Sincerely,

Social Expressions for the 21st Century
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Social Expressions for the 21st Century
First: A history lesson.
England, 1840
POST OFFICE REGULATIONS.

On and after the 10th January, a Letter not exceeding half an ounce in weight, may be sent from any part of the United Kingdom, to any other part, for One Penny, if paid when posted, or for Two Pence if paid when delivered.

THE SCALE OF RATES.
If paid when posted, is as follows, for all Letters, whether sent by the General or by any Local Post,

Not exceeding ½ Ounce ................. One Penny.
Exceeding ½ Ounce, but not exceeding 1 Ounce Two pence.
Ditto 1 Ounce ................ 2 Ounces Fourpence.
Ditto 2 Ounces ................. 3 Ounces Sixpence.

and so on; an additional Two-pence for every additional Ounce.
With but few exceptions, the Weight is limited to Sixteen Ounces.

If not paid when posted, double the above Rates are charged on Inland Letters.

COLONIAL LETTERS.
If sent by Packet Twelve Times, if by Private Ship Eight Times, the above Rates.
Sir Henry Cole
First Christmas card, 1843
Modern Day
7 billion cards a year
Current offerings

Photo kiosks
Current offerings

Photo kiosks

Online fulfillment
Current offerings

Photo kiosks

Online fulfillment

Home printing
Demographics
We want to explore traditional gift-giving and card-sending customs of people in their 20s and distill the nature of their social interactions in order to modernize the card-giving experience for a 21st century audience.
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What’s been studied?

Literature Review
Being Social

Cost and reward create mutual relationship

Greeting cards a part of social networks
Being Social

Cost and reward create mutual relationship

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Being Social

Cost and reward create mutual relationship

Greeting cards a part of social networks
Card-giving and Sentiment

Create sentiment through text

Personalization

Industry emphasis on ‘sendability’
Card-giving and Sentiment

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Card-giving and Sentiment

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Personalization

Industry emphasis on ‘sendability’
Technology

“Virtual possessions”

New haptic and visual inventions
Status Quo

“Hallmark Holidays”

Commercialized and insincere
Who’s out there?

Competitive Analysis
Competitive Analysis
Competitive Analysis
Competitive Analysis
Competitive Analysis
In the field:
User Research
160
ONLINE SURVEYS

7
SEMI-STRUCTURED INTERVIEWS

14
CONTEXTUAL INQUIRIES

17
GUERRILLA INTERVIEWS
American Senders
Prefer to communicate digitally compared to international senders

Celebrate random occasions

Buy more gifts for holidays
Prefer to communicate digitally compared to international senders

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Celebrate random occasions

Buy more gifts for holidays
Survey Takeaways
People felt connected

Americans celebrate random occasions

Americans buy more gifts
People felt connected

Americans celebrate random occasions

Americans buy more gifts
People felt connected

Americans celebrate random occasions

Americans buy more gifts
People felt connected

Americans celebrate random occasions

Americans buy more gifts
160 Online Surveys

7 Semi-Structured Interviews

14 Contextual Inquiries

17 Guerrilla Interviews
Relationship Mapping

![Image of a relationship mapping diagram](image-url)
Semi-Structured Interviews

Ilyas
Semi-Structured Interviews

Ilyas

Erica
Semi-Structured Interviews

Ilyas  Erica  Veronica
160 ONLINE SURVEYS
7 SEMI-STRUCTURED INTERVIEWS
14 CONTEXTUAL INQUIRIES
17 GUERRILLA INTERVIEWS
Senders
Receivers
Shopkeepers
160 ONLINE SURVEYS
7 SEMI-STRUCTURED INTERVIEWS
14 CONTEXTUAL INQUIRIES
17 GUERRILLA INTERVIEWS
Guerilla Research
Participant Profiles
The Card Lover
The Long-Distance Sender
The Sentimentalist
The Crafter*
The Digital Sender*
The Comedian*
The Pragmatist
The Social Butterfly
Let’s Meet Them!

Digital sender
Let’s Meet Them!

Digital sender

Crafter
Let’s Meet Them!

- Digital sender
- Crafter
- Comedian
Let’s Meet Them!

Digital sender

Crafter

Comedian
Synthesis
Flow Model
Consolidated Sequence Model for Selection of a Card

Trigger: to send a card casually or for a specific occasion

Intent: convey an emotion or message by sending a card (handmade or store-purchased)

Decide type of card

find a picture for the card

Is picture attractive?

Yes

Select or write a message for the card

Does message convey emotion?

Yes

Buy card and send

No

i) There is a need for picture resources while handmaking card.

ii) Not all store based cards have appropriate and attractive pictures

i) difficult to “write”

ii) store-purchased cards have too cheesy or impersonal message

Sequence Model
Cultural Model
Affinity Diagram
What’s the value?
Insights
Emotional Distance
The Card as a Medium
Relationship and Response
Emotional Attention
But first...
A quick story.
Emotional Distance
We are so connected digitally.
Bridging physical distance

Cards used to help connect people far away

Digital world solves this problem
“The actual gifts themselves don’t matter, but the act of gifting does.”

