

Reading App

Lauren Parker

Ideas for the app...

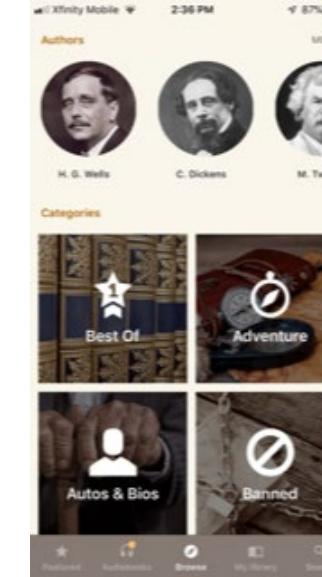
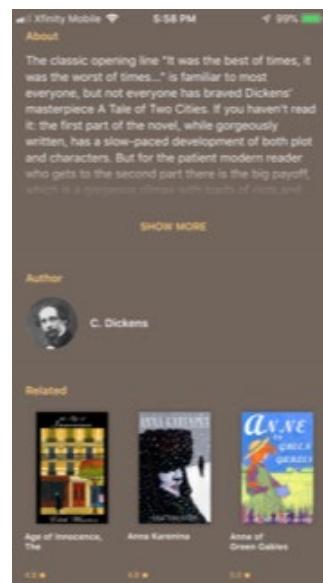
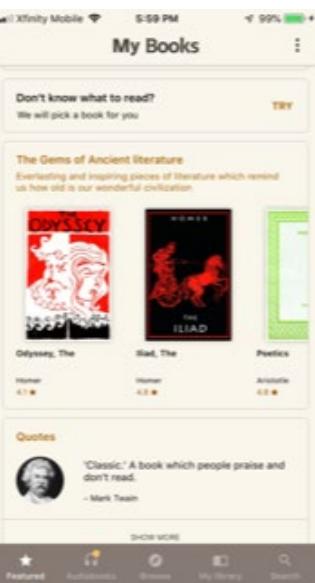
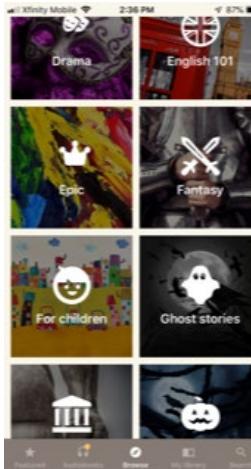
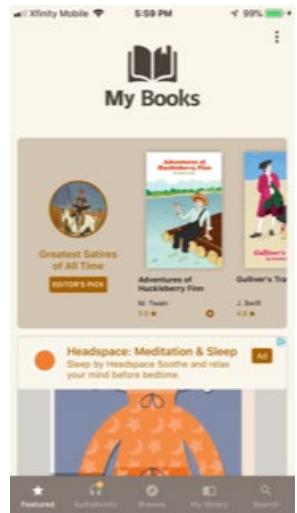
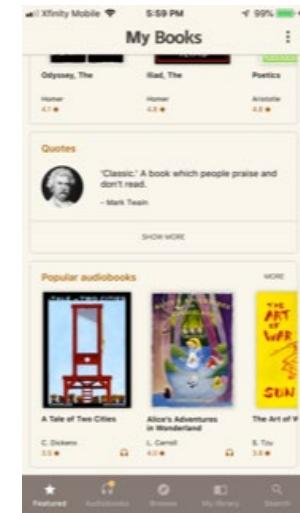
- food/specific diets (vegan, vegetarian, etc.)
- books (reading suggestions based off of your preferences)
- interior decorating (easily find items you are looking for to decorate your home and can specify the style you are looking for)
- braiding hairstyles

People make a profile to answer what their preferences are and what they like/ are looking for. After they complete their profile, they get suggestions /results. Retailers that have the materials the person needs will also be provided. User will also have the ability to share the end results or product on social media.

Competitor 1



My books app



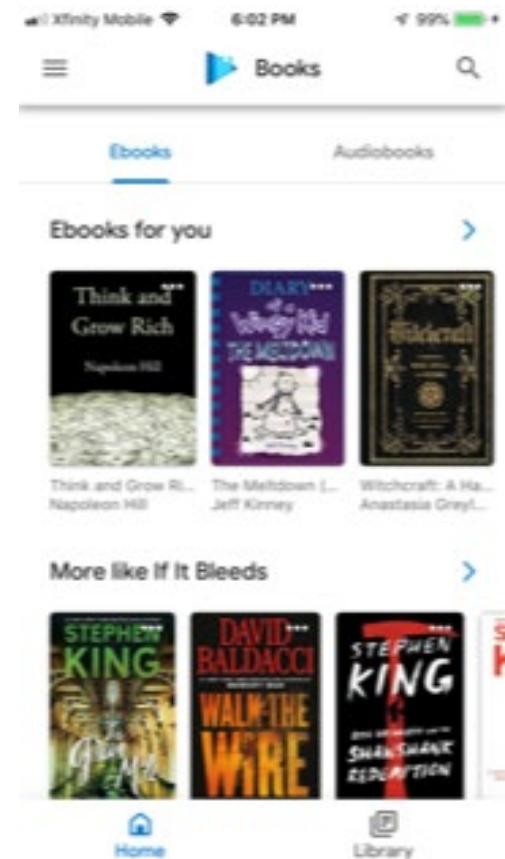
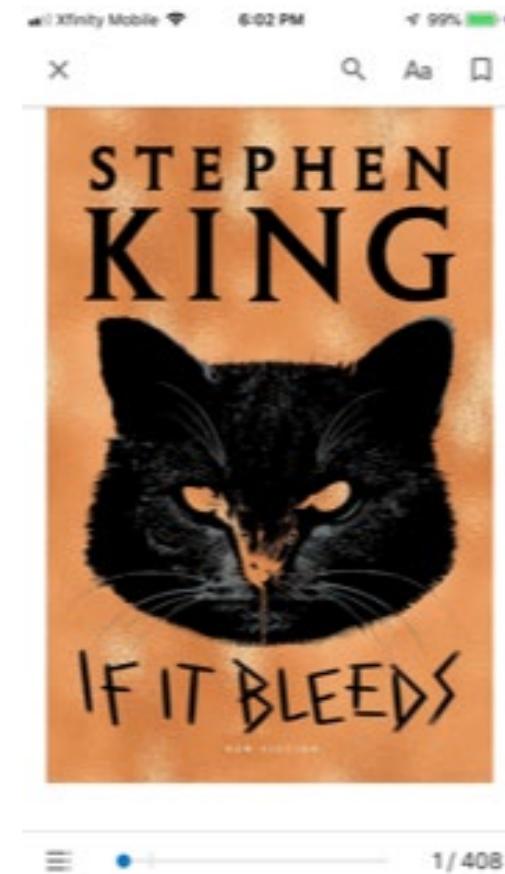
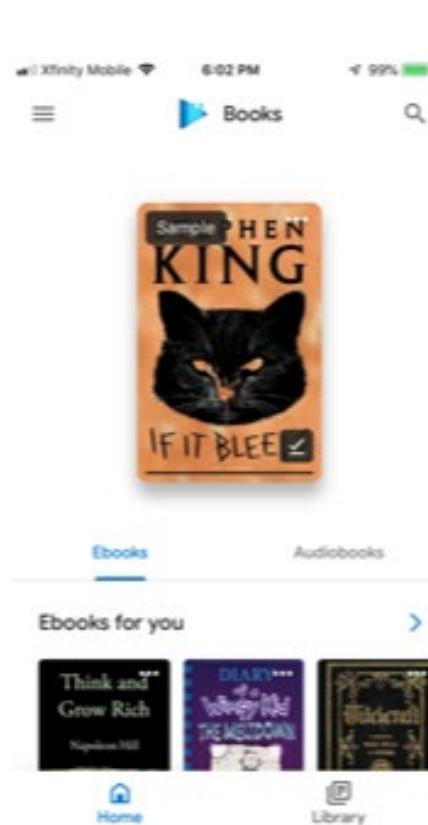
There aren't really any negatives about this app, has a good amount of pages and content. Is easy to navigate.

