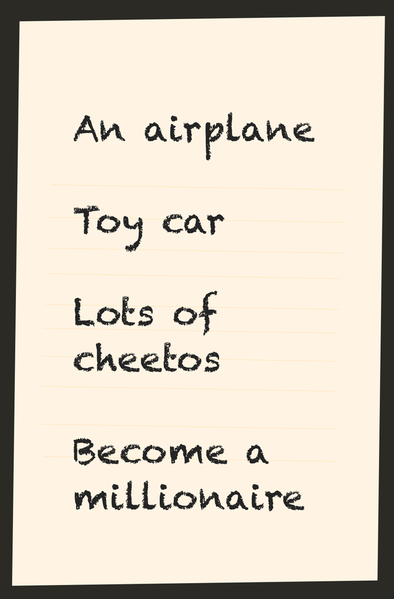
*Everything around us is a product of Design. Design is crafting objects, sytems and experiences. It's not just the visual aspect but the whole planning and thinking process that goes behind it. As a whole, good Design helps solve problems and creates good experiences.*

*This method of problem solving is known as Design Thinking*

## How the experience of recieving a gift is created by Santa on Christmas

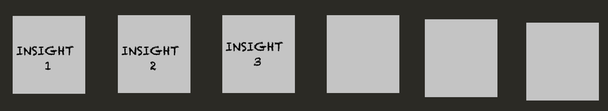
### Discovery Phase




We look into the problem space

Just how Santa gets a list of wishes from each child and works to solve it.

He also observes the child and researches about them.
This phase can also be known as the research phase in design



Insights are gathered after observation and discussion.

The Elves and Santa discuss on the what gift they should give the child.

# Define Phase

They then finally decide on what gift makes most sense to give the child.

In the same way, after researching and gathering inisghts from the problem space, we narrow down the scope and define the final problem to solve.

## Personas

Now that the specific problem is chosen to be solved, before jumping to solutions, it is important to keep in mind who we are designing for, so that we can design the best possible solution. This is achieved through personas.

Here, the toy car is being designed for the child.

After all, Design thinking is **Human Centered**

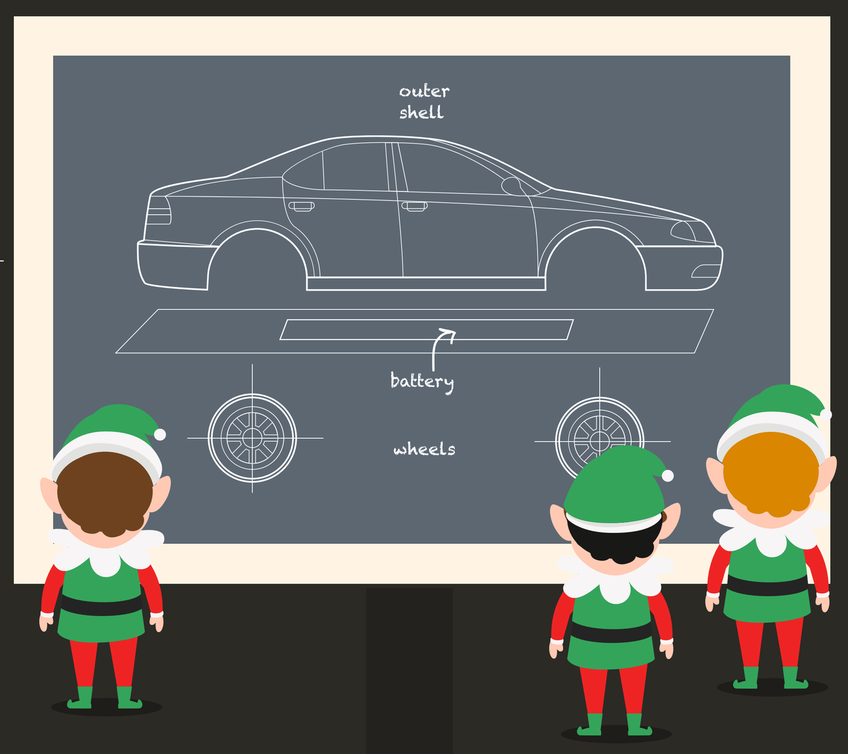
# Development Phase

Now that Santa and the elves have decided to give the child a toy car, they come up with different variations of what the toy car can be.

In the same way, once we decide on the problem to solve, we brainstorm various solutions. This is known as **Ideation.**

Once we have our solution, we have to figure out how to help user's navigate it easily.

After the final variation of the car is chosen, the structure of the car needs to be figured out - where the batteries should be, buttons should be, what should be on the outside of the car. We have to make sure the child is able to navigate and use the toy car to it's full extent.




