
somewhere else  
at the party



Multiple perspectives

# SERVICE BLUEPRINT



# PROTOTYPING CYCLE 3

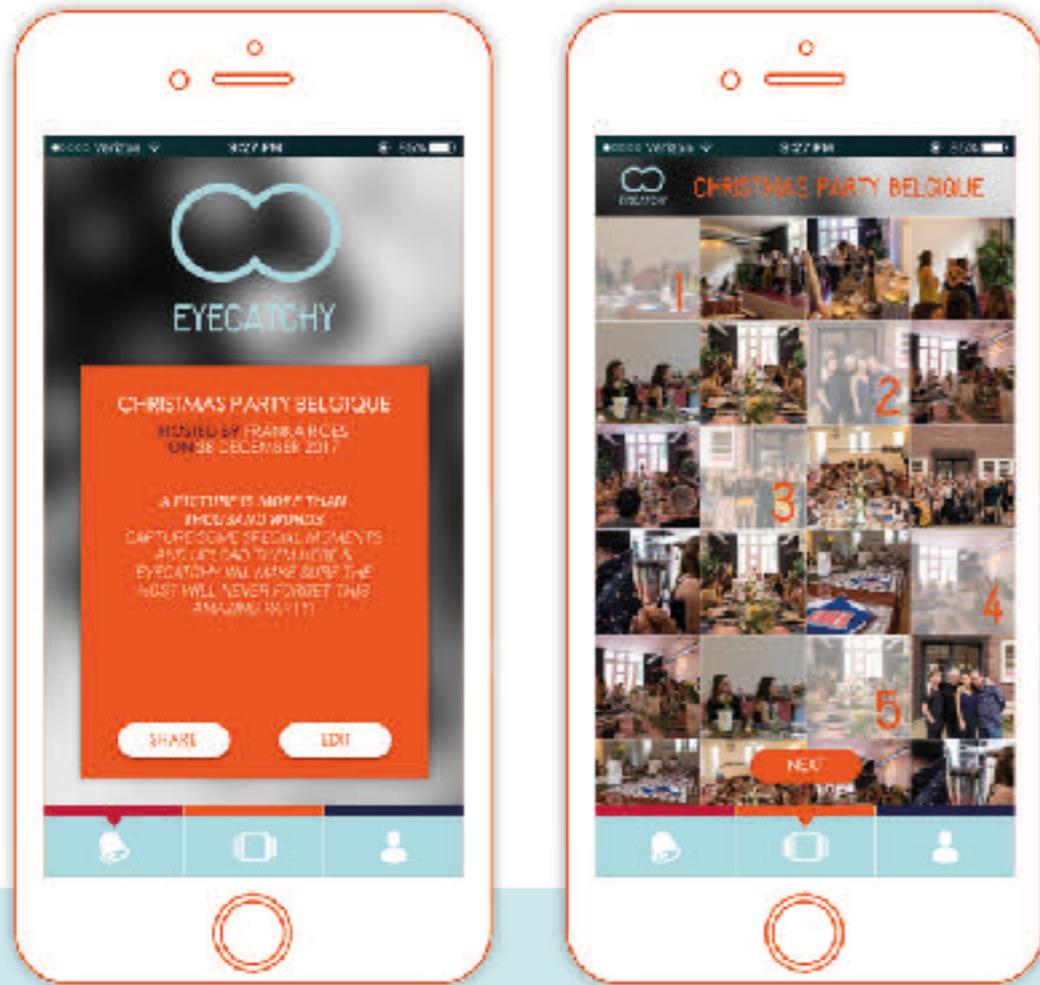


"I want it!"

## Characteristics ranking



# PROTOTYPING CYCLE 3



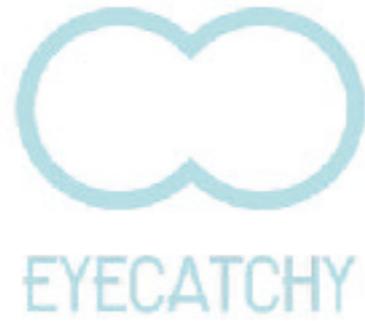
## Characteristics ranking



“What does the share button do?”  
“Can the host also select the photos?”



