

# Reading App

Lauren Parker

Ideas for the app...

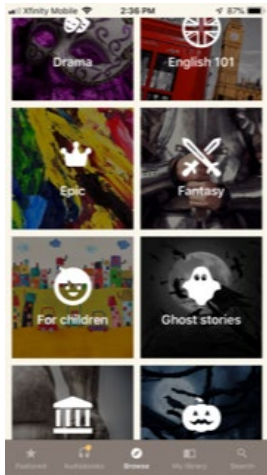
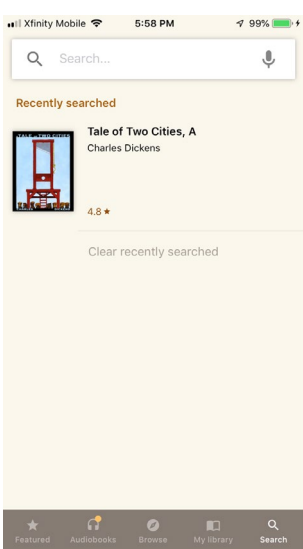
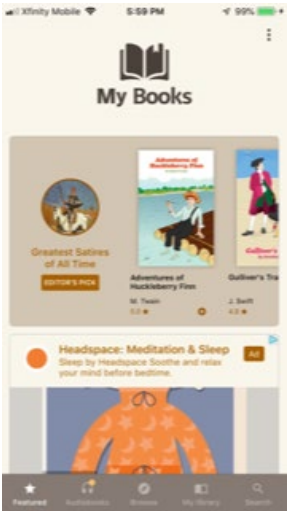
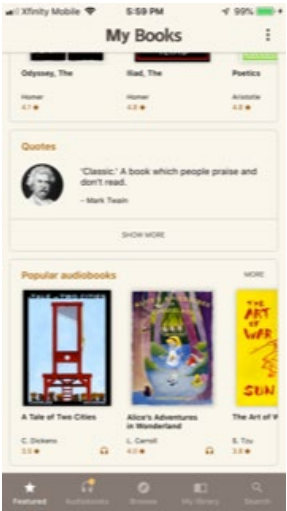
- food/specific diets (vegan, vegetarian, etc.)
- books (reading suggestions based off of your preferences)
- interior decorating (easily find items you are looking for to decorate your home and can specify the style you are looking for)
- braiding hairstyles

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.

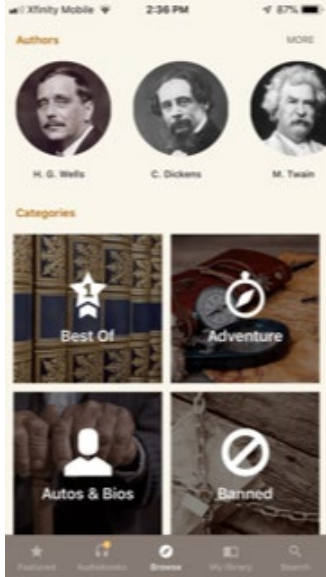
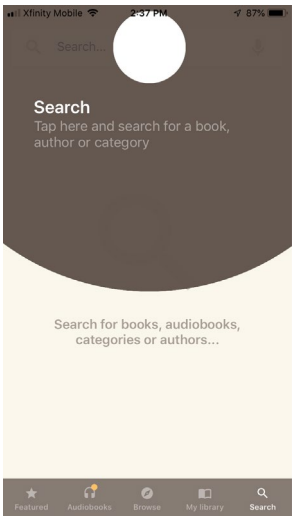
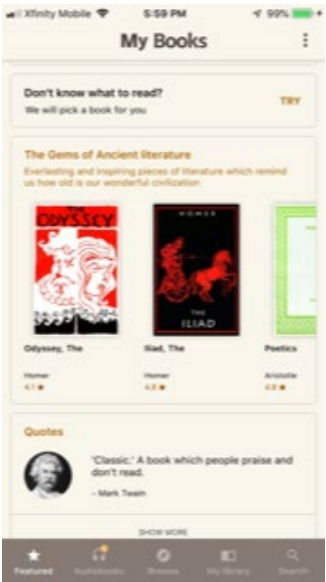
Competitor 1



