

Hello!

My name is Shamsha Hirani

Product Designer

@



Over a decade of experience developing strong concepts fused with creative explorations. Leading in the development of successful strategy and products.

currently @ SHAMSHADESIGN

DESIGN



BRAND



APPAREL



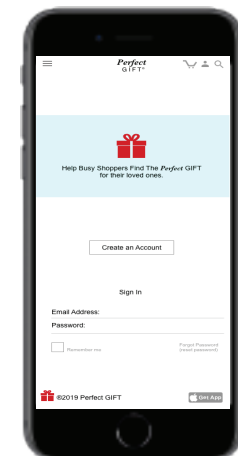
ACCESSORIES



REPEATS SCREEN PRINTS SS19



UX EXPERIENCE DESIGN



Brand's I have worked on



My Contribution

- Concept of the product features.
- User experience design.
- Communicated with the shoppers for developments.
- Production and QA.

2019 Goal - Requirements Perfect GIFT

Some of the Focus Areas related to the shopping experience.

- Mobile Focused, Responsive website.
- Increase sales.
- Help busy shoppers find the Perfect GIFT for their loved ones.

Perfect GIFT Demographic

- Majority of our shoppers are females 35 and up.
- Busy Career Mom's.
- Mainly reside in USA.
- They shop at least 10 gifts or more each year.

Research - Interviews

Ideate: generate alternative to test.

Easier way to find the perfect gift - 5 min

1	2	3	4	5
<p>Notifications threw Browsing History - where the shopper and partner share accounts. Review items get notified threw email or in box folder for each individual of family</p> <ul style="list-style-type: none">• Music - Album / artist• Hobbie - Tickets to concert or event venu• Cooking - new gaget• Books - latest by choice <p>So my shopper put it in a log in specific website and keep track / get notifications on partner browsing history.</p>	<p>Monthly Reminder Calender as app and website. Important holidays they shop for their partner and loved ones.</p> <ul style="list-style-type: none">• Birthday• Anniversary• Christmas• Valentines <p>so they get a monthly, reminder of items, that they need to buy for each individual in their family for specific holidays.</p>	<p>Intresting finds latest in the market based on the individual we are shopping for very specific things for Jeorge as all of it is plugged in so the shopper gets notification as options of items to buy based on culture.</p> <p>Eg: Jeorge age 43 Hobbies Music Travel Sports cooking Tee shirts</p>	<p>Trend shop shopper can buy based on style/ trends and the individual they shop for they put in 5 catagories that interest them for the partner</p> <p>Age Tee shirts jackets shoes Watches Accessories Budget filter review included.</p>	<p>Unique finds for a shopper who can buy for his partner something special, green, support fair trade, nostalgic based on items or catogries they are looking into.</p> <p>Books Posters vintage items or replica Albums Tee shirts Posters</p>

6. Share your solutions & Capture Feedback.

I believe as all the clients shopping here are super busy, and will prefer to get notifications in specific catagories so their shopping experience will be easier for each one of them. I think this way they can have an easier experience that will cater to their specific needs. I believe I can combine these catagories in some ways to take all these factors that can help the project achieve my goals to meet the needs of my clients to help them find a perfect gift for their loved ones..

Affinity Mapping

The affinity mapping exercise is organized into six panels, each containing notes about a specific user:

- Top Left Panel:**
 - Salika:**
 - Always Reviews
 - prefers Quality
 - will buy 2 of same item
 - Does Research on Line
 - Jennifer:**
 - Reads review for product quality
 - safety, ~~more~~ Availability of the product
- Top Middle Panel:**
 - Megan:**
 - She shops online
 - Follows notification through Email and Mail
 - She does research on line
 - Jennifer:**
 - Follows notification in mail box
 - email discount notification
- Top Right Panel:**
 - Jennifer - 42:**
 - Busy professional mom
 - Does not have time to shop last minute
 - ~~Does not have time~~
 - Love to have suggestions
 - Megan:**
 - professional mom
 - very busy does not have time to shop
 - She researches on line
 - she shops online
 - open to suggestions on products
 - Salika:**
 - Is open to suggestion to buy whole things for a specific item
 - Unique suggestions
 - is busy professional to shop last minute
- Bottom Left Panel:**
 - Sabha:**
 - Values shopping at Fair trade brand
 - They always support brands that give back to community
 - Jennifer:**
 - Follows Quality affordable Brands that are stylish and trendy
 - Megan:**
 - Follows Quality Brands
 - she also supports Fair trade Brands that do good in Society
- Bottom Middle Panel:**
 - Jennifer:**
 - Reasonable gifts that are meaningful for Emotional Satisfaction
 - Thoughtful gifts
 - Salika:**
 - Buys gifts for Quality
 - ~~she~~ help others, support thoughtfulness
 - say persuasive gifts
 - share her love through their gifts
 - Megan:**
 - Love to shop stylish
 - Trends and Unique items
 - Always buys meaningful items
- Bottom Right Panel:**
 - Jennifer:**
 - Prefers deals
 - % off discounts
 - Redeemable Award point with
 - In store deals
 - Jennifer:**
 - She prefer secure login to be able to shop on line
 - Cyber Security
 - not from Facebook

Storyboard

Salika. - STORY BOARD.