PERFECT KEEPSAKE FOR  
A HOST OF A DINNER PARTY



WINE BOTTLE

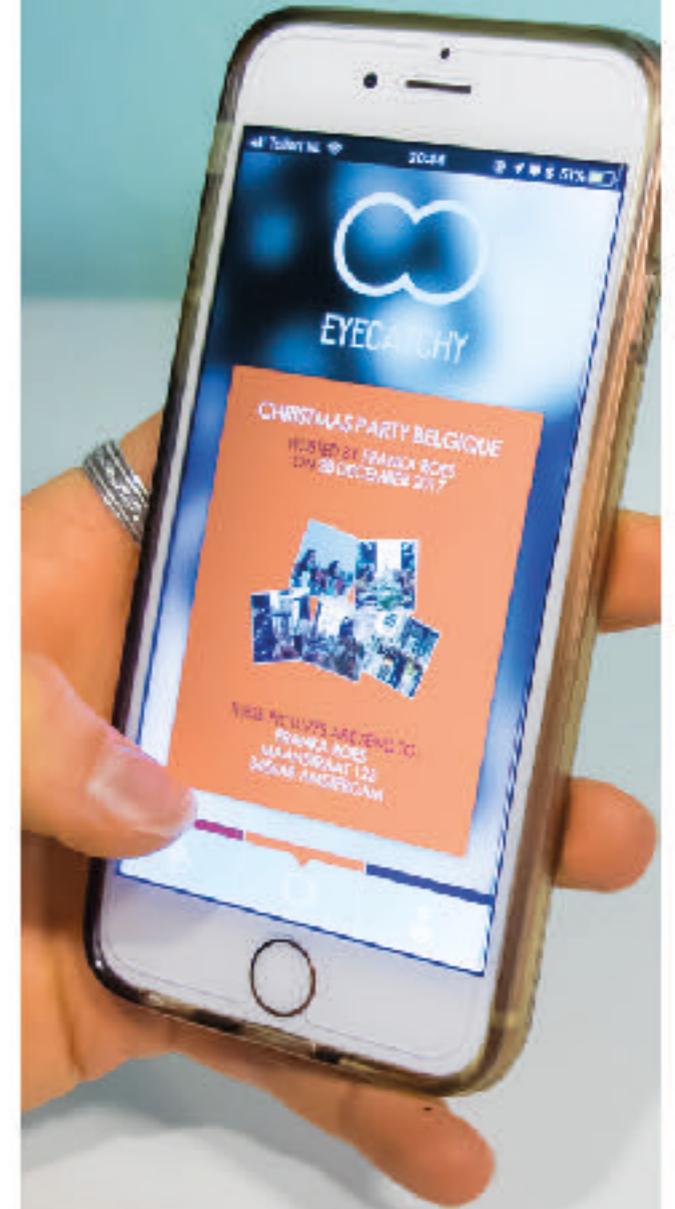
PHOTO GIFT



PHOTO PACKAGE



PHOTOS





Buy EyeCatchy & a general gift

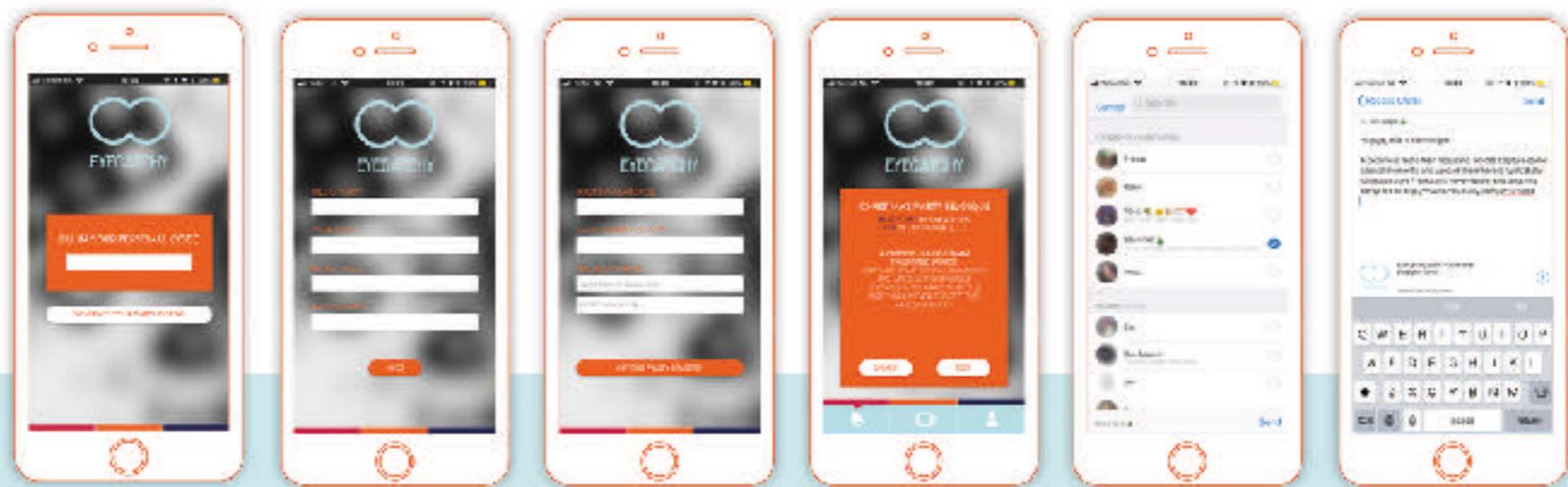
Fill in the code on the EyeCatchy website



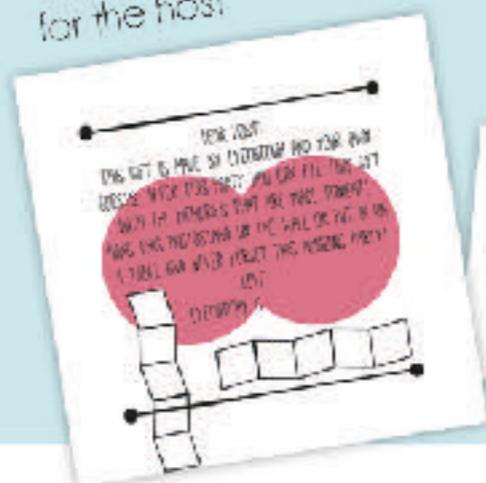
Write a thank you note for the host



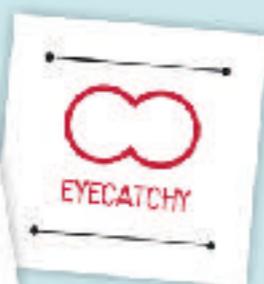
Share the party portal with the other guests