My books app



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

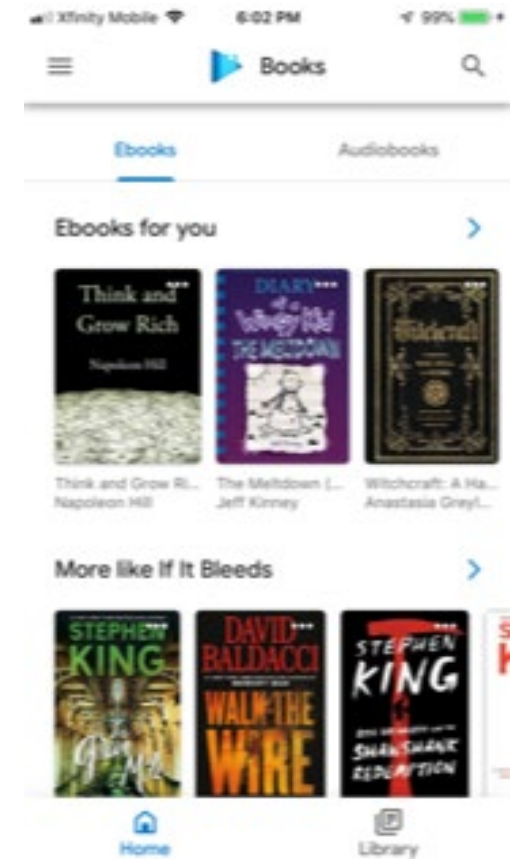


Competitor 2



Playbooks app

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

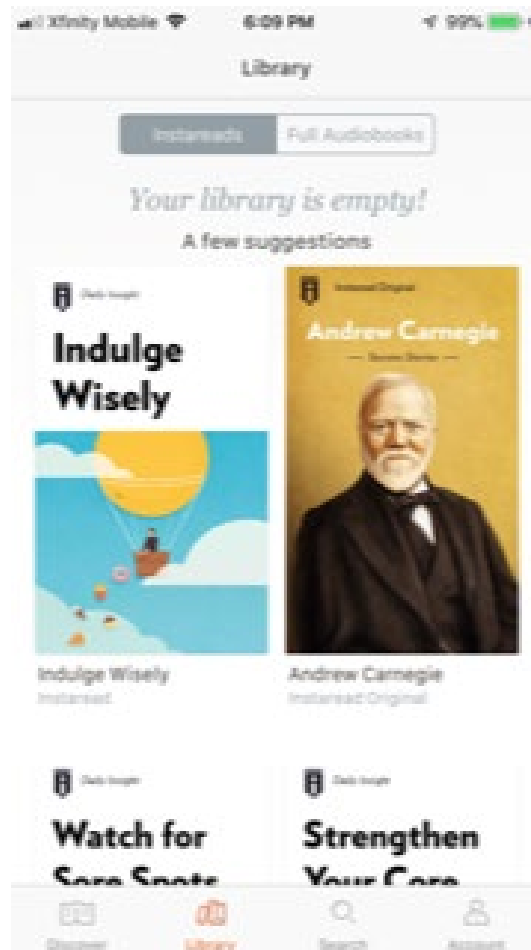
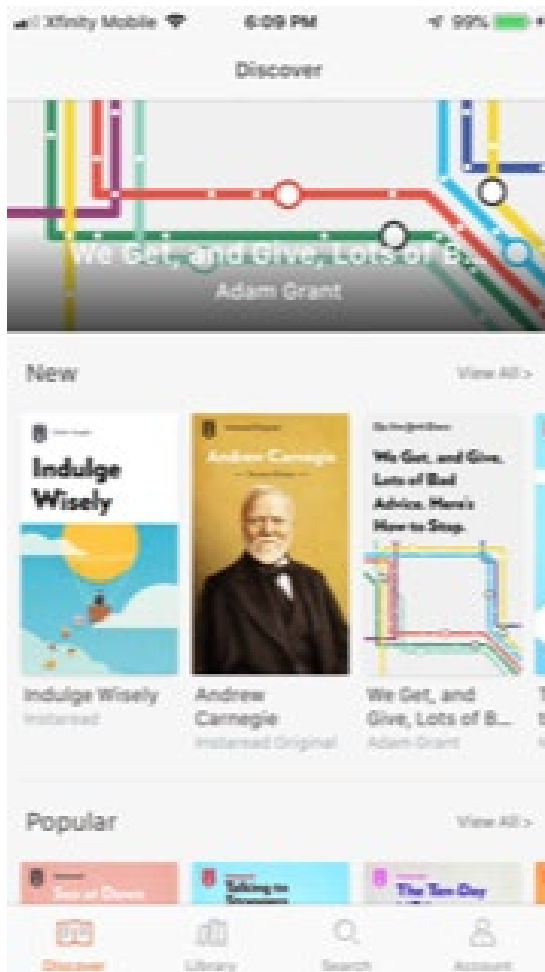