Competitor 2



Playbooks app

Simple reading app, good selection of books but there isn't much a user can do. There is only two pages

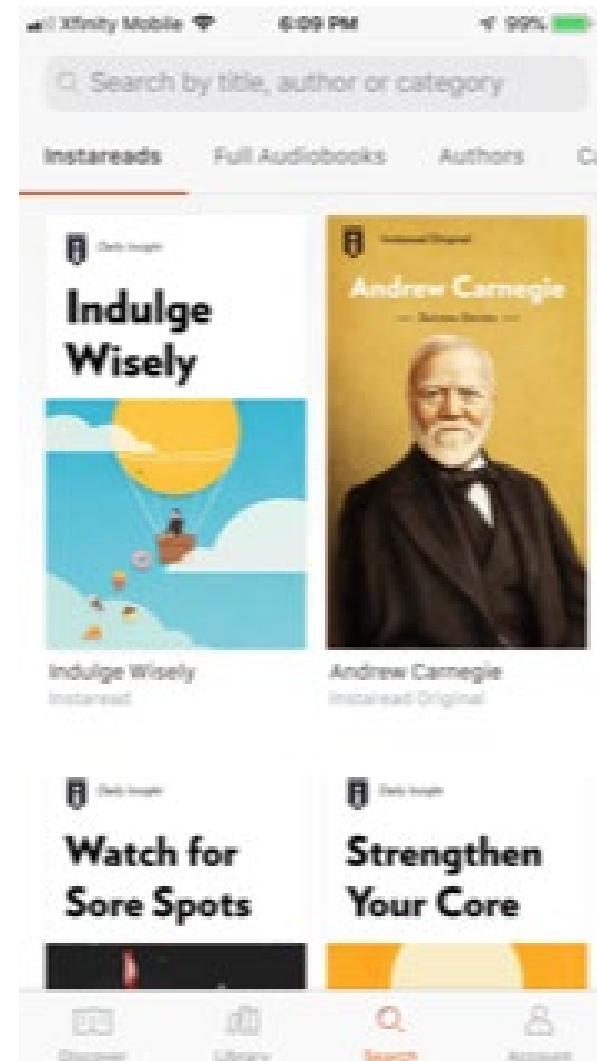
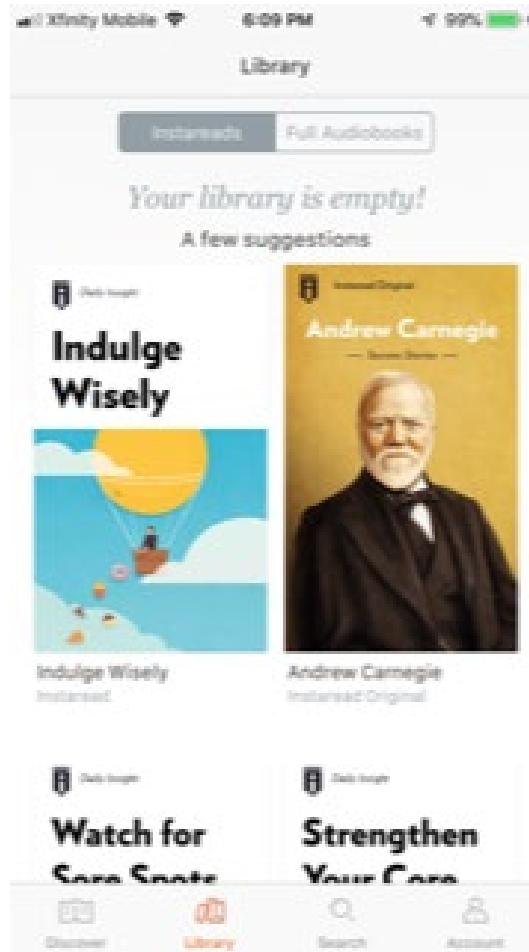
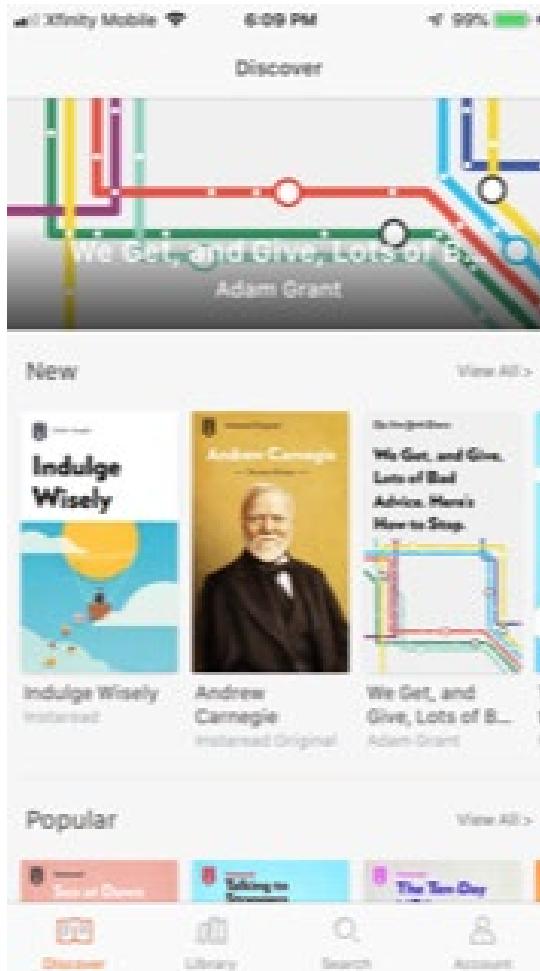


Competitor 3



Instaread app

Simple design and I like the color palette.
Content is organized well but the pages
don't look different from one another
when you click on each page. Felt like I
was still on the same page



What my app will provide

Be able to read and find any book the user wants. The user will have the ability to download, listen to, or buy audiobooks, ebooks, and hardback books.

