



Doraky

Always know which gift is best for your family and friends.

Scope and Focus

“Doraky” is an iOS app for all those, who have trouble finding the right gift for their beloved ones.

Project Background

Finding the right gift for our friends and family is sometimes a difficult endeavor. Either we are afraid the idea we had would not suit the one receiving our gift, or we do not have an idea at all. Enter “Doraky”. Doraky would suggest the best gifts according to different custom parameters (e.g. age, gender, hobbies) or by connecting with Facebook and scanning the friend’s or family member’s profile. The app would also remind the user when the saved friends and family members have their birthdays or when e.g. it is soon going to be Christmas or Valentine’s Day. Doraky would also suggest where the user can buy online the gifts it suggests.

High-Level Design Goals and Objectives

These are the high level goals and objectives:

- Create a new branding for “Doraky”;
- Create an app for iOS.

Key Features

- Suggest various gifts for the user’s beloved ones;
- Show the user where they can buy the gift online;
- Profile for the user’s beloved ones;
- Connection with Facebook;
- Remind the user when there will soon be an occasion for giving a gift.

Brand Message

- Trustworthy;
- Cheerful;
- Helpful;
- Proactive.