## Competitor 3



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

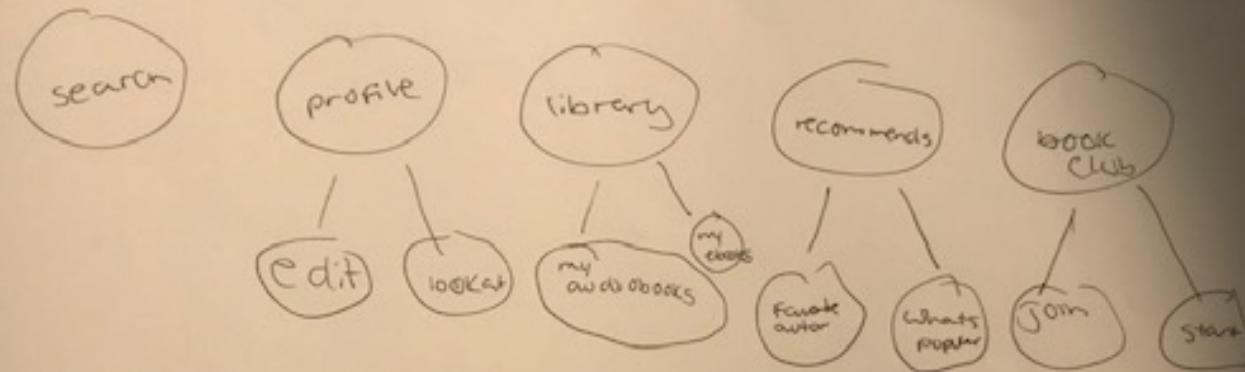
 <b>PICTURE &amp; NAME</b>	 <b>DETAILS</b>	 <b>GOAL</b>
<p>What does the persona look like? What is its name? Choose a realistic and believable picture and name.</p> <div data-bbox="547 428 667 604" data-label="Image"> </div> <p data-bbox="570 639 629 668">April</p> <div data-bbox="547 721 726 841" data-label="Image"> </div> <p data-bbox="573 875 647 899">Rafael</p> <div data-bbox="573 983 698 1170" data-label="Image"> </div> <p data-bbox="596 1200 670 1229">Henry</p>	<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"> <li>• Mom of two</li> <li>• 39 years old</li> <li>• Art director at a design agency.</li> <li>• 29 years old</li> <li>• Works at a tech company</li> <li>• Works on his laptop most of the time, but likes to switch it up and use his tablet for games and reading.</li> <li>• manager at human resource company</li> <li>• Outgoing and good at time management</li> <li>• 44 years old</li> </ul>	<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"> <li>• 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.</li> <li>• Her favorite author is mark twain, wants to be able to search for books that are by him</li> <li>• Rafael finds one of his favorite books on the app, before downloading, would like to see a description of it.</li> <li>• Likes mostly to read ebooks, would like the ability to just search for ebooks</li> <li>• Wants the ability to delete books off of his library efficiently.</li> <li>• After searching for a book, henry wants the ability to find his recent searches.</li> </ul>



# 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>  <p>Megan</p>  <p>Gabrielle</p>	<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"><li>• Art Education Major</li><li>• 19 years old, commutes to school everyday</li><li>• Avid reader, likes to write when not focusing on class.</li></ul> <ul style="list-style-type: none"><li>• 32 years old</li><li>• Sales representative</li><li>• Loves to socialize and hang out with family and friends</li></ul>	<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"><li>• Is a big fan of horror and fantasy books, wants a page that will give recommendations for books under these genres.</li><li>• after downloading a lot of audiobooks, megan would like a way to organize her downloads.</li></ul> <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> 

# 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



Avid: Reading  
& Audiobooks



Avid



Avid



Avid



Avid



Avid: Reading  
& Audiobooks





# App Sketches



## make a bookclub

Step 3 of 3  
What is your  
desired group  
size?



## Available clubs to join

1.



Catcher in  
the Rye  
3 members  
meet Tues: Thurs  
& Sat 6pm

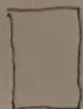
Join

2.



