MAKE-A-WISH®
INDIA

Wish to Santa

Mobile Application

UI / UX Case Study

By
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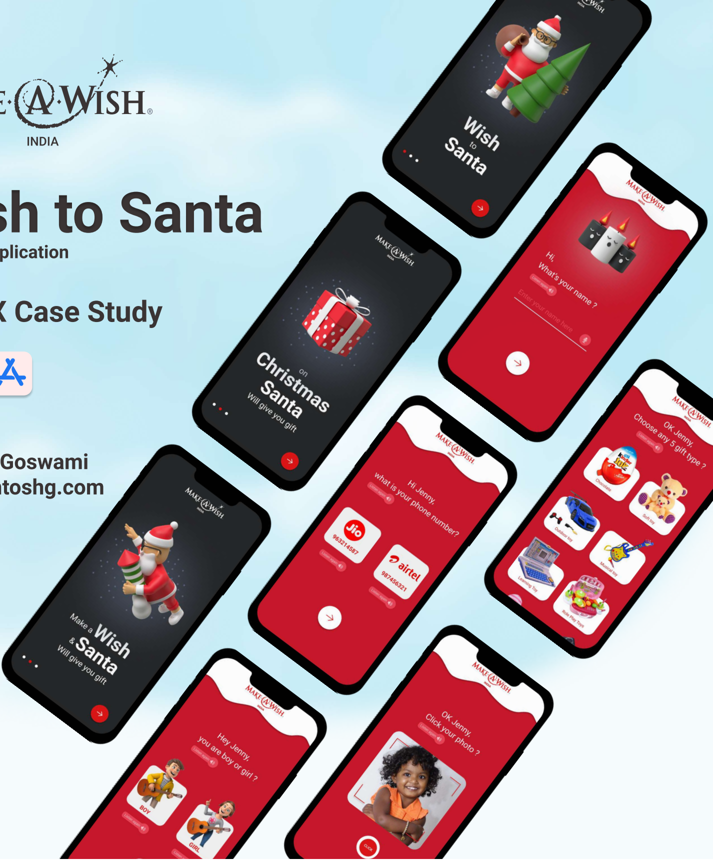
www.santoshg.com


Wish to Santa
MAKE-A-WISH INDIA
Christmas on Santa
Will give you gift
Make a Wish & Santa
Will give you gift
Hi, What's your name ?
Enter your name here
Hi Jenny, what is your phone number?
Jio 963214587
airtel 987456321
OK Jenny, Choose any 5 gift type ?
Chocolate
Soft toy
Outdoor toy
Musical toy
Learning Toy
Role Play Toys
Hey Jenny, you are boy or girl ?
BOY
GIRL
OK Jenny, Click your photo ?
CLICK

Wish to Santa

UI / UX Case Study Includes

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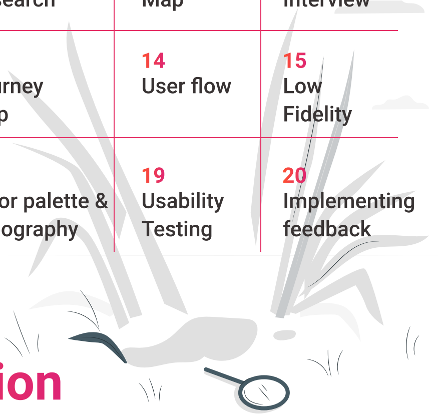
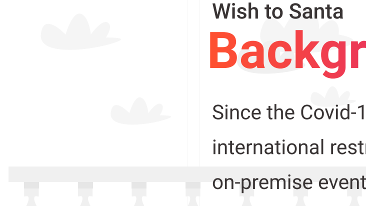


Wish to Santa

About Application

Make a wish India NGO present wish to Santa mobile application, where their NEO and some orphanage (who is registered with them) children can get the joy and feel of Christmas festival. This application asks a simple question to kids and understands their wishes (in a predictive analysis manager) that help to deliver the most useful gift to that particular child on Christmas night.



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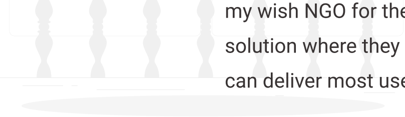
Background

Since the Covid-19 virus spread globally, and due to lockdown, international restrictions it is quite difficult to arrange the on-premise event. This same problem occurred with the make



my wish NGO for their Christmas event in India. , so they want a solution where they understand children gift needs and they can deliver most useful gift to kids and this application help them.