Features

- Join or start a virtual book club
- Make a profile that describes the user as a reader. The recommended page will have books based on the answers provided in the profile/can be tailored to the user's liking. User has the ability to edit these answers later
- View library which will include the user's downloads, audiobooks and books purchased
- Can order books through the app
- Search for books

Personas

ROMAN'S PERSONA TEMPLATE

 PICTURE & NAME	 DETAILS	 GOAL
<p>What does the persona look like? What is its name? Choose a realistic and believable picture and name.</p> <div style="text-align: center;">  April </div> <div style="text-align: center;">  Rafael </div> <div style="text-align: center;"> Henry </div>	<p>What are the persona's relevant characteristics and behaviours? For instance, demographics, such as age, gender, occupation, and income; psychographics, including lifestyle, social class, and personality; and behavioural attributes like usage patterns, attitudes, and brand loyalty. Only list relevant details.</p> <ul style="list-style-type: none"> • Mom of two • 39 years old • Art director at a design agency. • 29 years old • Works at a tech company • Works on his laptop most of the time, but likes to switch it up and use his tablet for games and reading. • manager at human resource company • Outgoing and good at time management • 44 years old 	<p>What problem does the persona want to solve or which benefit does the character seek? Why would the persona want to use or buy the product?</p> <ul style="list-style-type: none"> • Along with liking ebooks, she sometimes likes the feeling of holding a physical book. Would like the ability to have a choice of purchasing one. • Her favorite author is mark twain, wants to be able to search for books that are by him • Rafael finds one of his favorite books on the app, before downloading, would like to see a description of it. • Likes mostly to read ebooks, would like the ability to just search for ebooks • Wants the ability to delete books off of his library efficiently. • After searching for a book, henry wants the ability to find his recent searches.

ROMAN'S PERSONA TEMPLATE

 PICTURE & NAME	 DETAILS	 GOAL
<p>What does the persona look like? What is its name? Choose a realistic and believable picture and name.</p> <div style="text-align: center;">  <p>Megan</p> </div>	<p>What are the persona's relevant characteristics and behaviours? For instance, demographics, such as age, gender, occupation, and income; psychographics, including lifestyle, social class, and personality; and behavioural attributes like usage patterns, attitudes, and brand loyalty. Only list relevant details.</p> <ul style="list-style-type: none"> • Art Education Major • 19 years old, commutes to school everyday • Avid reader, likes to write when not focusing on class. 	<p>What problem does the persona want to solve or which benefit does the character seek? Why would the persona want to use or buy the product?</p> <ul style="list-style-type: none"> • Is a big fan of horror and fantasy books, wants a page that will give recommendations for books under these genres. • after downloading a lot of audiobooks, megan would like a way to organize her downloads.
<div style="text-align: center;">  <p>Gabrielle</p> </div>	<ul style="list-style-type: none"> • 32 years old • Sales representative • Loves to socialize and hang out with family and friends 	<div style="display: flex; align-items: center;"> <div style="flex-grow: 1;"> <p>likes to attend book clubs in her spare time, but due to recent circumstances, cannot be around a lot of people. Would like the ability to have book club virtually.</p> <p>Before downloading or purchasing a book, Gabrielle wants the ability to see the rating.</p> </div> <div style="margin-left: 20px;">  </div> </div>