Available to Tom  
Filter: Books Days/Time Group Size

1



Book: catcher in  
the Rye  
3 members  
meeting Tues:

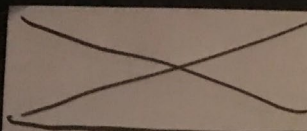
Join

2



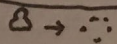
Book:  
~~~~~  
~~~~~

Join

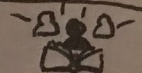


## Bookclub

Join a club



Start your  
own



## make a bookclub

Step 1 of 3  
Pick Book

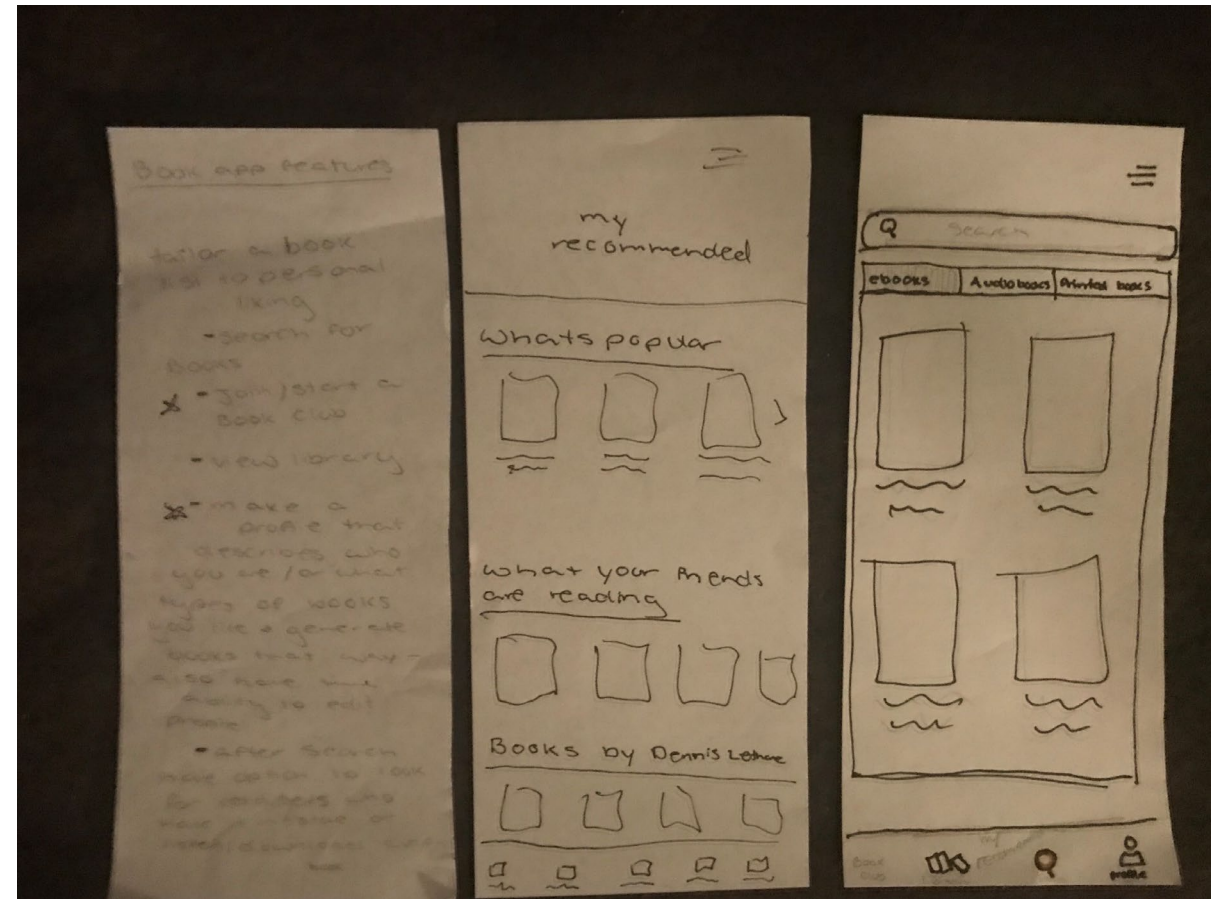
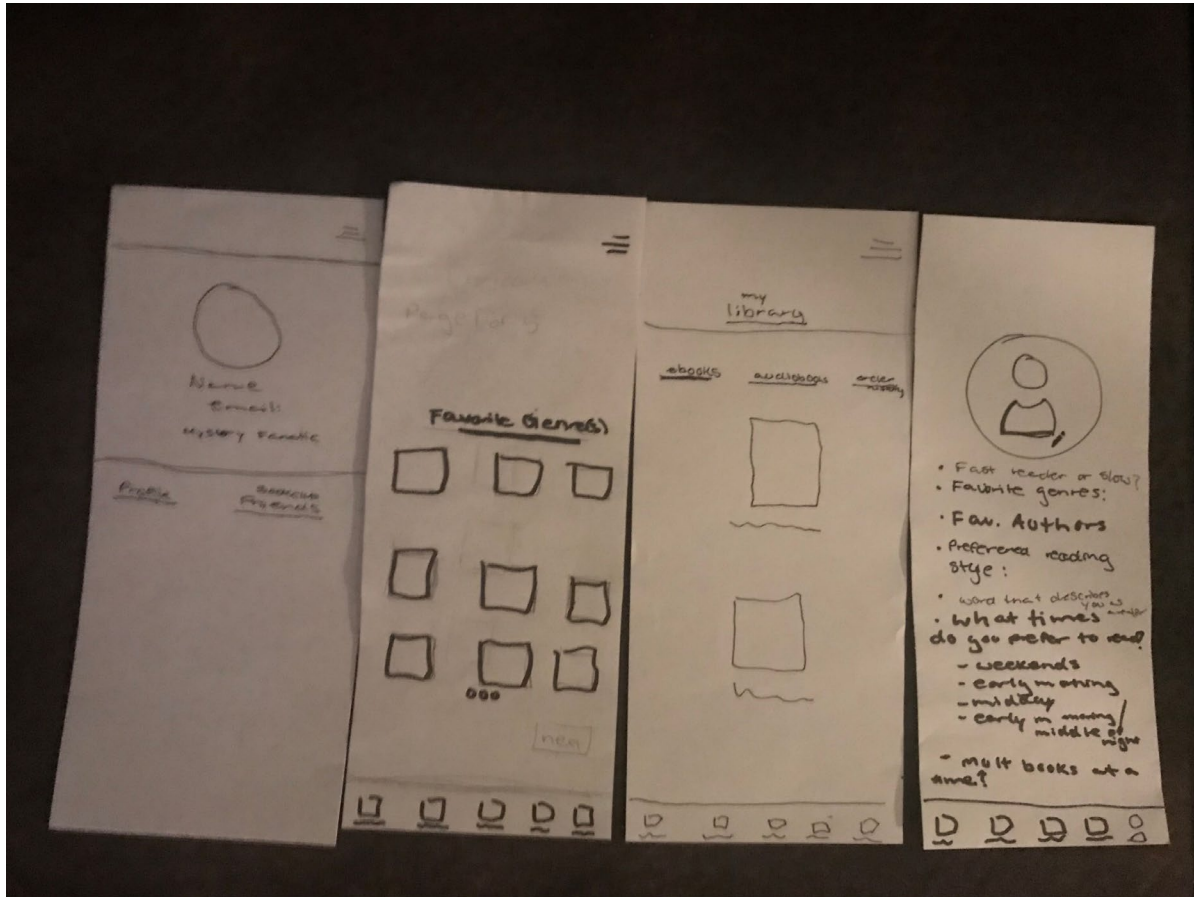
Search	>