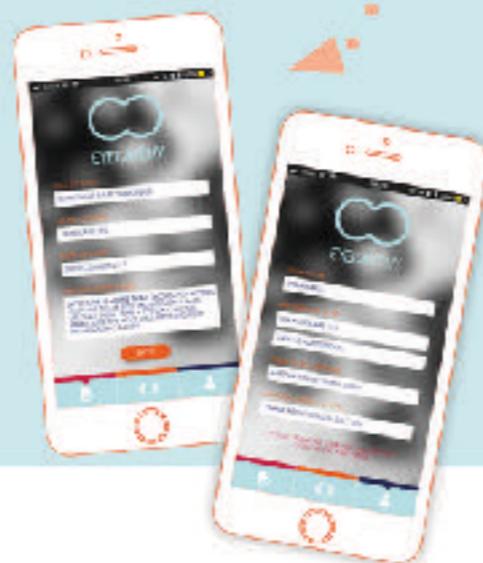
Some explanation for the host



Fill in some information about the party

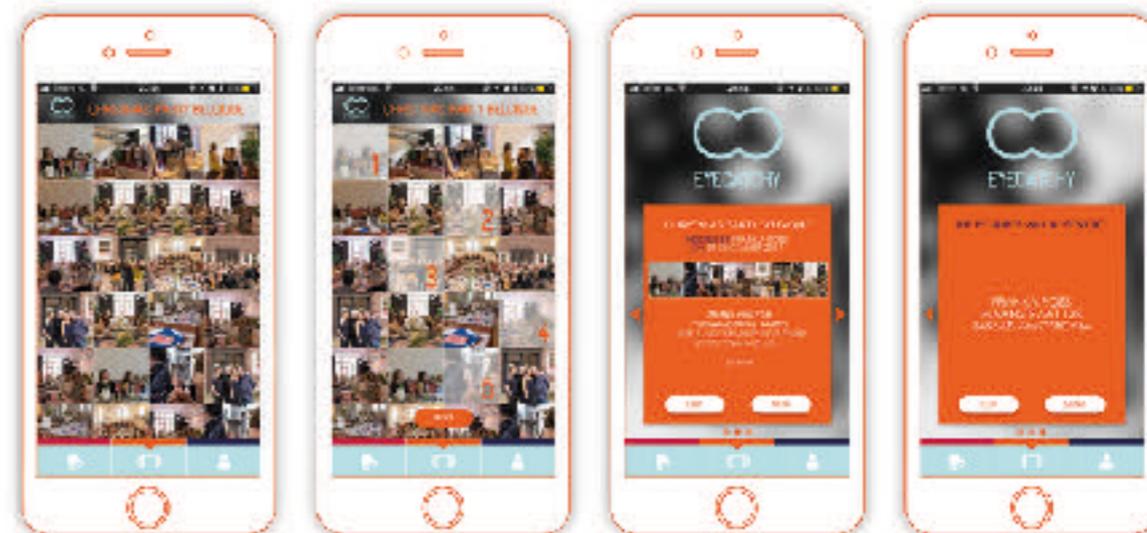
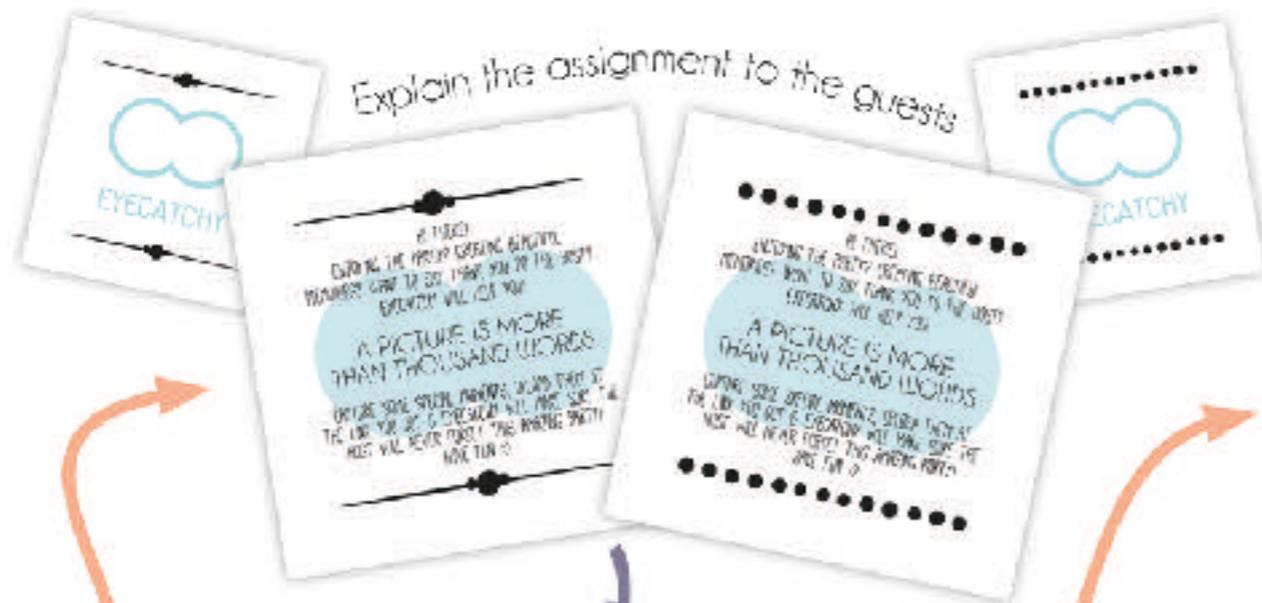