Wish to Santa

Tool Used

Figma

Miro

Zoom

Microsoft Word

Microsoft Excel

Wish to Santa

Problem Statement

Make a Wish India wants a platform that is easy to understand by children, especially the age group of 4-12 year, and where they can answer some question in a simple and playful manner so that they understand each child psychology and deliver the best gift to them on the occasion of Christmas.

Wish to Santa
Goal

Elementary and creative mobile applications, that will generate hunger for Christmas in a toddler's mind where they can effortlessly interact give the answer to a question.

Wish to Santa
Target Audience

4 to 12 Years Children

Wish to Santa
Design Process

Empathize
- User research
- User interview
- Empathy map
- Shadowing

Define
- Affinity Mapping
- Persona

Ideate
- Journey map
- User flow

Prototype
- Low fidelity
- Mid fidelity
- High fidelity

Test
- Usability testing

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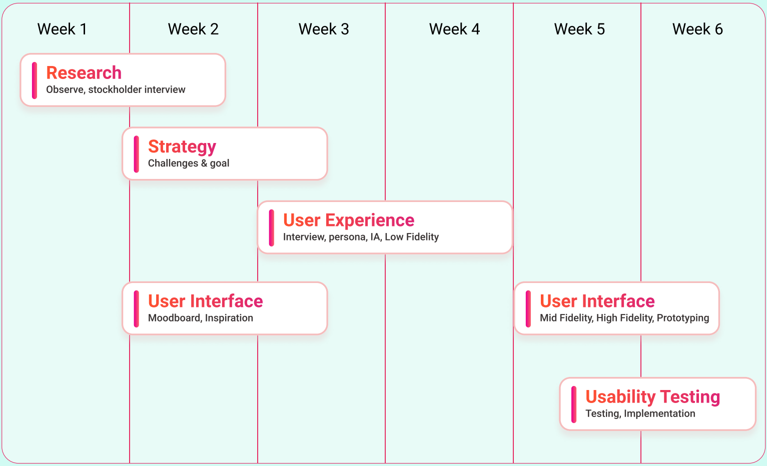
Timeline


Week 1
Week 2
Week 3
Week 4
Week 5
Week 6

Research
Observe, stockholder interview

Strategy
Challenges & goal

User Experience
Interview, persona, IA, Low Fidelity

User Interface
Moodboard, Inspiration

User Interface
Mid Fidelity, High Fidelity, Prototyping

Usability Testing
Testing, Implementation

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Design Strategy

Keeping the target audience in mind, the app design process was carried out. Connected with the users to understand their issue, task & environment while helping them create useful application.

Executive Intent

Extend the reach if the app by making it available nationwide.

Collaborate with Make my wish NGO & orphanage.

Target Audience

4 to 12 Years Children

General Task

Create environment for Christmas & ask in easy format

Track process of kid while using application

Technology Constraints

Cross Channels

Mobile apps - Both Android

Critical Success Factor

Internet, Smartphones,
Camera quality

& iOS platforms

Can also be connected to other devices like Laptop, Tablets etc

How easily kid can access this application any help

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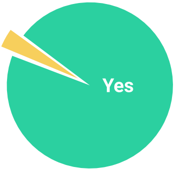
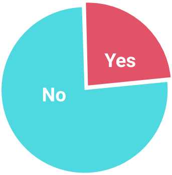
User Research

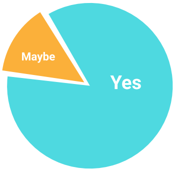
I Interviewed around 8 to 10 kids for qualitative research and surveyed 40+ kids & parents, teacher for quantitative research. This was done to understand their current experience with different mobile apps which they used.



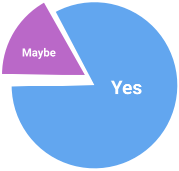
Love to watch a cartoon



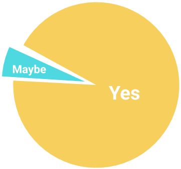
Reading a sentence



Click on icon to play



Use voice search



Love speaking application

Wish to Santa
Emphaty Map

Used Empathy maps to understand and prioritize use needs. It helped me get closer to what there people really think and feel about my app, aid in decision making and highlight any gaps in user data.

see

I love to watch cartoon and play tom and jerry game

Geet, 5

think & feel

I am not able to read the whole sentence

Dhruv, 5

see

I always find out icon to click on mobile screen

Diya, 5

hear

I hear that Santa give gift on Christmas

Anshu, 5

think & feel

I am not able to type the my name on mobile

Chiku, 5

say & do

If application speak with me then I enjoy a lot

Palak, 5

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User Interview

I have taken 8 to 10 interview from the targeted group of people and came to know some of their needs & pain points, below are the few questionnaires to know about the target user.