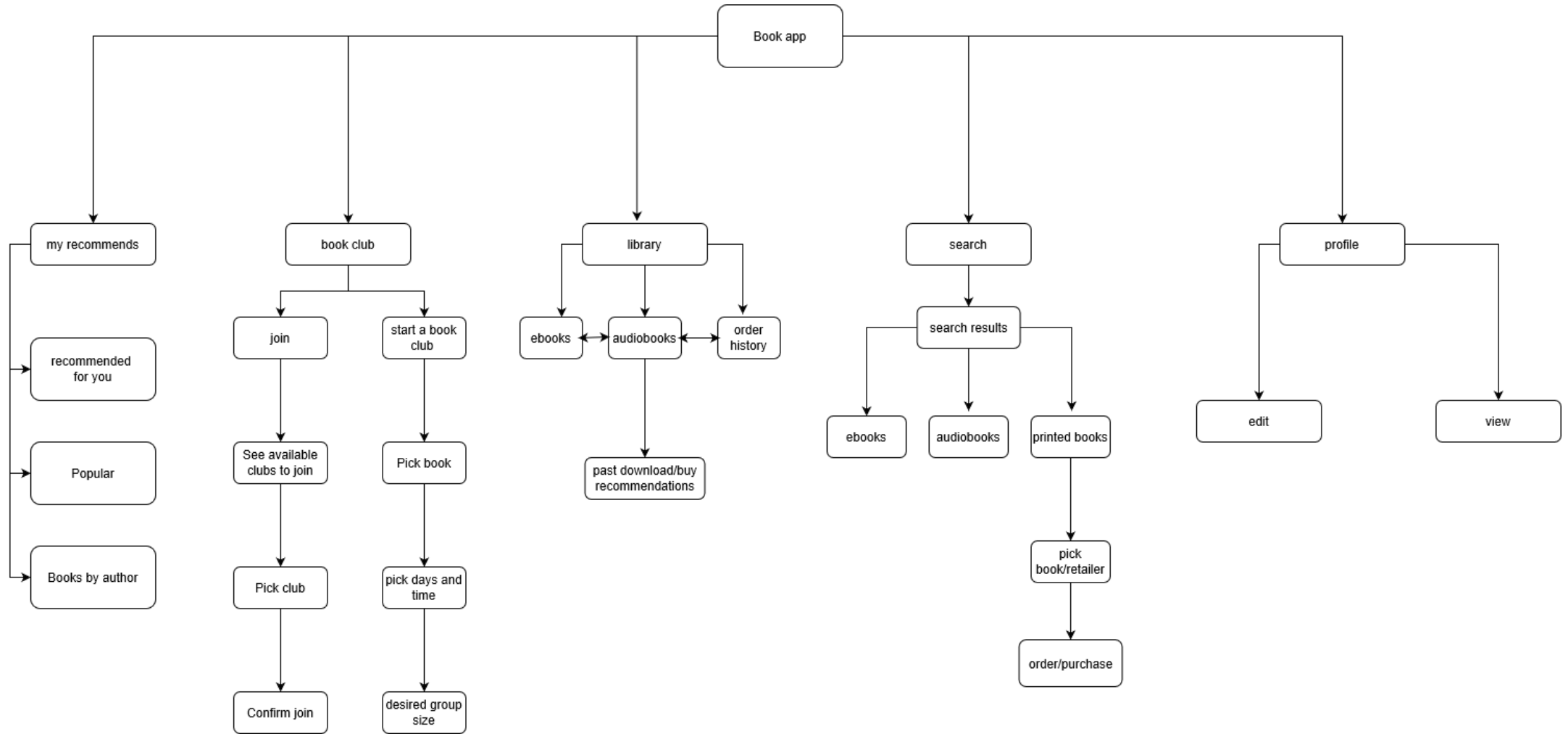
Select



## make a bookclub

Step 2 of 3  
Pick Day(s) &  
time:






[Uxpin Wireframes](#)

# Wireframes





Alyssa Hemmings  
AHemmings131@gmail.com

1.

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

Mystery Fanatic

2.

Favorite genres

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

save changes

my recommends

bookclub

library

search

Profile

Book Club

Join a Book Club >

Start Your Own >

my recommends

bookclub

library

search

Profile

Start Your Own

Step 1 of 4

1. Pick a Book

search by title

Next

Start Your Own

Step 2 of 4

2. Pick Day(s) and Time

Weekends			Weekdays			
MAY						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
10	11	12	13	14	15	16
▼						

AM PM

12:00 PM

Next

Start Your Own

Step 3 of 4

3. What is your desired group size?

5-10 Small 10-20 Medium 20+ Large

Next

Available to Join: 2

Filter:

Book

Day(s) /Time

Group size

1

Book: Catcher in the Rye  
Group: 8 members  
Meet :Tuesdays and Thurs at 7pm

Join

2

Book: Catcher in the Rye  
Group: 5 members  
Meet :Saturdays at 5:30pm

Join



## Start Your Own

Step 4 of 4

Confirm

1.

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



2.

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

3.