## Information Architecture

Information Architecture is organizing information so that users can find things easily. It is the structural design of content.

This is also where **Prioritization** comes into play.

**MOSCOW**

Must have
Should have
Could have
Want/wish

The variations are then prototyped and tested, and the final solution is picked

The elves make multiple versions of the car and check which build is better

we can add sounds to the car, to make it more fun for Andy. I heard he enjoys cars engine revving sound

## Critique

Throughout the design process, giving and taking feedback and critique in iterations, frequently is very useful. It is better to make changes and improve along the way than before waiting till the final solution. There has been a lot of time and energy spent by this time, and it is normal to get defensive.

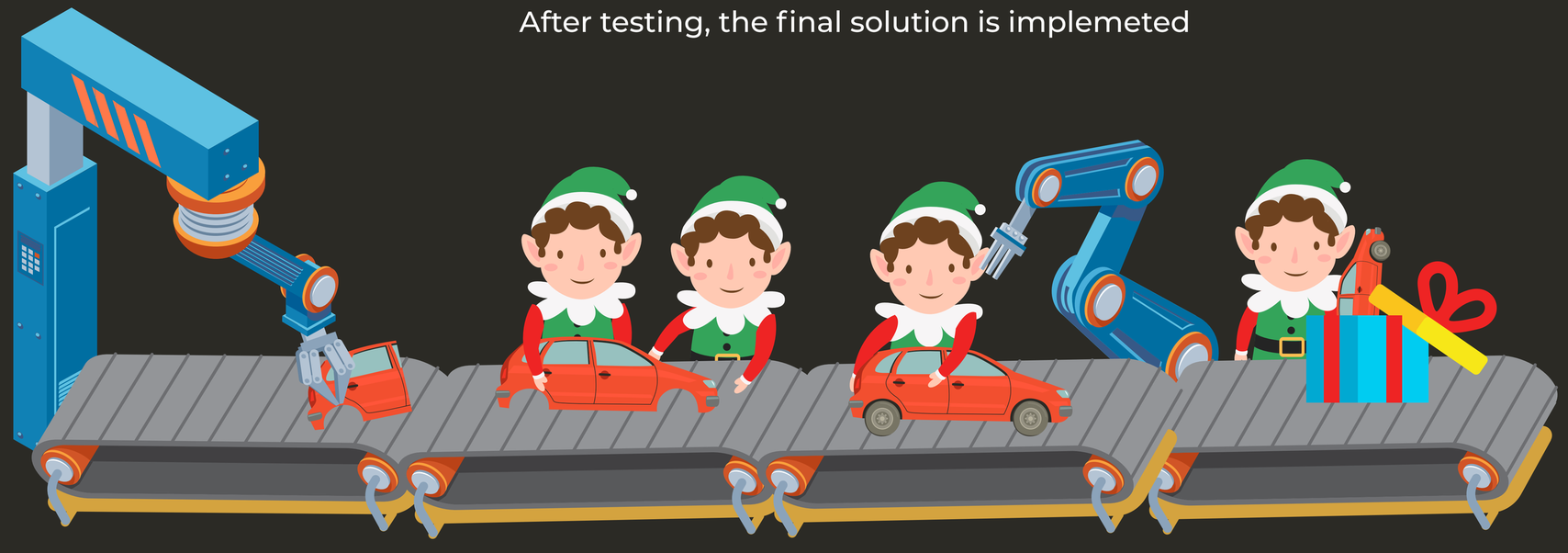
It is important to give actionable feedback.

## Sensorial Design

"vrroom vroom"

Sensorial design makes use of our 5 senses and can ehance a particular experience. Here, we are making use of sound.

After testing, the final solution is implemeted



# Delivery Phase

The final solution is then implemeted and released to the users with the help of developers

Just how Santa deliver's the final toy to the child with the help of reindeers

## User

People measure consciously/ unconsciously worth or value of a solution/product by 5 different levels:

Functional- does this do what I need?
Financial- does it do it at the right price?
Emotional- how does it make me feel?
Identity- does it appeal to me and my sense of identity?
Meaningful- does it fit in my world?

UX Design is crucial for a **business**/brand to grow because the experience and service are by what people remember the brand. In short, the experience is what defines the brand.

Just like how depending on the toy the child recieves, they will also form an opinion on Santa and the experience of Christmas in general. So it is necessary for Santa to make sure he delivers the best experience to the child.

## User Testing

Once the solution is released, user testing is required to continue making improvements to the product. Afterall, **Design is an iterative process**

Just like how Santa observes how the child interacts with their toy car, so that he can go back and make improvements next time if needed.

*"Santa is always observing"*