Salika Looking for the perfect gift for Partner

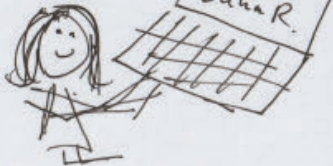


She thinks of what her Partner needs and keeps thinking

[P]-HUSBAND

- ? Activity
- ? Shoes
- ? Accessories
- ? Jacket.

BROWSE ALL HER FAV BRANDS



Since she just bought a Jacket for herself.

LOOKS JACKET? NO LUCK

ON the WEEKEND goes to the STORE.



MENS

Finds it



FINALLY FINDS A RECOMANDATION BY the ~~clerk~~ vendor

another option of JACKET. BUT NOT SURE. IF HE WILL LIKE IT.

Storyboard

MEGUMI - STORYBOARD.

MEGUMI IS Looking for the Perfect gift for Partner

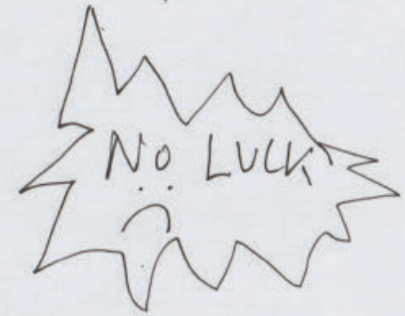


She thinks of ideas what her Partner needs.
P - HUSBAND.
Accessories. x
Shoes
Tee-shirt.
Book.
MUSIC.

BROWES ALL the STORES



I don't know what to get.

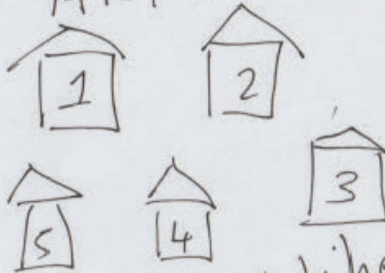


AFTER WORK GOES TO THE STORE/MALL

Shops.



CITY MARKET ART VENDORS



Does not like any thing.

Comes back with Not thing goes on Line again

To see same store to buy a Tee-shirt?

Storyboard

Jennifer - Story Board.

Jennifer is Looking for the perfect gift for her son.



She asks all of her ~~sons~~ ^{son} at child school - what gifts are trending.

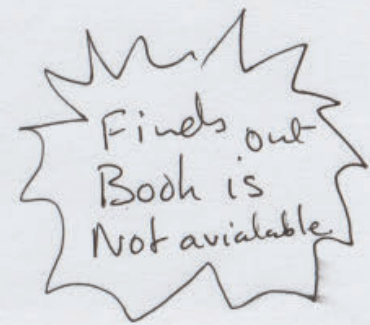
- Z son Zion.
- S ports. Anything
- B ooks - he likes.
- G ames - he wants.

Does her research in catalogues but is settled on a Book.



Book idea.

Special edition Comic Book.



AFTER WORK goes to Barns Noble.

BARN'S NOBLE.



Book not Available online only pick up at store on Christmas day.



A Bit dissapointed to wait for last minute pick up not convenient on time.



Still put the order in but a bit exhausted in shopper experience.

Some of the Focus Areas related to the shopping experience.

- Secure log in (not through face book or gmail).
- Door – to door delivery.
- Saving time for busy shoppers.
- Track order from placement until delivery.
- Create a individual Profile for the shopper info and recent orders.
- Pay with credit card, and Pay with Apple Pay.
- Add value by giving free E-Cards via email to recipient.
- Calendar for occasions as a reminder notifications to buy gifts.
- Shopping cart.

Here are some Features for my perfect Gift website that will achieve these goals:

- Secure Sign In with out social media accounts.
- Door - to Door delivery.
- Finding the Perfect Gift for their loved ones by filters that narrow the search for gifts in five respective catagories:

Books: comics, travel, cooking, limited edition, fiction, non-fiction, arts.

Culture: gifts based on travel, music, events locally, food, arts (cultural experiences).

Unique: limited edition, nostalgia, vintage, green, fair trade, tech.

Funny: gag gifts, tee, mugs, cards, books, games, kitchen gagets.

Trendy: gifts that are based on yearly trends & style, in tech, fashion, accessories, electronics and gagets.