1. what is your name?
2. how old you are?
3. are a boy or a girl?
4. do you use mobile?
5. do you know Christmas?
6. do you know whose Santa clause?
7. which gift do you love?
8. Give a simple game to play?
9. open YouTube kid and ask to search for Doremon?

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Affinity Mapping

Did a brainstorming to generate idea & insights giving us a sense of where most people thinking is focused. Used an Affinity Diagram to gather opinions & issues and organized then into groupings based on their natural relationships.

Common Problems	Features	Expectation from the app
Laziness	Simple question	Easy to use
Lack of focus	Voice answering	Quick answer of question
Complicated language	Listen to a question	Understand purpose of app
Not confident with technology	View cartoon	appreciation
Doesn't like reading	Button with icon	

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Persona

Using the collected data from the targeted users, I created a user persona to understand their primary needs & challenges. This helped me to create unique design solutions for the benefit of the users

Jenny

Sex: Female

Age: 4.5 years

Location: Missionary of Charity, Jaipur

Grade: Junior KG

About

Jenny is a 4.5 year old girl who loves to watch cartoon and enjoys going to school with friends. She is curious and inquisitive child for her age.

Goal

Jenny loves to learn and wants to be able to show her friends that she has learned a new thing.

Frustrations

Complicated language in apps

not confident with technology

Doesn't like reading textbooks

UX Needs

- Visually pleasing
- Simple Language
- Colorful
- Motivating

Devices

- Samsung android phone
- Mentor’s phone

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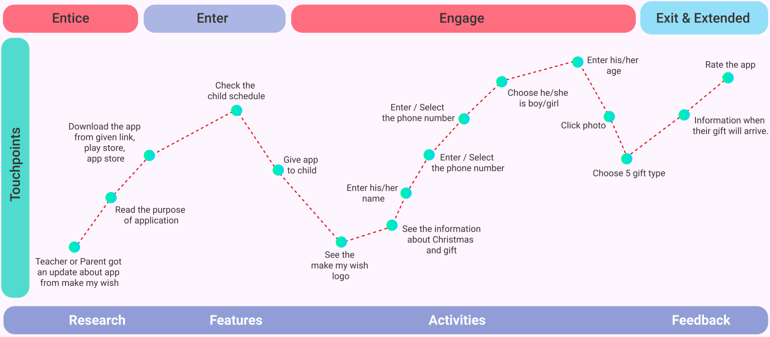
Journey Map

It is important to understand what typical interactions will look like to get and idea of the problem & customer motivations. Using this understanding, Visualized the journey with the help of user journey map.



Entice

Enter

Engage

Exit & Extended

Touchpoints

Teacher or Parent got an update about app from make my wish

Read the purpose of application

Download the app from given link, play store, app store

Check the child schedule

Give app to child

See the make my wish logo

See the information about Christmas and gift

Enter his/her name

Enter / Select the phone number

Enter / Select the phone number

Choose he/she is boy/girl

Enter his/her age

Click photo

Choose 5 gift type

Information when their gift will arrive.

Rate the app

Research

Features

Activities

Feedback

Delights	Understand the kids psychology	With Christmas theme provide the application feature Give the information how toddler will get the gift	Provide the basic information about his/her to get gift Choose the 5 gift category for predictive analysis	Earn the reward point by giving feedback