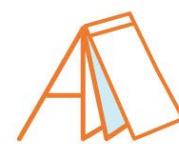
Site Map



Logo Process

Possible names for book app

1. Bookworm
2. Zeal
3. **Avid**
4. Digiread
5. Bookmark
6. Readnow
7. Novelty
8. Bookhub
9. Series
10. acclaim



AVID

AV

Font: PENELOPE ANN



Avid: Reading & Audiobooks



Avid: Reading & Audiobooks



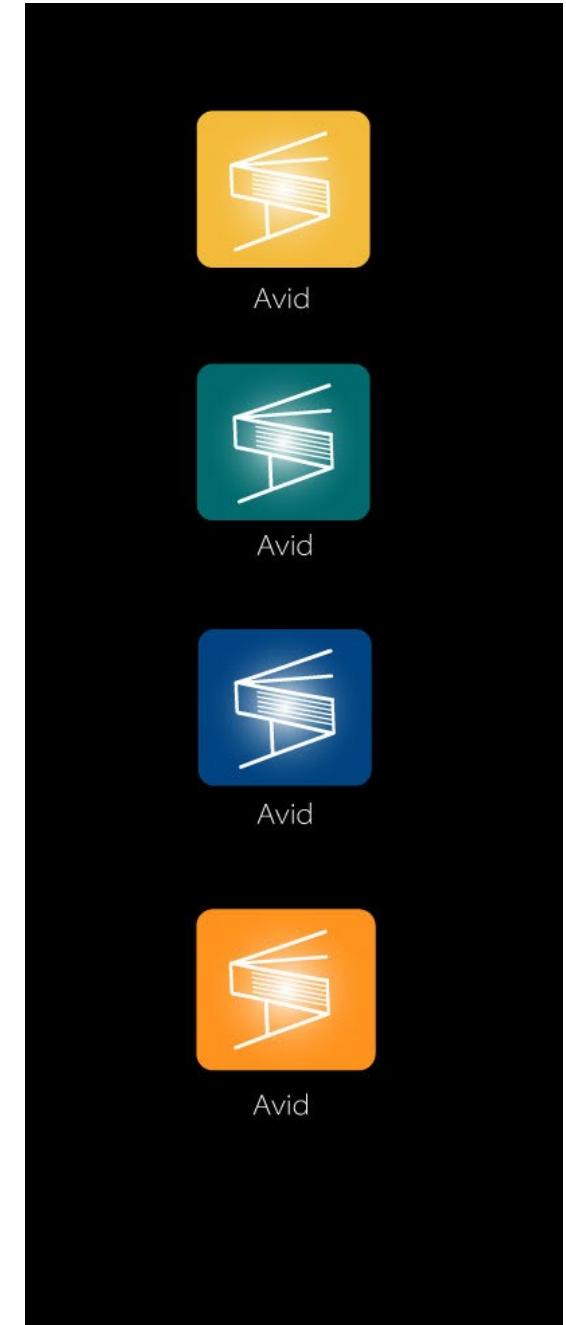
Avid: Reading & Audiobooks

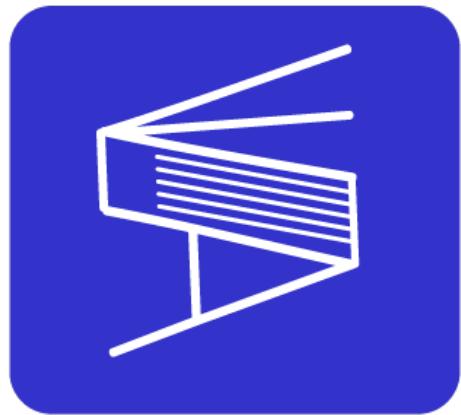


Avid: Reading & Audiobooks

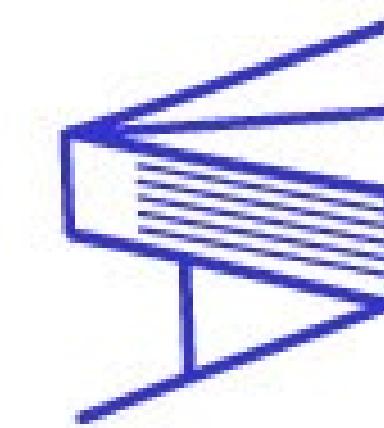


Avid: Reading & Audiobooks

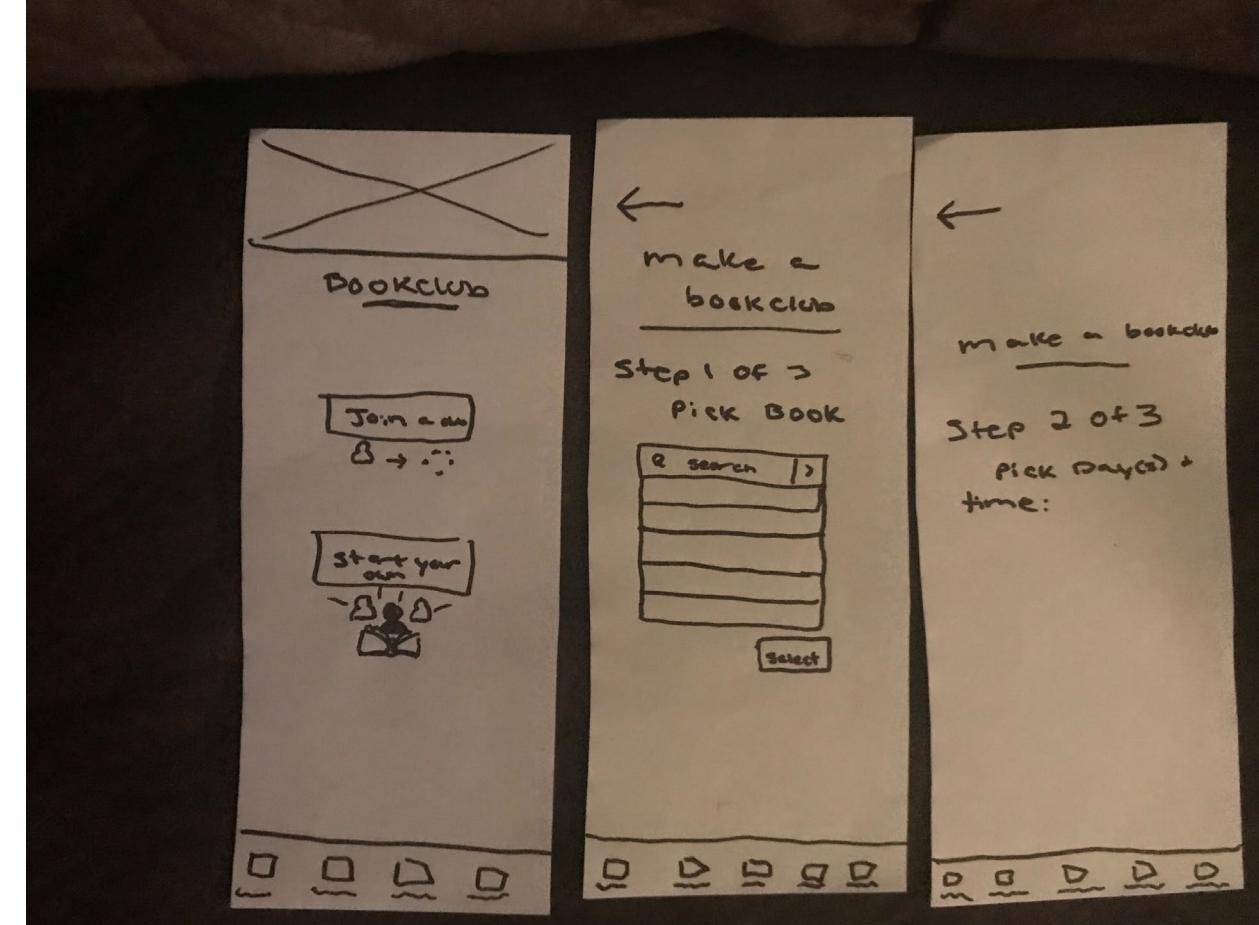
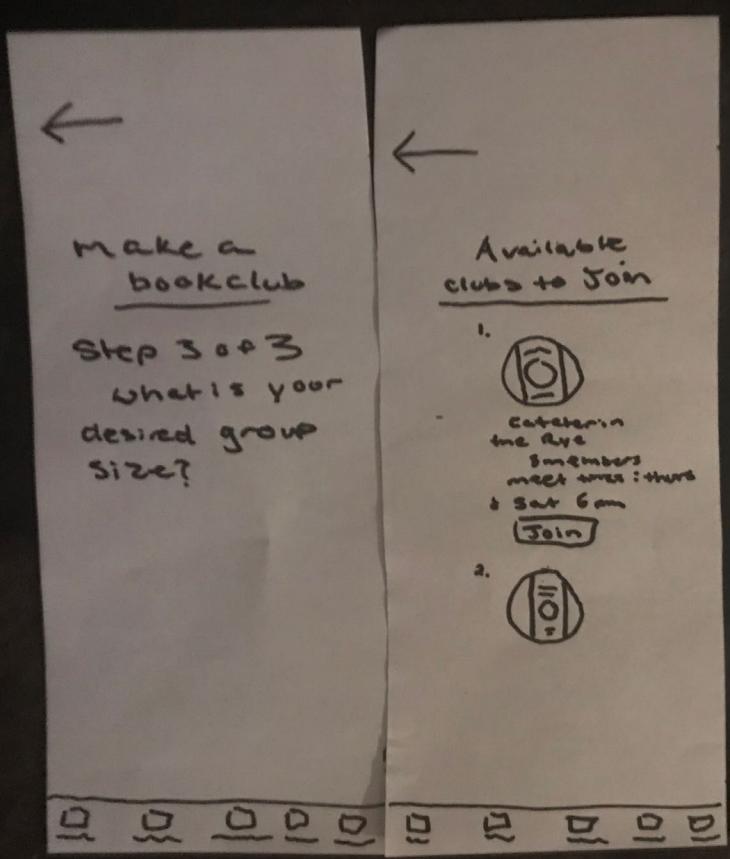