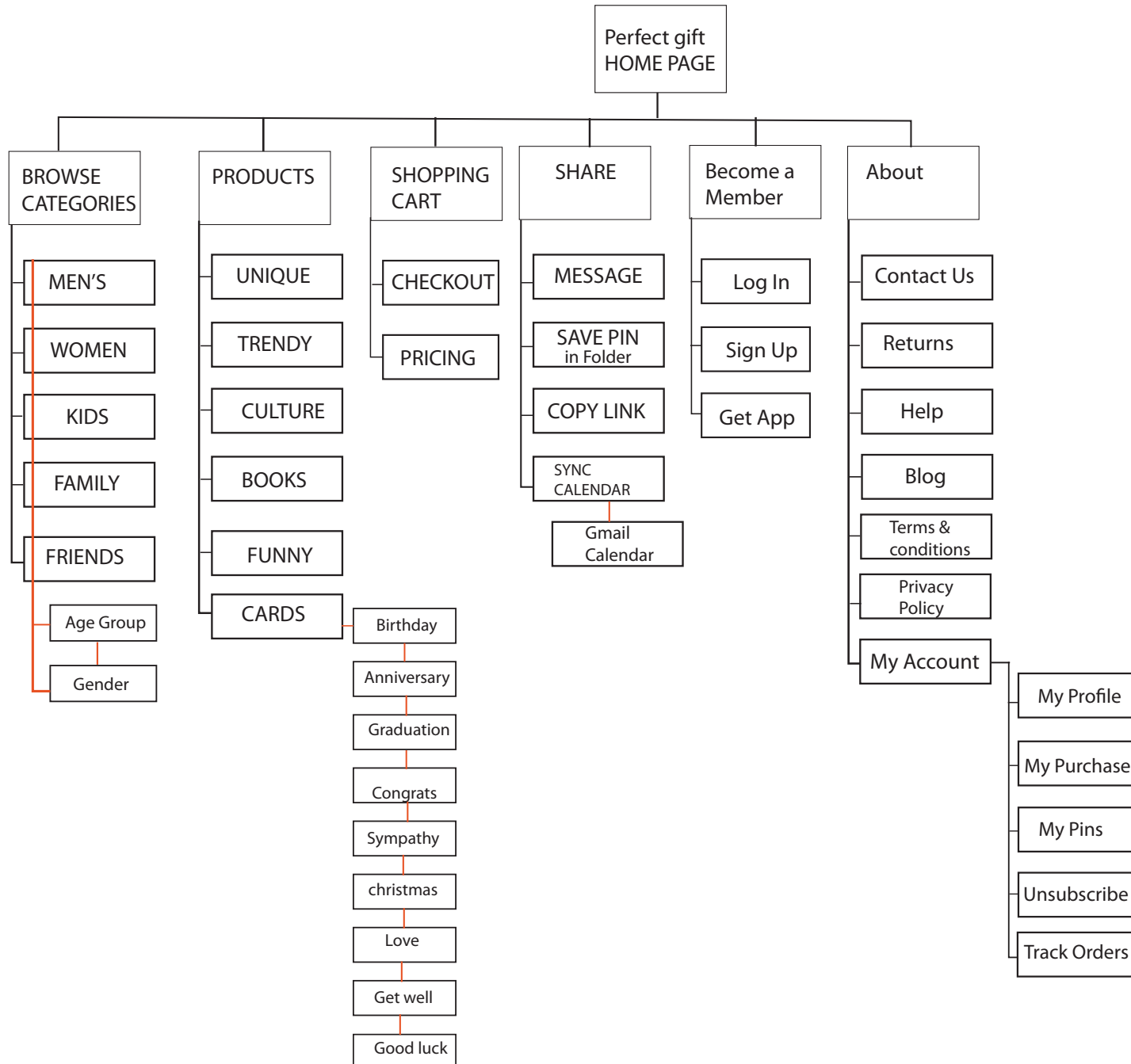
E-Cards: free cards go directly to recipients email with gift confirmation or gift card to redeem on website.

- Sync google calander for reminders for gift shopping.
- Pin the gift to your folder to make a choice between a few gift ideas.
- Share the link with your friends and family.
- Live chat for assistance.
- Interact via social media on pinterest, youtube and instagram.
- Secure check out via apple pay, and credit card.
- Read reviews, on items.
- Track your orders.

Personas

- She is a busy professional mom who wants to buy a quality product that is unique, trendy and can be a special gift that is meaningful for her partner.
- She always ends up buying a Tee-shirt as her last resort if she cant find anything unique.
- Some times she ends up buying gift cards and feels that timing was an issue and feels guilty that too much thought was not put into picking the perfect gift.
- Major factor is to be able to shop on the go, as it is time efficient. The gift has to be personalized, thoughtful, functional and good quality.
- To meet her goals we created an app /website threw filters she can find the perfect gift in catagories such as books, culture, funny, trendy, unique and E-cards. In her personal account the gift can be pinned - saved for a later date, for purchase. The sync calendar will reminder her to purchase gifts on time. Her in box will recieve emails notifications for gifts in all catagories and ocassions. With a free E-card that goes directly to recipients email with gift confirmation or gift card to reedem on website makes it a very productive shopping experience for our user to find the Perfect Gift.