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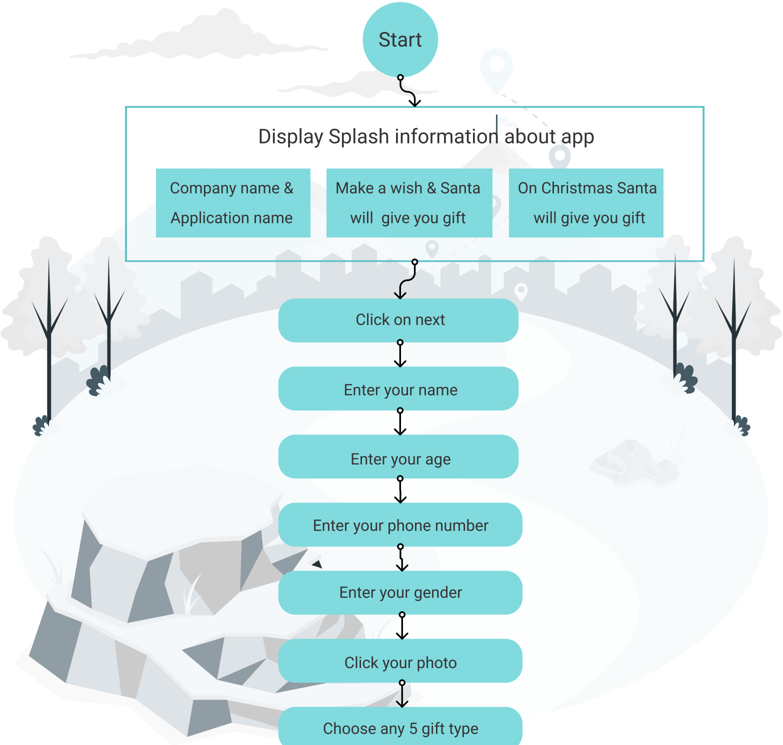
User Flow



Start

Display Splash information about app

Company name & Application name

Make a wish & Santa will give you gift

On Christmas Santa will give you gift

Click on next

Enter your name

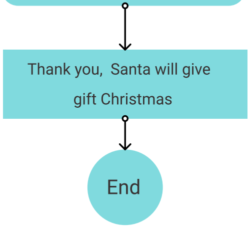
Enter your age

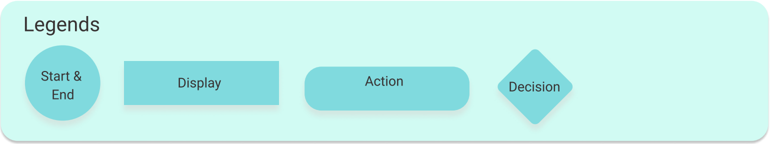
Enter your phone number

Enter your gender

Click your photo

Choose any 5 gift type


Thank you, Santa will give gift Christmas
End


Legends
Start & End
Display
Action
Decision

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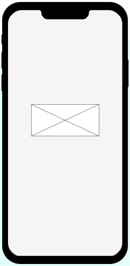
Low Fidelity

☑ Low fidelity prototypes are easier to build and cost less

☑ Easy to carry and demonstrate

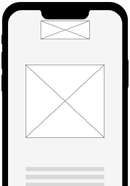
01



02

03

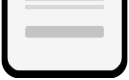
04



05

06

07

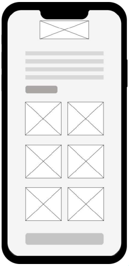


- ☑ Given feedback to focus on high-level concepts rather than details;
- ☑ Easy to iterate
- ☑ Stakeholders recognize that the work isn’t finished yet

08

09

10



11

- ☑ We can make design changes more easily during the test.
- ☑ It focuses on fully finished aesthetics

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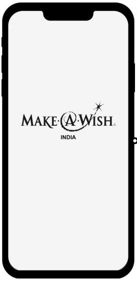
Mid Fidelity

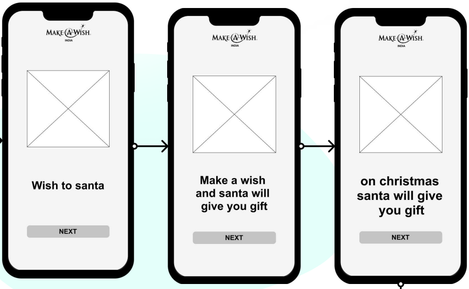
- ☑ Mid Fidelity explain the preliminary screen journey before getting to finalization
- ☑ IT focus on design and concepts
- ☑ Mid Fidelity explain the preliminary screen journey before getting to finalization