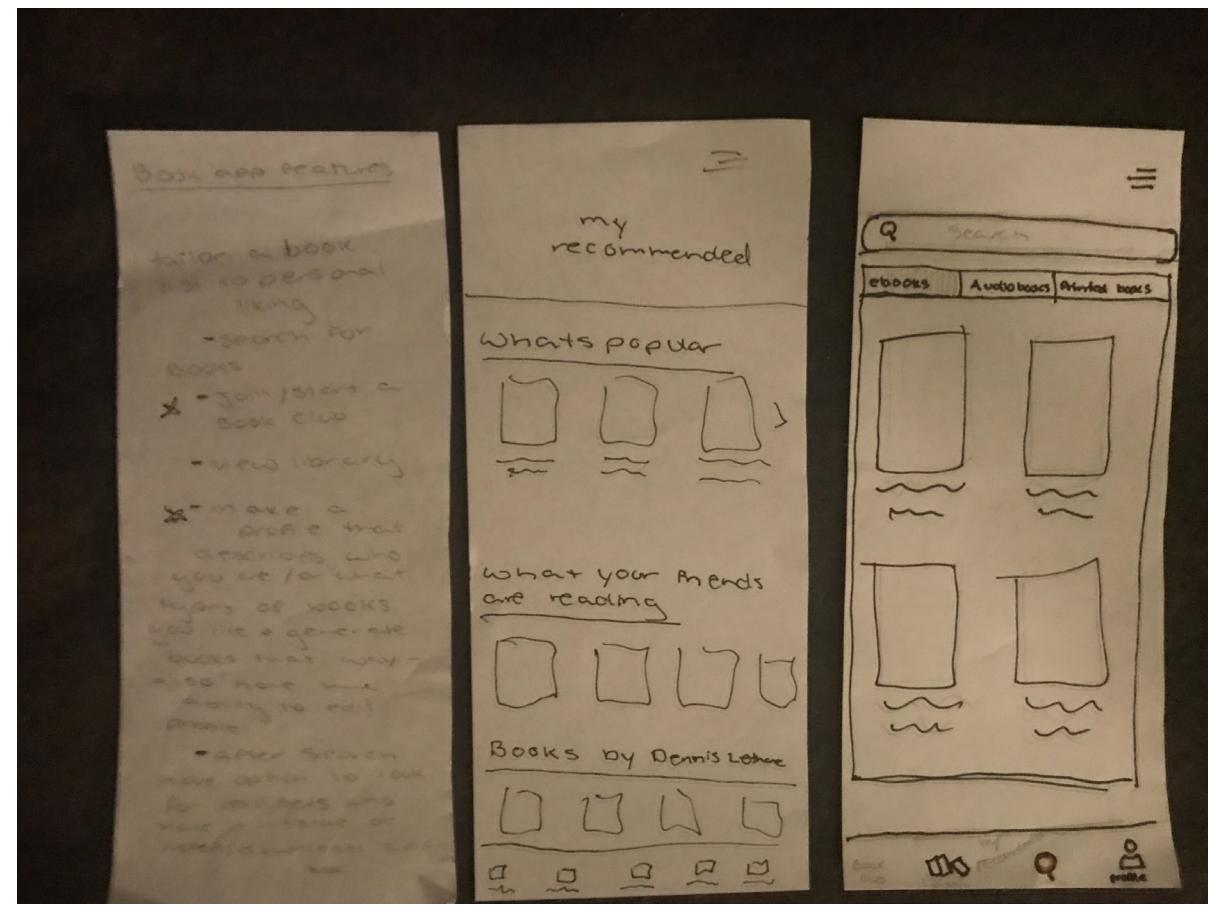
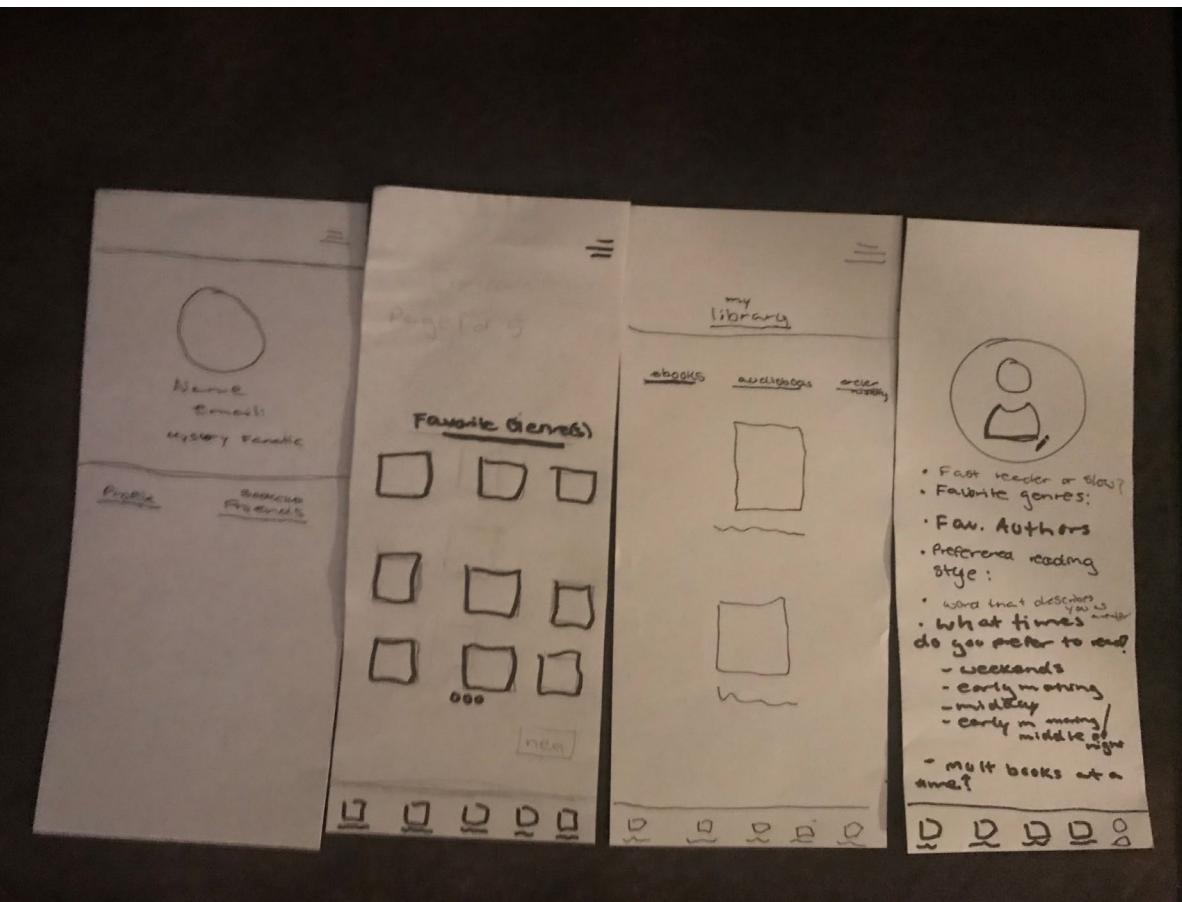