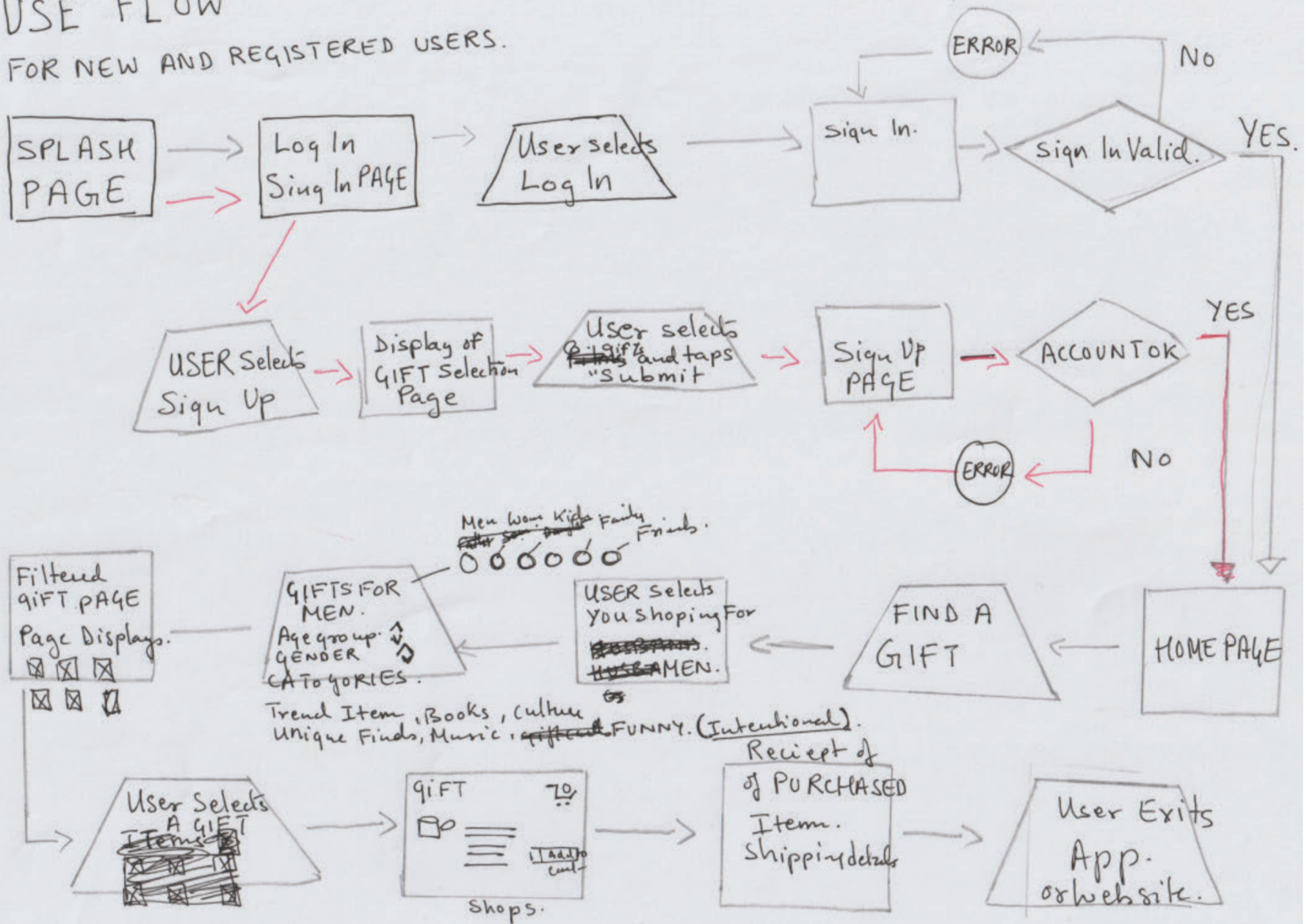
Sitemap



User Flows

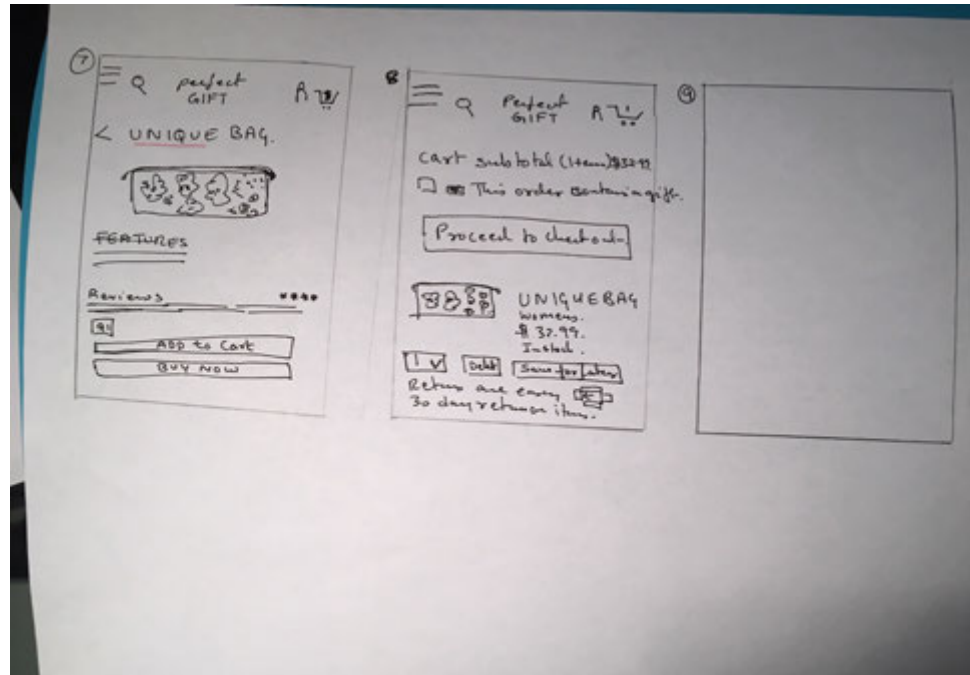