MAKE A WISH INDIA
Jenny, Santa will give gift christmas
HOME

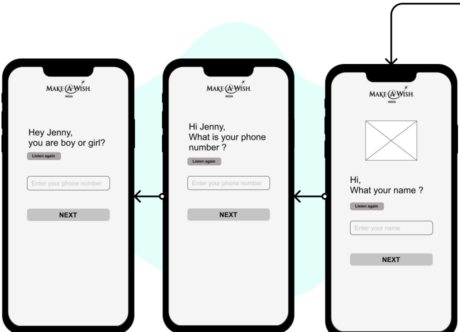

MAKE A WISH INDIA

Splash logo screen

Started from splash logo screen, then user navigate through feature screen


MAKE A WISH INDIA
Wish to santa
NEXT
MAKE A WISH INDIA
Make a wish and santa will give you gift
NEXT
MAKE A WISH INDIA
on christmas santa will give you gift
NEXT

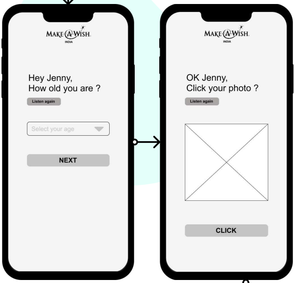
Features screen


MAKE A WISH INDIA
Hi, What your name ?
Listen again
Enter your name
NEXT
MAKE A WISH INDIA
Hi Jenny, What is your phone number ?
Listen again
Enter your phone number
NEXT
MAKE A WISH INDIA
Hey Jenny, you are boy or girl?
Listen again
Enter your phone number
NEXT

From features screen user will open Questionnaires screen and here they will provide answer of some basic question in a interactive manner

Questionnaires screen

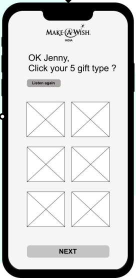
After the Questionnaires screen you will click their beautiful picture


MAKE-A-WISH INDIA
Listen again
Select your age
NEXT
MAKE-A-WISH INDIA
Listen again
CLICK

Hey Jenny,
How old you are ?

OK Jenny,
Click your photo ?

Questionnaires screen

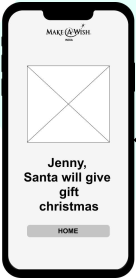

MAKE-A-WISH INDIA
Listen again
NEXT

OK Jenny,
Click your 5 gift type ?

Predictive analysis screen

This Predictive analysis screen is used to detect the nature and behavior of end user. Depend upon user choice AI will detect the best useful gift for them.

On final screen, user get message when their gift will arrive.


MAKE-A-WISH INDIA
HOME

Jenny,
Santa will give gift christmas

Wish to Santa

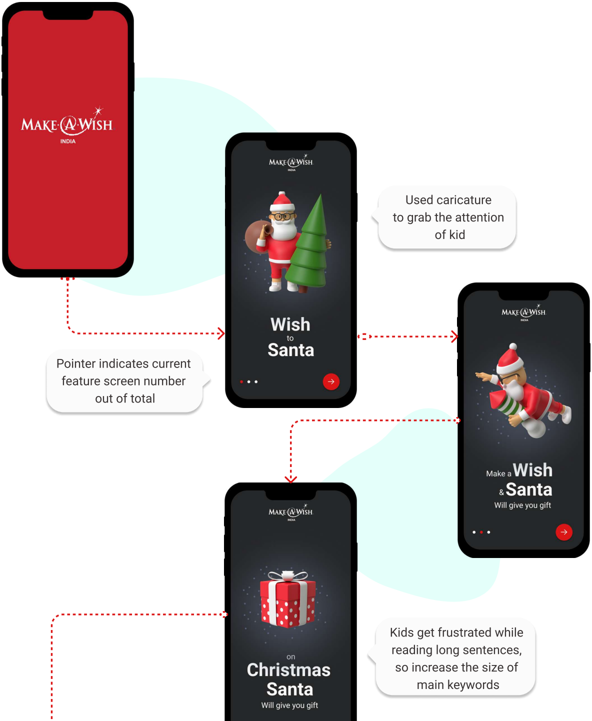
High Fidelity

- ☑ High-fidelity prototypes often look like “live” software to users

MAKE-A-WISH INDIA

- ☑ Prototypes with high-fidelity interactivity have realistic (faster) system response during the test.
- ☑ Interactive-prototype testing is less likely to be affected by human error

