Audience:

I feel that the majority of people that would use this application would be of any age and gender although the majority would be probably above 18 years of age. Those that have many people to make gift choices for or those who have a harder time choosing the right gift would be more inclined to use this app. In it’s current state the users would find the interface to be confusing after a few minutes and would be unlikely to continue use. The App's purpose is to find a gift that is fit for the size or preference of a profile but bugs in the design prevent users from access to that information.

Problems in the design:

The site only links to the app and the app requires an account to be linked or made to even allow the user access. So access to the gift guide is very limited. The initial menu at first doesn't easily convey what the application needs from the user in order for a gift to be recommended. After making a profile, the sizes would not save and required to be entered in again. The tailored gifts screen while in a profile would not show any gift recommendations but the same screen would work after being accessed from the main menu. While the tailored gifts search screen right from the main menu does provide some guidance via drop down menus isn't the case for all menus. Those that didn't have any options to select would be text boxes rather than drop down menus and would require the user to enter in information such as the brand or the store it is to be bought from. After the search screen, the screen that would show
the gifts has a bar on the bottom which doesn't respond to user interaction. Overall the layout and navigation, while it does have a good visual design, needs to be reworked for usability.

**Improvements:**

1. More and easier access to information. To allow more functionality, the app requires users to log into Facebook or Google. This is restricting to some users who may not have an account for those sites or are unwilling to let go of some of their privacy. Also, the search section of the app only works in certain cases and if a user finds that they are in a situation in which case it doesn't work then they may feel lost.

2. Get rid of distractions. Within the app are sections that seem to serve no purpose or may get in the way of efficient user interaction. Streamlining these interactions allow the user to focus on the direction they need to go.