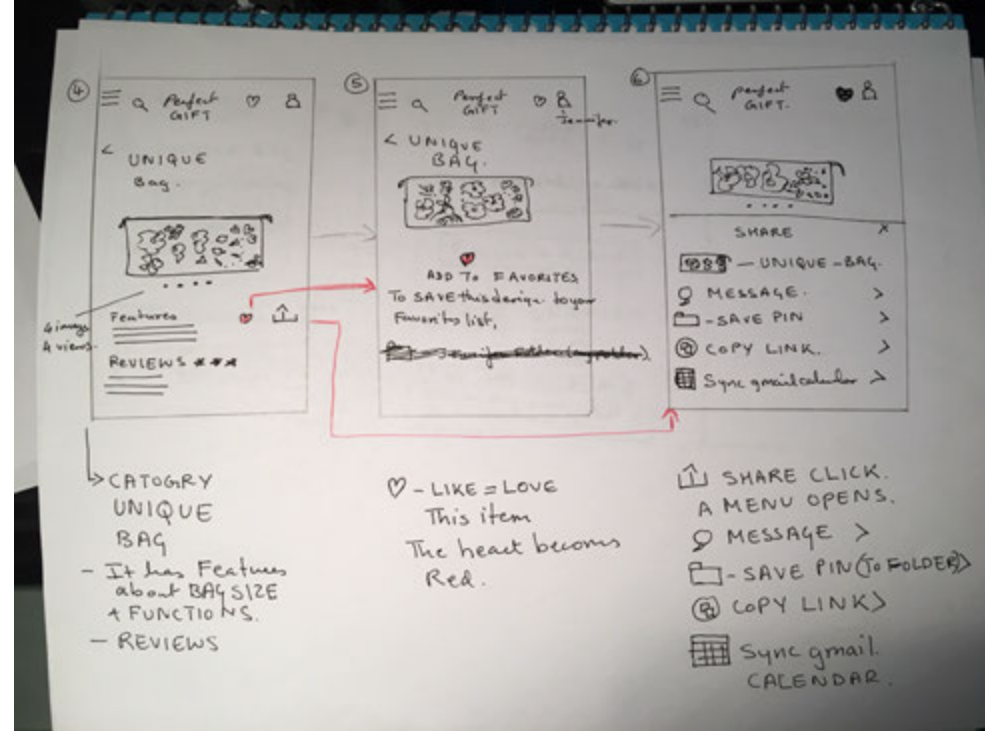
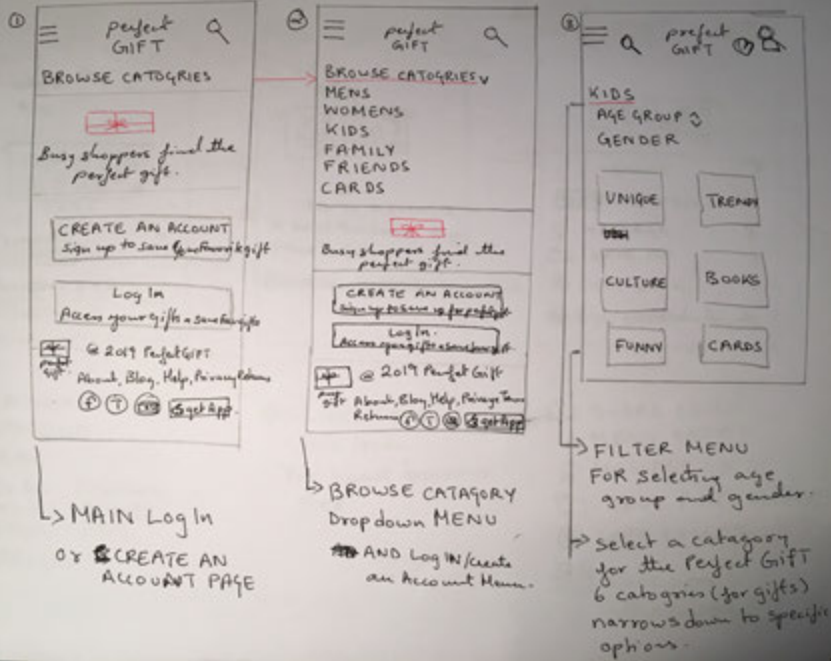
USE FLOW

FOR NEW AND REGISTERED USERS.

