User Audience:
The user audience would likely be adult males and females between the ages of 18 and 35. In their stage of life, they are at the point where they are beginning to really put thought into the types of gifts that they are giving to friends and families for birthdays, holidays, significant life changes like marriage or children, anniversaries or other milestones. This group of people have probably just started careers and are willing to purchase higher-priced items that are more meaningful to their gift receivers. The language that is used on the current site is appropriate. It’s fun and edgy, but still points out the main goal of the app: to help users define what their gift receivers will really want. These users are likely to search terms such as “gifts for boyfriend” or “gifts for bridesmaids” and will prospectively be looking for quick links to such categories. This group of people has a higher percentage of having a college degree (or in the process of obtaining one), and therefore, will be able to understand a more extensive vocabulary. However, they may not be well-versed in the particular subject of shopping or invested in the particular items that are highlighted throughout the site, so they may need additional explanation as to what each product does and why it might be important to the receiver.

User Research Methods:
The Persona method would be useful because it will help visualize a fictional person rather than just generalize about your user audience. By using the Persona method, you can find out the problems or perks of the app and its website because it forces you into a hypothetical user mode. It will also force you to dive deeper into your users’ needs. Conducting Surveys will also allow you to get concrete evidence about your users interests and needs. Additionally, interviewing a subject matter expert who has worked on similar apps would help in learning what works across the board and what doesn’t.

First, I would create a persona that I could utilize to conceptualize how users would perform tasks on the app’s website. I would do research to find out what kind of people exist within the User Audience and I would share this persona with my design team so that they could understand as well and compare their findings to this persona. I would additionally conduct a survey that included questions regarding patterns in how people in the user audience shop for gifts. I would also ask questions about their preferences in receiving gifts and the types of products they would like to receive. As far as the Subject Matter Expert, I would ask this person what types of methods they use to create a successful e-commerce app.

Outline:
1. Do research on user audience to find out what color scheme, graphics, and language appeals to them.
1. Create less-cartoony graphics and find a color scheme that better suits the audience (perhaps a bit less saturated and with fewer colors)
2. Create a “slider” that rotates the images presented in the second section of the website titled “Version 1.5”
3. Create a section of the website to link to the comments section in the App Store.