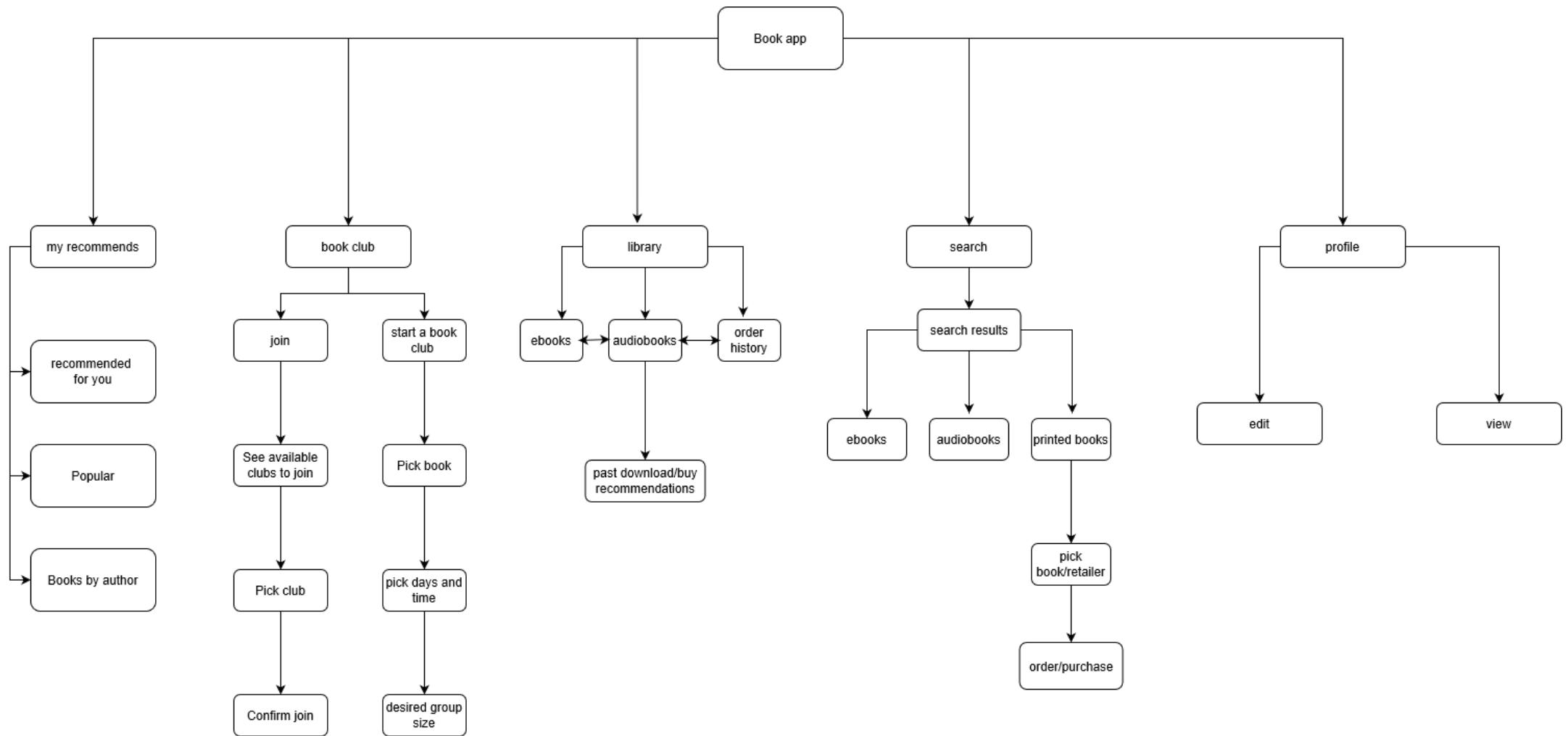
Avid: Reading
& Audiobooks



App Sketches







[Uxpin Wireframes](#)

Wireframes

search by title, author, or category [Ebooks](#) [Audiobooks](#) [Book](#)[Recently searched](#) Book title[Book title](#)

Author:

Published:

 4.5
[see all reviews](#)[Download or buy options](#)

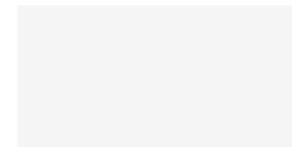
Ebook



Audiobook



Book

Synopsis

Tale of two cities: Ebook

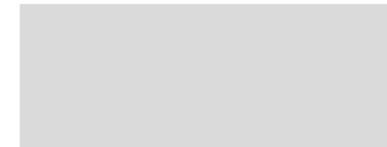


Author:

Published:

4.5

5,640

[Download](#)AboutOther books by:Similar books

4.5



4.5



4.5



4.5



Alyssa Hemmings
AHemmings131@gmail.com

1. **Describe yourself as a reader:**
this will display under your name

Mystery Fanatic

2. **Favorite genres**

Horror Mystery Adventure
 Ghost Stories Fantasy Thriller

+

3. **Favorite Author:**
Dennis Lehane

4. **Preferred reading style**

audiobook **ebook** book

save changes

my recommends bookclub library search Profile



Alyssa Hemmings
AHemmings131@gmail.com
Mystery Fanatic

Profile **Book Club friends**

1. **Favorite genres**

Horror Mystery Adventure
 Ghost Stories Fantasy Thriller

2. **Preferred reading style**

ebook

3. **Favorite Author**

Dennis Lehane

edit profile

my recommends bookclub library search Profile



Alyssa Hemmings
AHemmings131@gmail.com

5. **What time a day do you like to read?**

morning **afternoon** night any

6. **Reading speed**

fast reader **moderate** slow

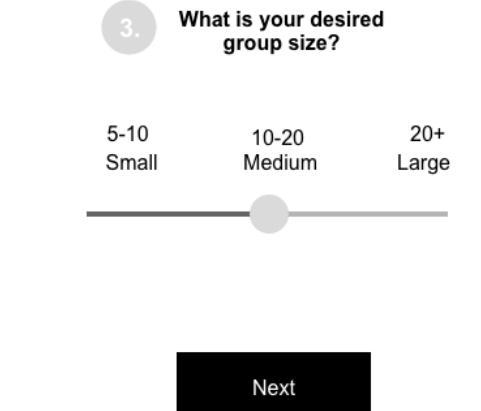
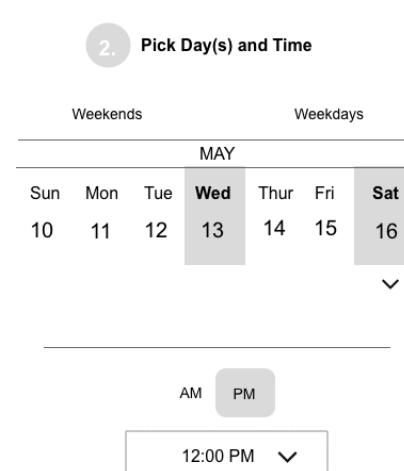
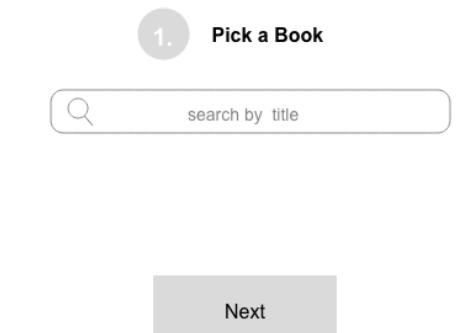
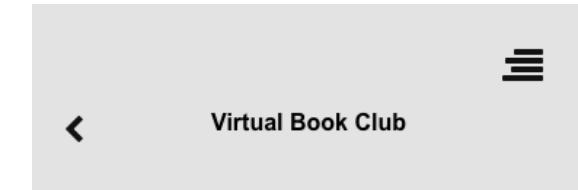
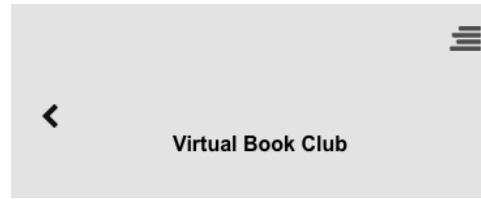
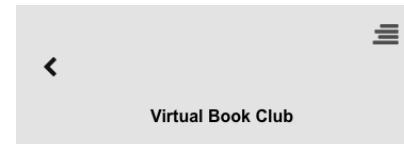
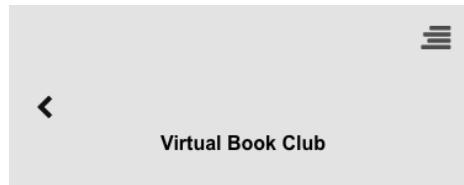
Book Club