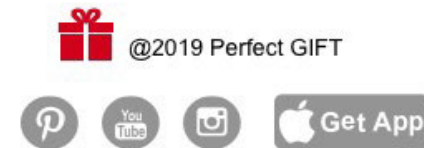
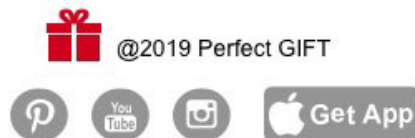
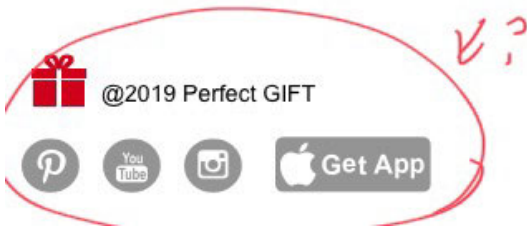
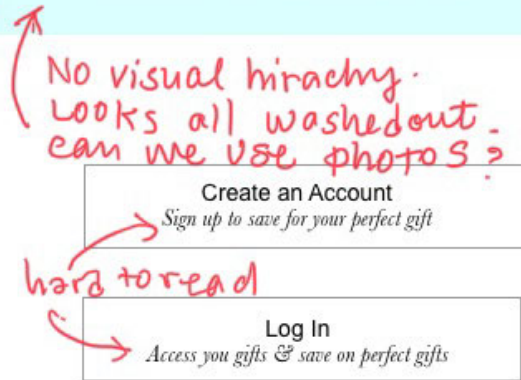
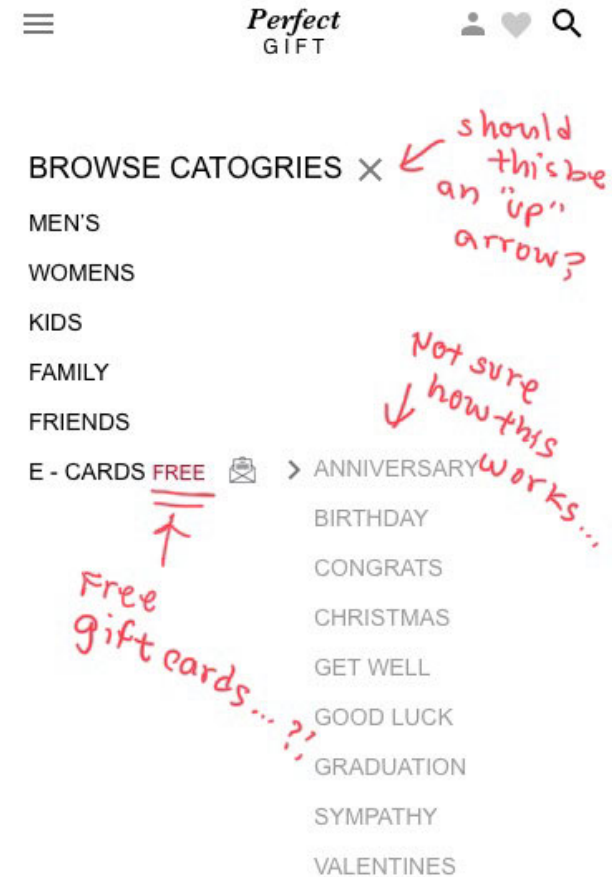
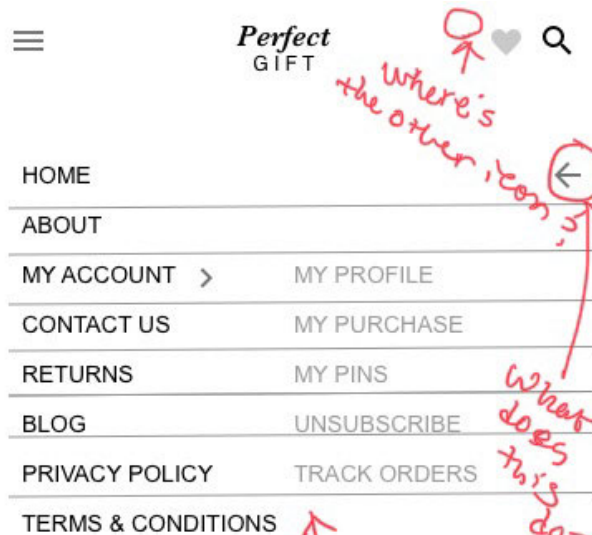


Sketches

Screen FLOW - UNIT_3



Phase 1 - Wireframes



Phase 1 - Wireframes

☰ Perfect GIFT 👤❤️🔍

WOMEN'S
AGE GROUP

Adults	Teen	Kids 8-12
Kids 4-7	Toddler	Baby

GENDER

Male	Female
------	--------

BOOKS	CULTURE	CARDS
FUNNY	TRENDY	UNIQUE

📦 @2019 Perfect GIFT



☰ Perfect GIFT 👤❤️🔍

WOMEN'S
AGE GROUP

Adults	Teen	Kids 8-12
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GENDER

Male	Female
------	--------

BOOKS	CULTURE	CARDS
FUNNY	TRENDY	UNIQUE







↑ Too many boxes...
Don't know what to look for.
Use photos?

📦 @2019 Perfect GIFT



☰ Perfect GIFT 👤❤️🔍

TRENDY

📦 @2019 Perfect GIFT



Phase 1 - Wireframes

over all layout looks like a desktop site. should be more mobile friendly?

larger images + text

Perfect GIFT

TRENDY

BROWSE CATAGRIES > WOMEN'S > TRENDY > ROUND SADDLE SHOULDER BAG

Round Saddle Shoulder Bag

\$49.99 USD

COLOR: [dropdown] SIZE: [dropdown]

QUANTITY: [dropdown] MED [dropdown]

QUANTITY: [1] [up/down arrows]

ADD TO CART

Roll over image to zoom

DESCRIPTION

Is one of the ultimatie fashion accessories. It has multiple compartments and a can be carried with handles as well as a cross body. Crafted with genuine leather, giving a vintage look. A bag that fits all occassions.