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

Make Club

ebooks

audiobooks

books



## Whats Popular



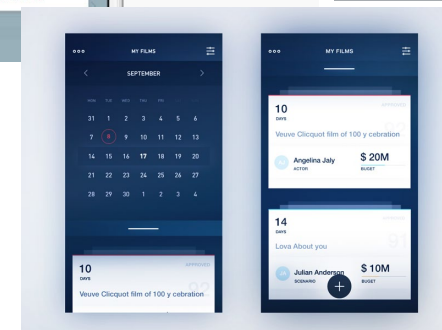
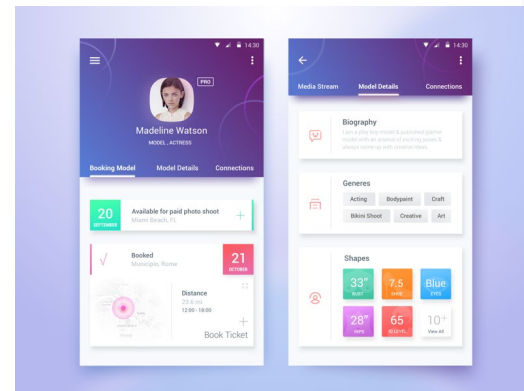
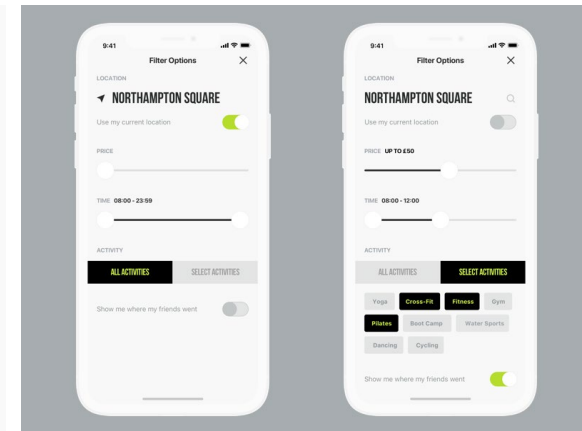
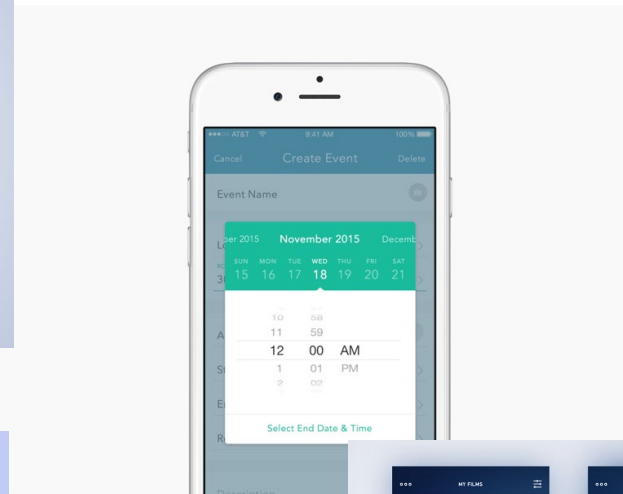
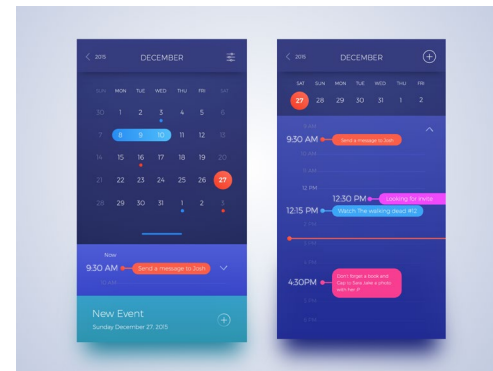
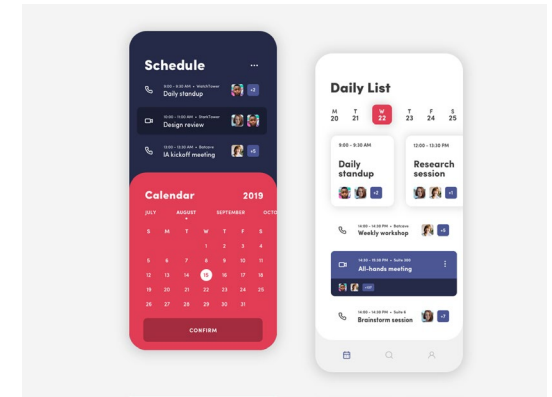
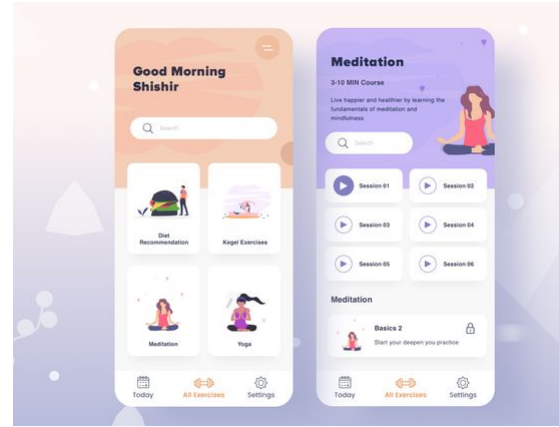
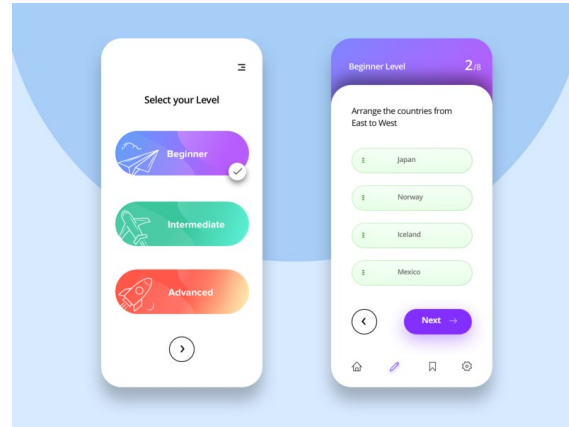
## What your friends are reading