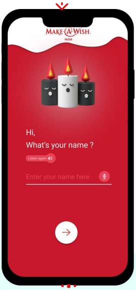
Wish
to
Santa


MAKE-A-WISH
INDIA
MAKE-A-WISH
INDIA
Wish
to
Santa
MAKE-A-WISH
INDIA
Make a Wish
& Santa
Will give you gift
MAKE-A-WISH
INDIA
on
Christmas
Santa
Will give you gift

Used caricature to grab the attention of kid

Pointer indicates current feature screen number out of total

Kids get frustrated while reading long sentences, so increase the size of main keywords

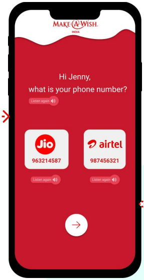

MAKE-A-WISH INDIA

Hi,
What's your name ?

Listen again
Enter your name here

Button to listen question again with some interesting shape that early understand by kid

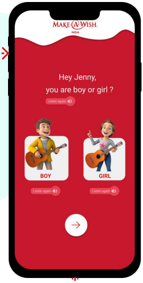
Toddler can give the answer of question with voice


MAKE-A-WISH INDIA

Hi Jenny,
what is your phone number?

Listen again
Jio
963214587
airtel
987456321
Listen again
Listen again

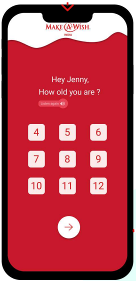
Kids have more focus on character & that thing is used here to give the answer


MAKE-A-WISH INDIA

Hey Jenny,
you are boy or girl ?

Listen again
BOY
GIRL
Listen again
Listen again

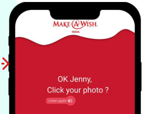
Easily understandable button to navigate between screen


MAKE-A-WISH INDIA

Hey Jenny,
How old you are ?

Listen again
4
5
6
7
8
9
10
11
12

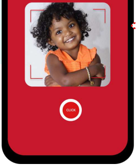
Used visually pleasing method to get a answer

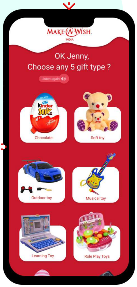

MAKE-A-WISH INDIA

OK Jenny,
Click your photo ?

Listen again

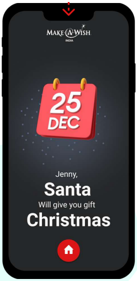
Interactive and easily understand question




MAKE A WISH
INDIA
Listen again
Chocolate
Soft toy
Outdoor toy
Musical toy
Learning Toy
Role Play Toys

OK Jenny,
Choose any 5 gift type ?

Simple but interesting method to grab the multiple answer from child


MAKE A WISH
INDIA
25
DEC

Jenny,
Santa
Will give you gift
Christmas

Highlight the date and festival name where kid get gift

Used Bold and crystal clear font, which is easily understandable by child

Wish to Santa

Color Palette

#C8182B

#28292C

#FFFFFF

Wish to Santa

Typography

Aa
Roboto Bold

Aa
Robot Medium

Aa
Roboto Regular

Aa
Roboto Thin

Wish to Santa

Usability Testing

After the visual design was completed I test the prototype with 7 representative users to see how user-friendly the application is.

The test was conducted over a video call as well as on-premise where the participants were given the following task, while I observed how they navigated through the application.

ONLINE TEST
A
B
C
D
?

- ☑ Navigate between the application
- ☑ Give the answer of question as quick as possible
- ☑ Choose 5 gift type for predictive analysis

The participants were easily navigated throght the app easily. The appreciated the interface and gave the following inputs.

Suggestion to make the experience better

- after how many days I will receive the gift

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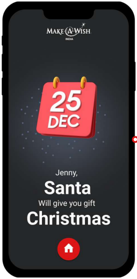
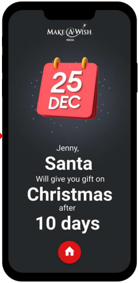
Implementing Feedback

The suggestion from usability testing were considered and the following changes were made


MAKE A WISH
INDIA
25
DEC

Jenny,
Santa
Will give you gift
Christmas

Changes to


MAKE A WISH
INDIA
25
DEC

Jenny,
Santa
Will give you gift on
Christmas
after
10 days

Added the reaming day counter so that kid can understand after how many days they receive gift

Thank you for your time

Design by

Santosh Goswami (www.santoshg.com)

Feel free to leave a comment, would love to know your feedback!