If you want, make some changes later



Go to the dinner party





Select 5 photos and let them send to the host

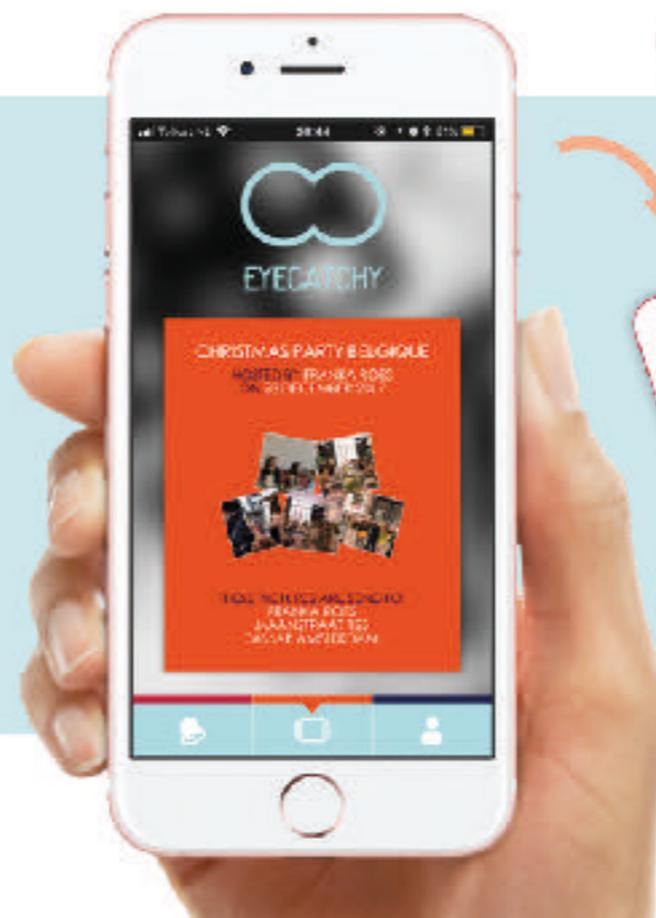


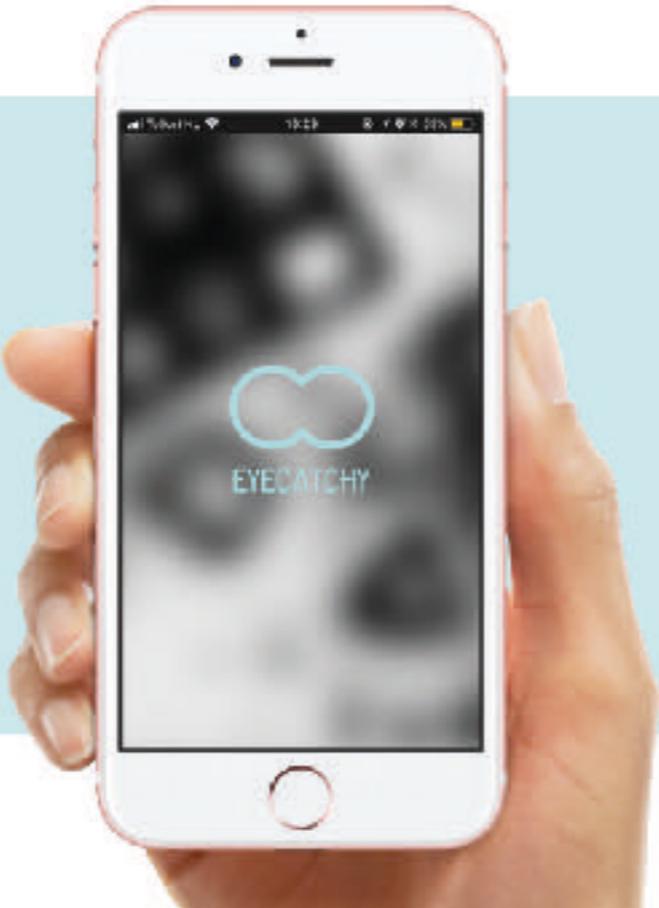
Make some awesome photos!