REVIEWS ★★★★★ 84 customer reviews | 14 answered questions

This Saddle cross body satchel is super light, has tons of space to stash all my stuff. It is genuine leather and the craftsmanship superseeds my quality expectations. I love it that I can wear it with multiple outfits. [more](#)

Customers who viewed this item also bought

@2019 Perfect GIFT

not clear how this appears or works. you could use the native UI.

Perfect GIFT

TRENDY

BROWSE CATAGRIES > WOMEN'S > TRENDY > ROUND SADDLE SHOULDER BAG

Round Saddle Shoulder Bag

\$49.99 USD

COLOR: [dropdown] SIZE: [dropdown]

QUANTITY: [dropdown] MED [dropdown]

QUANTITY: [1] [up/down arrows]

ADD TO CART

SHARE ✕

- COPY LINK >
- MESSAGE >
- SAVE PIN >
- SHARE LINK >
- SYNC CALENDAR >

@2019 Perfect GIFT

Does this appear all the sudden?!

everything too small

??

Perfect GIFT

TRENDY

BROWSE CATAGRIES > WOMEN'S > TRENDY > ROUND SADDLE SHOULDER BAG

Round Saddle Shoulder Bag

\$49.99 USD

COLOR: [dropdown] SIZE: [dropdown]

QUANTITY: [dropdown] MED [dropdown]

QUANTITY: [1] [up/down arrows]

ADD TO CART

Deliver to Atlanta 30312

Secured and trusted checkout with:

DESCRIPTION

Is one of the ultimatie fashion accessories. It has multiple compartments and a can be carried with handles as well as a cross body. Crafted with genuine leather, giving a vintage look. A bag that fits all occassions.

REVIEWS ★★★★★ 84 customer reviews | 14 answered questions

This Saddle cross body satchel is super light, has tons of space to stash all my stuff. It is genuine leather and the craftsmanship superseeds my quality expectations. I love it that I can wear it with multiple outfits. [more](#)

@2019 Perfect GIFT

Phase 1 - Wireframes

Perfect GIFT

am I still on the same page ??

TRENDY

Round Saddle Shoulder Bag
Added to Cart
Eligible for FREE Returns

Cart subtotal (1 item): \$49.99 USD

Your order qualifies for **FREE Shipping!**
Select this option at checkout. Details

KEEP SHOPPING

PROCEED TO CHECKOUT (1 ITEM)

1. Shipping address Shamsha Hirani
655 Highland Ave., Suite 1
Atlanta GA,30312
Add delivery instructions

2. Payment method **American Express** ending 1111
Billing address: shamsha Hirani, 655 Highland Ave, S...
Add a gift card or promotion code
Enter code APPLY

3. Shipping delivery Perfect GIFT delivery options

FREE on orders of \$50 or more
Select the FREE (5-7 business days) options

\$7 flat rate for orders under \$50

PLACE YOUR ORDER

By placing your order, you agree to Perfect GIFT privacy notice and conditions of use.

@2019 Perfect GIFT

Pinterest YouTube Instagram Get App

Perfect GIFT

ORDER DETAILS

too small

Round Saddle Shoulder Bag
COLOR: Brown
QUANTITY: 1
SIZE: MED \$49.99 USD

ORDER SUMMARY

Subtotal	\$49.99
Shipping	\$0.00
Est. Tax	...
Total	\$49.99

EMAIL Receipt

Thank you for shopping at Perfect GIFT

button alignment?

typo

@2019 Perfect GIFT

Pinterest YouTube Instagram Get App

Final Prototype



Perfect
GIFT®



Perfect
GIFT®



Create an Account

Email Address:

First Name:

Last Name:

8 characters, 1 number, 1 lowercase letter, 1 uppercase letter

Password:

Verify Password:

I agree to the [Terms of Use](#)

Sign up for Perfect GIFT emails

(you can unsubscribe anytime)

Create an Account

Create an Account

Sign In

Email Address:

Password:

Remember me

[Forgot Password](#)
(reset password)

