

# GoodReads

## Client Background

Goodreads is an Amazon company and “social cataloging” website founded in December 2006 and launched in January 2007 by Otis Chandler, II, a software engineer and entrepreneur, and Elizabeth Chandler. (Otis Chandler II is the grandson of Otis Chandler, who was the publisher of the Los Angeles Times, and is the great-great-great grandson of Harrison Gray Otis, the newspaper’s founder.) The website allows individuals to freely search Goodreads’ extensive user-populated database of books, annotations, and reviews. Users can sign up and register books to generate library catalogs and reading lists. They can also create their own groups of book suggestions, surveys/polls, blogs, and discussions. In December 2007, the site had over 650,000 members and over 10,000,000 books had been added. By July 2012, the site reported 10 million members, 20 million monthly visits, and 30 employees. On July 23, 2013, it was announced on their website that the user base had grown to 20 million members, having doubled in close to 11 months. The website’s offices are in San Francisco.

## Project Overview

The purpose of this project is to redesign the “My Books” section of the goodreads website. This is the section that catalogues all your purchases and keeps them all neatly organized. My job will be to redesign this section to make it more user friendly and easy on the eyes.

## Project Drivers

The reason for doing this project is because the site seems layed out more like a store than a catalog of all your books. It seems more catered to listing things out in great quantity, instead of focusing on each title with a large vibrant picture. Another driver to create this website it to just make it more visually appealing overall and less drab. I would definitely like to put more emphasis on each book instead of trying to show as much info as possible. Trying to put less info overall but still have the essentials and make it easy to navigate.

## **Target Audience**

The target audience for this project would be all the current GoodReads members who access this website. Also, a new more vibrant design of the website could attract new members based on the aesthetic alone.

## **Competitor Analysis**

LibraryThing, BookLikes, and Bookish are just a few of the different sites that are doing literally the exact same thing as GoodReads. These sites are categorized as “bookshelf” sites and all act as a sort of catalog for your books and allow you to rate and comment on others collections.

## **Tone and Perception**

People have a good perception of GoodReads. It seems to be one of the most popular “bookshelf” type websites currently. The tone is fairly sterile with lots of white and a standard list for all the books in your collection.

## **Targeted Message**

The overarching message for this project is to create an aesthetically pleasing redesign that streamlines all the info in to a more readable manner while also not sacrificing the depth of the original design.