## Books by Dennis Lethane



## Site inspiration



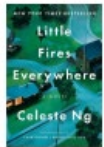
[Prototypes Link](#)

# Prototypes

Search by title, category, author →

Ebooks Audiobooks Books

Recently Searched



4.5 ★★★★★

Little Fires Everywhere  
by Celeste Ng  
Ebook • 352 pages

Ebook: Little Fires Everywhere

4.5 ★★★★★

5,640

Download

Similar Books

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

Buy Options: Little Fires Everywhere

4.5 ★★★★★

Retailers


Best Option

\$10.99  
Sold By Amazon

\$12.78  
Sold By Barnes & Noble

\$12.99  
Sold By Walmart

Similar Books



Alyssa Hemmings

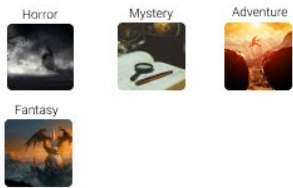
AHemmings131@gmail.com

Mystery Lover

Profile

Book Club Friends

1. Favorite Genres



2. Preferred Reading Style

Ebook

3. Favorite Author

Dennis Lethane



4. Favorite Time of Day to Read


Afternoon

5. Reading Speed

Fast

Edit Profile



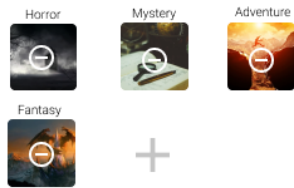


Alyssa Hemmings

AHemmings131@gmail.com

Mystery Lover

1. Favorite Genres



2. Preferred Reading Style

Ebook

3. Favorite Author

Dennis Lethane



4. Favorite Time of Day to Read

Afternoon

5. Reading Speed

Fast

Save Changes



Join a Virtual Book Club

Search

Search by title, category, author

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

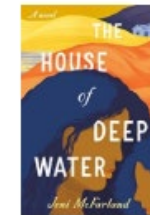


My Library

Ebooks

Audiobooks

Purchased Books



The House of Deep Water  
by Jeni McFarland  
★★★★

56% read




The Gifted School  
by Bruce Holsinger  
★★★★

25% read



<




Start a Virtual Book Club

1.

Step 1 of 4: Pick a Book


Search



Search by title, category, author

Next

<



Start a Virtual Book Club

2.

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

MAY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
10	11	12	13	14	15	16

▼

AM


PM

12:00PM

▼

Next

<



Start a Virtual Book Club

3.

Step 3 of 4: Pick Desired Group Size


5-10  
Small

10-20  
Medium

20+  
Large

Next

<




Start a Virtual Book Club

4.

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



## Virtual Book Club



Join a Club



Start your Own



Recommended



Book Club



My Library



Search



Profile

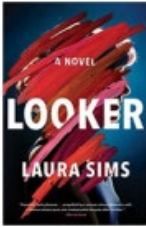


## My Library

Ebooks

Audiobooks

Purchased Books



48 ★★★★★

Looker by Laura Sims

Purchased: March 21, 2020  
From Barnes & Noble

Details



Recommended



Book Club



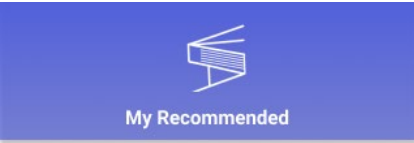
My Library



Search



Profile



## My Recommended

### Whats Popular



The Glass Hotel By  
Emily St. John Mandel  
★★★★

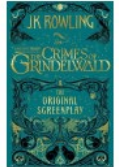


The Foundling by  
Stacy Hall  
★★★★

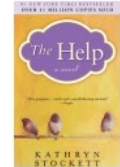


My Dark Van  
By Kate Eliza  
★★★★

### What Your Friends are Reading



The Glass Hotel By  
Emily St. John Mandel  
★★★★

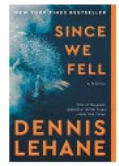


The Help By  
Kathryn Stockett  
★★★★

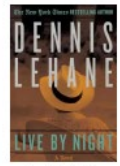


Long Bright Ri  
By Liz Moore  
★★★

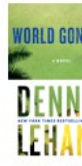
### Books By Dennis Lethane



Since We Fell  
★★★★



Live By Night  
★★★★



World Gone I  
★★★



Recommended



Book Club



My Library



Search



Profile



## The Glass Hotel



4.5 ★★★★★  
see all reviews

Author: The Glass Hotel  
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 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>