The photos will be sent to the host

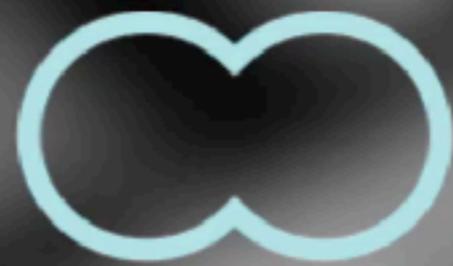
Let the guests share these photos





The host will have a perfect keepsake of the party

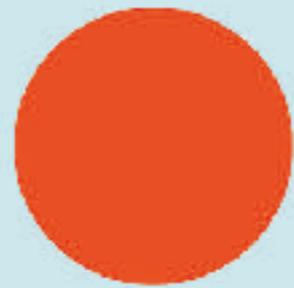




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# FINAL EVALUATION

Would you be proud to give this product to a host of a dinner party?



## Comments

"It's a nice and fun, personalized gift to give and it seems super easy to do."

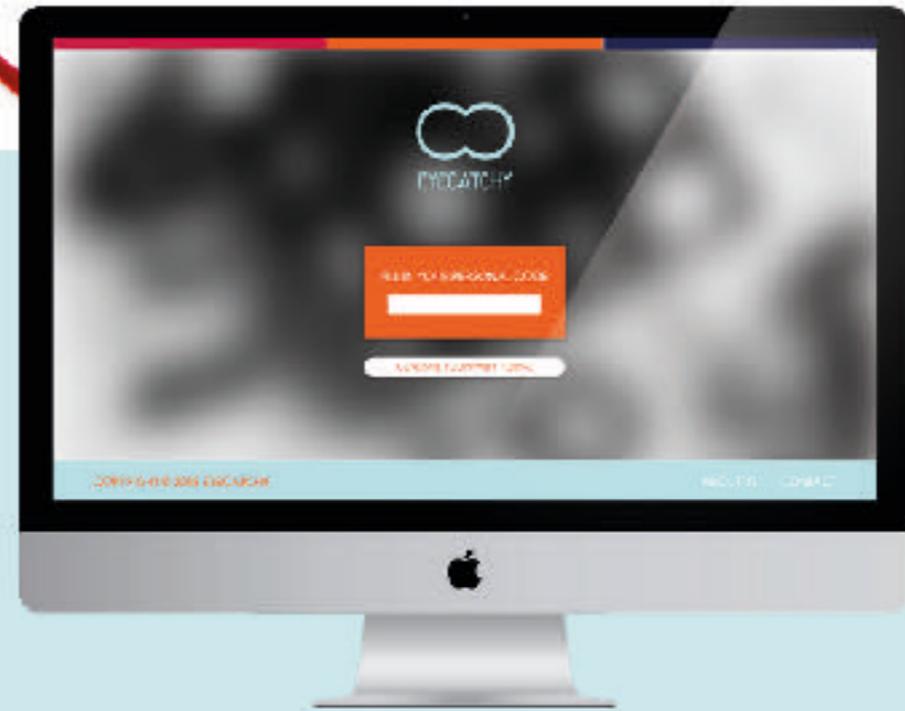
"It's a good way to remember the party and a nice gift with a bottle of wine!"

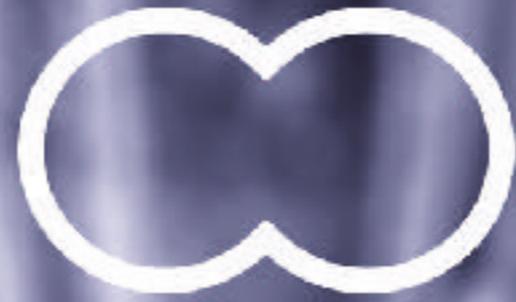
"I think it adds more value than short term presents like food and drinks."

"Well organized, you don't have to do a lot yourself to get the photos!"

## Characteristics ranking







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