**User Audience**
The primary audience for the Ultimate Gift Guide app is Women, aged 18 to 50. Most will have at least some college education, and they will live in middle to upper income households. Most users will be primary English speakers, so the app will use American English to guide spelling and grammar.

**User Research Methods**
The most useful user research methods for this redesign would be Personas and User Observation. Personas ask us to imagine potential users, and what they might want out of the interface and how they would be likely to go about it. Their primary role is in getting an initial, usable design created. After that, moving to User Observation is needed. In that phase, we get users, the majority of whom match the target demographic, and ask them to perform common or core feature tasks under observation so we can see where they have trouble and which tasks take too long.

**Implementation**

**Persona Design**
To ensure we meet the needs of the diverse target demographic, we need to design a few different personas. These personas should cover a range of ages, education levels, and familiarity with the technology. We'll need at least 3 to cover the range.

We'll create a 19-year-old college student with plenty of experience with apps and smart phones. She'll be using the app to help her buy gifts for friends and a few adult family members.

Next will be a 33-year-old professional with a graduate degree. She'll have moderate experience with smart phones and apps, mostly using them for work. She'll be using the app to help her shop for gifts for adult friends, and the children of friends.

Finally, we'll create a 50-year-old housewife and part-time worker. She'll have limited experience with smart phones and apps, having received one as a gift. She'll be using the app to help her buy gifts for her children and grandchildren.

**User Observation**
After building a working prototype of the design guided by the personas we created, we need to put it in front of users and get their feedback. We should try to recruit at least 10 testers, at least 7 of whom fall into the core target demographic. Hopefully, we'll get users with a variety of ages, technological familiarity, and education levels to each try to execute the same set of common users tasks. The set of tasks should be uniform, and the users should be interviewed before, during, and after their attempts to use the app.
Website Re-design Outline

1. Major Factors
   a. Core Features
   b. Clarity of Design
   c. Clarity of Navigation
   d. Core demographic’s design expectations/sensebility

2. Design Process
   a. Sketch multiple concepts
   b. review and refine
   c. build functional prototype
   d. test and refine prototype

3. Content Categories
   a. App’s name and purpose
   b. Description of features and benefits, including screenshots
   c. Links to download app and get started