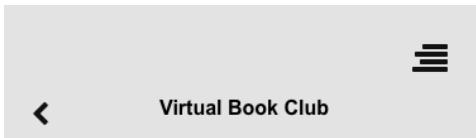
 **Join a Book Club** >

 **Start Your Own** >

save changes

my recommends bookclub library search Profile





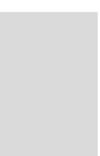
Confirm

1. **Book:**
The Sun is also a Star

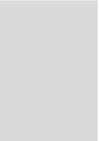


2. **Day(s) and Time:**
Wednesdays and Saturdays
12:00 pm

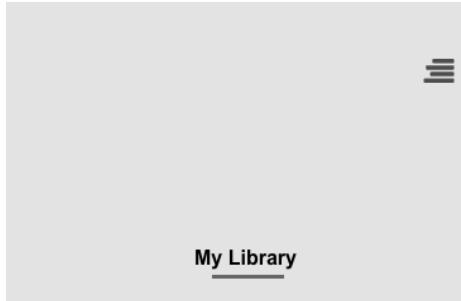
ebooks audiobooks books



3. **Desired group size:**
Medium 10-20

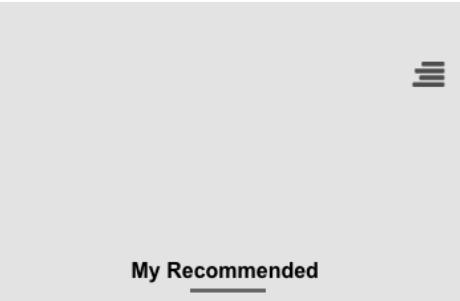


Make Club



My Library

ebooks audiobooks books



My Recommended

Whats Popular

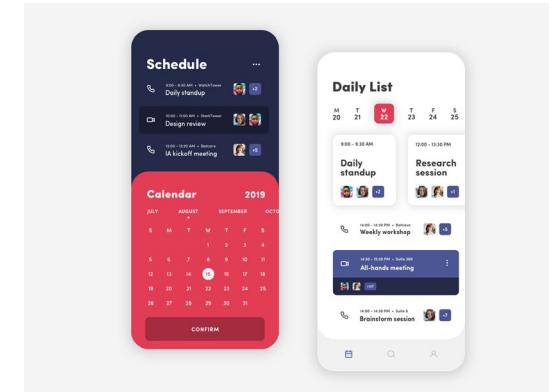
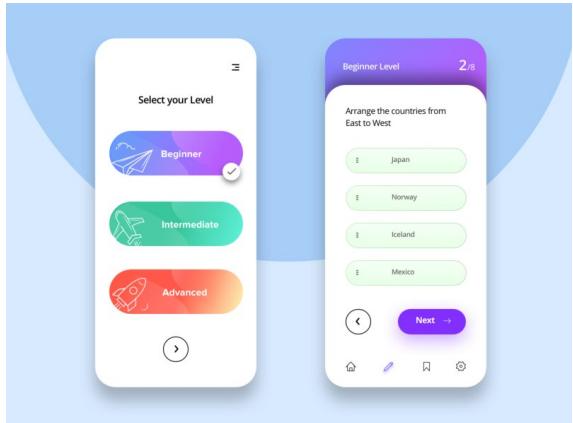


What your friends are reading

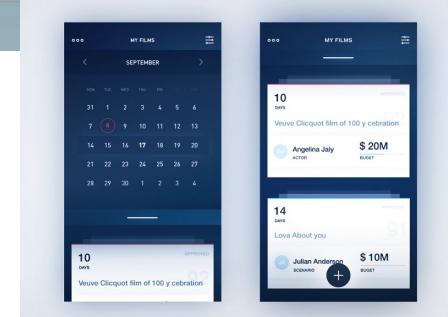
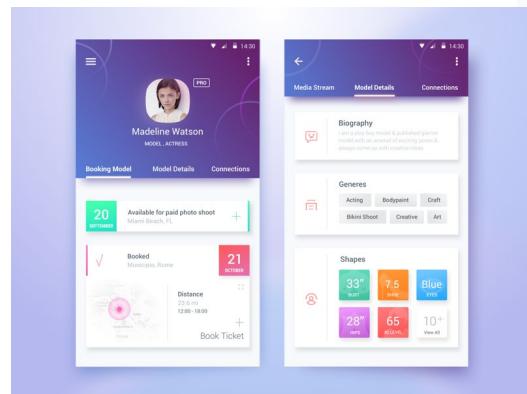
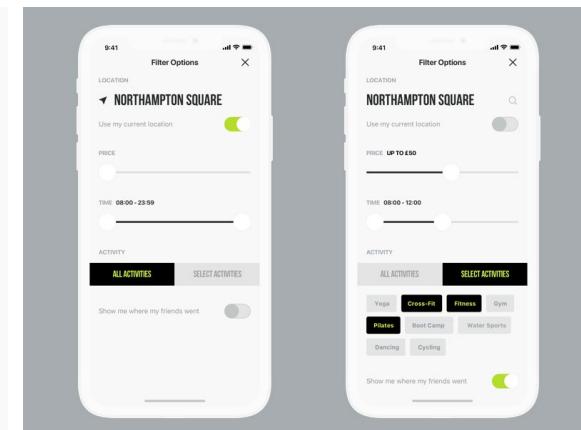


Books by Dennis Lethane



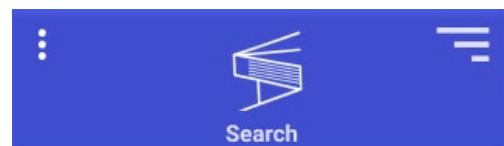


Site inspiration



[Prototypes Link](#)