Final Prototype



Perfect
GIFT®



MEN WOMEN KIDS

HOME



ABOUT

MY ACCOUNT



CONTACT US



RETURNS



BLOG



PRIVACY POLICY



TERMS & CONDITIONS



Perfect
GIFT®



MY ACCOUNT



MY PROFILE



Shamsha Hirani

EDIT

shamshadesign@gmail.com

MY ORDER



Corsley suitcase Turntable

Delivered Jan 15, 2019

MY PIN



UNSUBSCRIBE



Unsubscribe from receiving emails communications from Perfect GIFT

TRACK ORDERS



Delivered

Oliva Martin, 1520 Highland Ave NE,

Suite 4, Atlanta Ga 30309

Tracking info provided by Mobile deals

shipped with UPS - Tracking ID 1Z66645Y03113736

Final Prototype

SHOWING RESULTS FOR "unique" ←

x unique 🔍



one in a million



Instax Mini 8



Instax Mini 8



Corsley Suitcase Turntable



Tranlje-BRN



Vinal Printer



Midcentury Modern



Electric Smoker



Double Camping Hammock

MEN WOMEN KIDS ←

AGE GROUP

Adults

Teen

Kids 8-12

Kids 4-7

Toddler

Baby

GENDER

Male

Female



BOOKS



CULTURE



FUNNY



TRENDY



UNIQUE



E - CARDS

Final Prototype



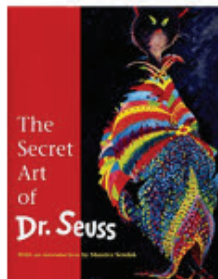
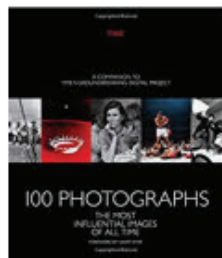
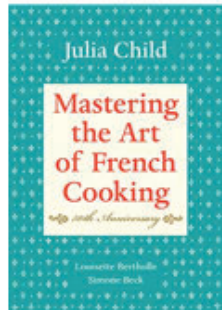
Perfect
GIFT®



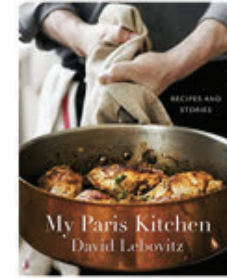
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BOOKS



CULTURE

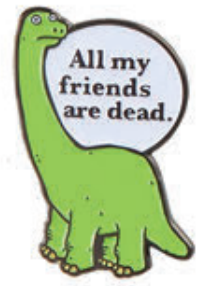


Final Prototype

UNIQUE



FUNNY



Final Prototype



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Perfect
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E - CARDS - FREE



AGE GROUP

Adults

Teen

Kids 8-12

Kids 4-7

Toddler

Baby

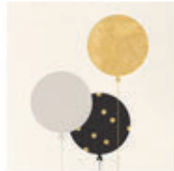
GENDER

Male

Female



ANNIVERSARY



BIRTHDAY



BLANK



CONGRATS



CHRISTMAS



GET WELL



GRADUATION



SYMPATHY



VALENTINES

TRENDY



©2019 Perfect GIFT



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Final Prototype



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GIFT®



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GIFT®



< TRENDY

Round Saddle Shoulder Bag

\$49.99 USD



COLOR

BROWN

QUANTITY

1

SIZE

MED

SIZE GUIDE

Apple Pay

ADD TO CART

Secured and trusted checkout with:



FEATURES +

DETAILS +

★ REVIEWS +

Customers who viewed this item also bought



< CALENDAR

SYNC WITH GOOGLE



APRIL 2019



S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12		14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

REMINDERS

7	Birthday JEORGE - 1000 RECORD COVER
23	Graduation GIO - TRENDY BAG PACK



©2019 Perfect GIFT



©2019 Perfect GIFT

Final Prototype



Perfect
GIFT®



< TRENDY

Round Saddle Shoulder Bag
\$49.99



COLOR

BROWN

QUANTITY

0

SIZE

MED

SIZE GUIDE

Apple Pay

ADD TO CART

Secured and trusted checkout with:



FEATURES - | DETAILS + | ★ REVIEWS +

Saddle Shoulder bag is one of the ultimate fashion accessories. It has multiple compartments, well crafted, made of genuine leather and has a vintage look. A bag that fits all occasions can be carried with handles or as a cross body.



©2019 Perfect GIFT



Perfect
GIFT®



< TRENDY



Round Saddle Shoulder Bag
Added to Cart
Eligible for FREE Returns

Cart subtotal (1 item): \$49.99 USD

Your order qualifies for
FREE Shipping!
Select this option at checkout.
Details

KEEP SHOPPING



PROCEED TO CHECKOUT (1 ITEM)

1. Shipping address Oliva Martin
1520 Highland Ave NE,
Suite 4, Atlanta Ga 30309



Add delivery instructions & Contact Number

2. Payment method American Express ending 1111
Billing address: Oliva Martin, 1520 Highland Ave NE,...

Add a gift card or promotion code

Enter code

APPLY

3. Shipping delivery Perfect GIFT delivery options

FREE on orders of \$50 or more

Select the FREE (5-7 business days) options

\$7 flat rate for orders under \$50

PLACE YOUR ORDER

By placing your order, you agree to Perfect GIFT
privacy notice and conditions of use.



©2019 Perfect GIFT

Final Prototype



Perfect
GIFT®



ORDER DETAILS



Round Saddle Shoulder

COLOR:

Brown

QUANTITY:1

SIZE: MED \$49.99 USD

ORDER SUMMARY

Subtotal	\$49.99
Shipping	\$0.00
Est. Tax	...
Total	\$49.99

EMAIL RECIEPT

Thank you for shopping at Perfect GIFT

More Ideas

- Allow users to browse by the category as well eg: cultural places, events happening in town, sports, music, food venues, classes.
- Schedule a trip as a gift in a city where you can experience culture, arts, event 2-4 nights.
- Going as a group or as a family - to enjoy the experience of the perfect gift (holiday get away to a destination).
- Eventually have a global experience to amazing destinations based on interest and hobbies.