Ilyas
But are we emotionally connected?
But are we emotionally connected?
First Valentine
Tradition vs. Emotion
Tradition vs. Emotion

20th century cards as tradition
Tradition vs. Emotion

20th century cards as tradition

20-year olds send emotion
Just wanted to say...

I think of you so much,
I tend to run into stuff.
“I sent him a ‘Congratulations on your Baby’ card. It’s funny cause it’s inappropriate.”

Kate
“I was very pleased. It just felt like a homerun!”

Kirby
Emotional distance is the strength of your emotional connection in a relationship and is not necessarily affected by geography.
The Card as a Medium
“Maybe I’m old-fashioned, but I like to have something to hold in my hand.”

Guerilla Research
“It makes my day! They’re fantastic! Cause it’s not a bill!”

Kirby
“Image and color matter most.”
“I want a certain saying for the person.”

Jean
“The printed text is not something that comes from my heart.”

Mila
E-card benefits

More convenient than physical options

Cheap, sometimes free

Reference popular culture
E-card benefits

More convenient than physical options

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Reference popular culture
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Reference popular culture
E-card benefits

More convenient than physical options

Cheap, sometimes free

Reference popular culture
Happy Valentine's Day to someone who raised me, loved me unconditionally, and made me almost capable of having a functional relationship.

Typical humorous e-card
“E-cards look pretty artificial. I don’t like them personally.”

Ilyas
Cards create memory
“The perfume is an extension of childhood, so it felt like home.”

Erica
“Alright...next is a card... OH MY GOSH, there’s three dogs around a campfire!”

Amy
“We go camping with them a lot, and also they know that I love dogs. So this is actually a very personalized and meaningful card!”

Amy
“There’s a small piece of that person on the page.”

Veronica
The medium of the card is the form in which you convey your emotion.
“It’s more heartfelt because you’re thinking about the person the entire time you make it.”

Adrienne
Because embarrassing him on Twitter wasn’t enough... These came with an adorable card, pink sparkles, and a delicious dinner. Nice work :) — with Joe.

6 people like this.

Did you expect anything less from Joe? hahahahaha
February 14 at 11:26pm · Like · 3

I wish I could like this 10 more times
February 14 at 11:27pm · Like
Because embarrassing him on Twitter wasn't enough.... These came with an adorable card, pink sparkles, and a delicious dinner. Nice work :) — with Joe.

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<td>13</td>
<td><strong>Mother’s Day (C, US)</strong></td>
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Relationship and response are how you move the relationship to the next level.
Emotional Attention
“In an information-rich world, the scarce resource is attention.”

Herbert Simon, 1969
103 friends posted on John's timeline on his birthday.

Lauren Pierce
Happy Birthday boss!!! Hope you have an awesome one!

Jason Horowitz
Happy bday man, have a good one

Tony Scanlon
happy birthday jon!!

Rishabh Patel
happy birthday!

Gloria Oglesby
HAPPY DAY John!!

Jenna Shieh
happy birthday john!!

97 more

Like · Comment
John's timeline on his birthday.

Hope you have an awesome one!

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Happy Birthday John, have a good one

Tony Scanlon
happy birthday jon!!

Rishabh Patel
happy birthday!

Gloria Oglesby
HAPPY DAY John!!

Jenna Shieh
happy birthday john!!

97 more

Like · Comment
Everyone Else:

Facebook
Wall  Info  Photos

Chad S
Happy birthday!!! I care about you so much that I took 2.6 seconds out of my day to post this on your wall!

Christina D
We’re so estranged from one another that you might as well be dead, but thanks to Facebook reminders I can still wish you a happy birthday! Yay for insincerity!! :)

Jim B
Happy birthday John, er Cindy, er ... wait, who are you again?

ME:

Giving you an actual birthday card because I think you’re fantastic.
(Plus it comes with a picture of a belching kitty.)

Happy Birth-
*BRAAAAAAAAAP BLERCH*
DAY!
EVERYONE ELSE:

Facebook

Wall  Info  Photos

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(Plus it comes with a picture of a belching kitty.)

HAPPY BIRTH-
+ BRRRRRRRRRRR LERCH*
DAY!
Step 1: Make something.
新 年 快 乐
2011
兔 年
Step 2: Remember common experiences.
Step 3: Don’t be afraid to be funny. Use humor.
A mother’s love is understanding, patient, kind, and undemanding. Quick to give encouragement and thoughtful words of praise...

A mother’s love is warm and gentle, generous and sentimental...

A mother’s love is precious in so many special ways.
Emotional attention is influenced by your current relationship and affects how you want to stand out to an individual.
What’s next?
Visioning
Expressive Messages
Expressive Messages
Expressive Messages
Expressive Messages
Expressive Messages
Expressive Messages
Expressive Messages
Expressive Messages
Augmenting the Experience
Augmenting the Experience
Augmenting the Experience
Augmenting the Experience
Augmenting the Experience
Augmenting the Experience
Augmenting the Experience
Augmenting the Experience
Paired Objects
Paired Objects
Paired Objects
Paired Objects
Paired Objects
Paired Objects
Paired Objects
Current offerings

Expressive Messages

Augmenting the Experience

Paired Objects
Visioning
<table>
<thead>
<tr>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
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