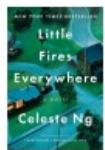
Prototypes



Search by title, category, author

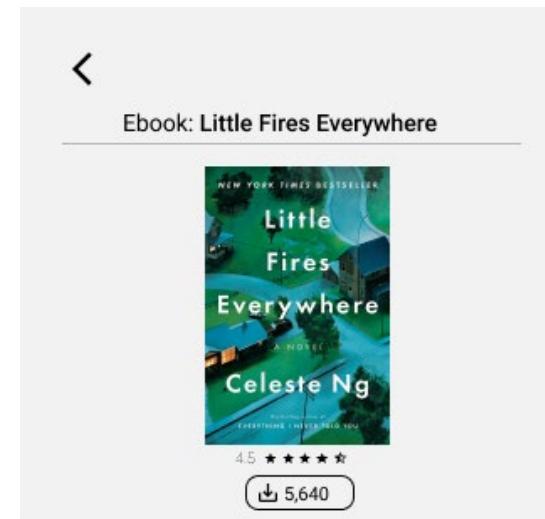
Ebooks Audiobooks Books

Recently Searched



4.5 ★★★★☆

Little Fires Everywhere
by Celeste Ng
Ebook • 352 pages



Download

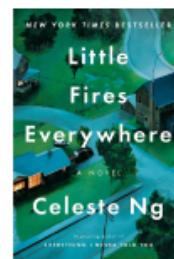
Similar Books

Recommended Book Club My Library Search Profile

Recommended Book Club My Library Search Profile



Little Fires Everywhere



4.5 ★★★★☆
see all reviews

Author: Celeste Ng
Published: 2017

Genre: Drama, Domestic Fiction

About

Two families in the 1990s are brought together through their children in Shaker Heights, Ohio where the author herself grew up in.

Download or Buy Options

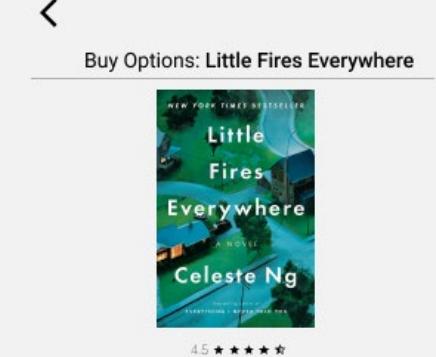
Ebook Audiobook Book

Other Books by Celeste Ng



Everything I Never
Told You

Recommended Book Club My Library Search Profile



Retailers



Similar Books

Recommended Book Club My Library Search Profile

Alyssa Hemmings
A.Hemmings131@gmail.com
Mystery Lover

Profile **Book Club Friends**

1. Favorite Genres

Horror, Mystery, Adventure, Fantasy

2. Preferred Reading Style

Ebook

3. Favorite Author

Dennis Lethane

4. Favorite Time of Day to Read

Afternoon

5. Reading Speed

Fast

Edit Profile

Alyssa Hemmings
A.Hemmings131@gmail.com
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Ebook

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Dennis Lethane

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Afternoon

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Fast

Save Changes

Join a Virtual Book Club

Search

Filter: Day(s)/Time Group Size

Available to Join: 3



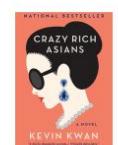
Book: Pretending
Author: Holly Bourne
Group Size: 8 members
Meet: Tuesdays and Thursdays at 7pm

Join



Book: Ready Player One
Author: Ernest Cline
Group Size: 15 members
Meet: Wednesdays at 6:30pm

Join

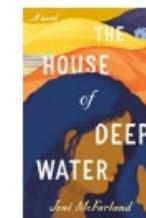


Book: Crazy Rich Asians
Author: Kevin Kwan
Group Size: 15 members
Meet: Sundays at 7pm
Only 5 spots left

Join

My Library

Ebooks **Audiobooks** **Purchased Books**



The House of Deep Water
by Jeni McFarland



56% read



The Gifted School
by Bruce Holsinger



25% read





Step 1 of 4: Pick a Book

Search

Search by title, category, author

Next



Step 2 of 4: Select Day(s)/Time



AM PM

12:00PM ✓

Next



Step 3 of 4: Pick Desired Group Size

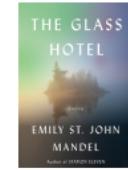
5-10 Small
10-20 Medium
20+ Large

Next



Step 4 of 4: Confirmation

1. Book: Glass Hotel



2. Day(s) and Time: Mondays and Wednesday 4:45PM

3. Desired Group Size: Medium

Make Club





Join a Club



Start your Own

My Library

Ebooks Audiobooks Purchased Books

Looker by Laura Sims
A NOVEL
Laura Sims
4.8 ★★★★☆

Purchased: March 21, 2020
From Barnes & Noble

Details

Books By Dennis Lehane

Since We Fell by Dennis Lehane
Live By Night by Dennis Lehane
World Gone by Dennis Lehane

Recommended Book Club My Library Search Profile

My Recommended

Whats Popular

THE GLASS HOTEL by Emily St. John Mandel
The Glass Hotel by Emily St. John Mandel
★★★★

The Foundling by Stacy Hall
The Foundling by Stacy Hall
★★★★

My Dark Van by Kate Eliza
My Dark Van by Kate Eliza
★★★★

What Your Friends are Reading

JK ROWLING by J.K. Rowling
Crimes of Grindelwald: The Original Screenplay
The Glass Hotel by Emily St. John Mandel
★★★★

The Help by Kathryn Stockett
The Help by Kathryn Stockett
★★★★

LONG BRIGHT RIVER by Liz Moore
Long Bright River by Liz Moore
★★★★

Books By Dennis Lehane

Since We Fell by Dennis Lehane
Live By Night by Dennis Lehane
World Gone by Dennis Lehane

Recommended Book Club My Library Search Profile

The Glass Hotel

Author: The Glass Hotel
Published: 2017
Genre: Drama, Domestic Fiction

THE GLASS HOTEL by Emily St. John Mandel
Author at EMILY LEHANE
4.5 ★★★★★ see all reviews

Download or Buy Options

Ebook Audiobook Book

Other Books by Emily St John Mandel

STATION ELEVEN by Emily St. John Mandel
Station Eleven

Recommended Book Club My Library Search Profile

Usability Test Script- app

1. When searching for a book, you just want to search for audiobooks, how can you filter your search?
2. You decide you want to buy a book after searching for it, how can you figure out what retailers are selling it?
3. You want to download an ebook but before you download, you are curious to know how many people have downloaded it. How can you find this number?
4. After making your profile, you decide you want to change your responses, how can you make edits?
5. After buying a book through the app weeks ago, where can you find your purchase details?
6. You decide you want to join a book club but can only meet on the weekends. Is there a way you can specifically look for a book club that is only available then?
7. You decide you want to start a book club, but do not want a huge group. Is there a way you can decide how big your group gets?
8. You changed your email and your old one is still listed under your profile. How can you change it?
9. You have made some friends through book club and want to view their profiles. How can you do this?
10. After starting an ebook a few days ago, you are curious to know where you've left off. How can you find out how far along you are?

Tester 1 Feedback

Liked it, thought it was easy to click through. Mentioned the logo and the hamburger menu touching the top of the phone, and should be a little smaller.

Tester 2 Feedback-Classmate

Nav bar at bottom should be on all screens, Under my Library, nothing happens when you click on audiobooks so make that clickable. Keep top nav bar consistent. Tidy up animations

<https://vimeo.com/415839038>

