BOOKPOD –Selling APP Design
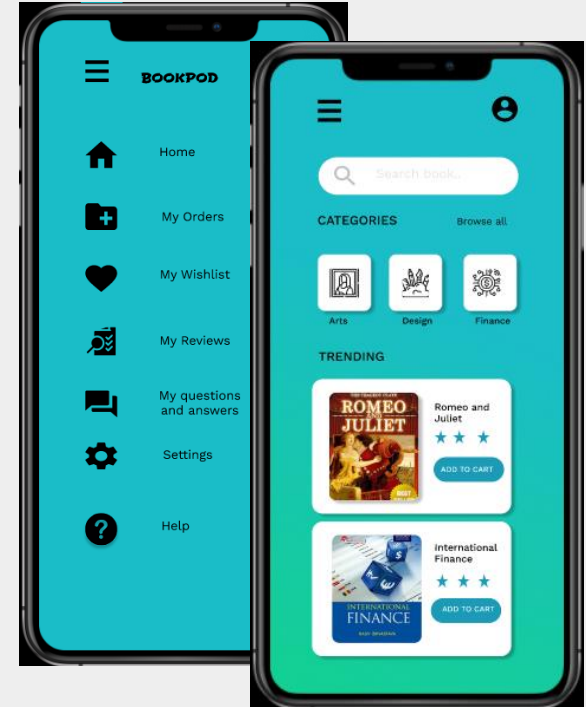
ANJALI K P

Project overview

The product:

BookPod is the book selling app that is commercial trading of books through online.It includes new books and used books with low fare.It is mainly target to users who loves reading and they lives in buzy working environment.

Project duration:

December 2021-January 2022

Project overview

The problem:

Books lovers are in all over the world but everyone is buzy.No time to buy books from shops .

The goal:

Easy to get different books even used or new .

Project overview

My role:

UX designer designs book selling app then also create good user expereince.

Responsibilities:

Conducting interviews,create normal n digital wireframes,create low and high fidility prototyping,design appropriate order.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted interview and searching many users reviews.From that I understand that every one loves books.Everyone has intersted to learn new things.
Reading books through online didn't get real feeling and real meanings.That get from hard copy of books.
But no one has time to buy books
from shops.
So app is usefull for every users .

User research: pain points

1

Disabled users

Aged users are difficult to travell for buying books.

2

Time

Working adults have no time to go shops.

3

Access

No such platform for getting used books.

Persona: Dyana

Problem statement:

Dyana is buzy working adult who loves books but she has no time to buy hardcopy of books from shop.

Dyana

Age:25
Education:MBA
Family:Single
Occupation:Business

Goals

1.to be an more active business woman.

2. to be enjoy new digital life style.

3. to save time and useful for another work.

Frustrations

1.products and services are find difficult due to visual impairement.

2. My favourite authors are not availble to get near me .

Dayana is buzy working business woman who loves books. but she has no time to buy hardcopy of books from shop.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a quick and easy process to help users save time.
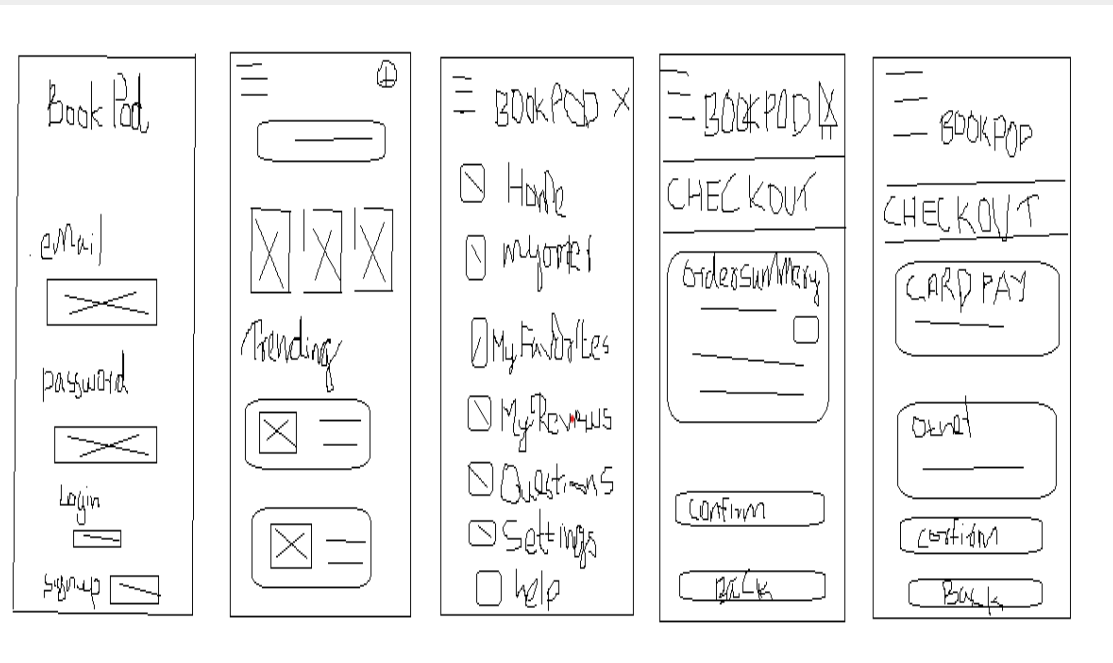
Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.
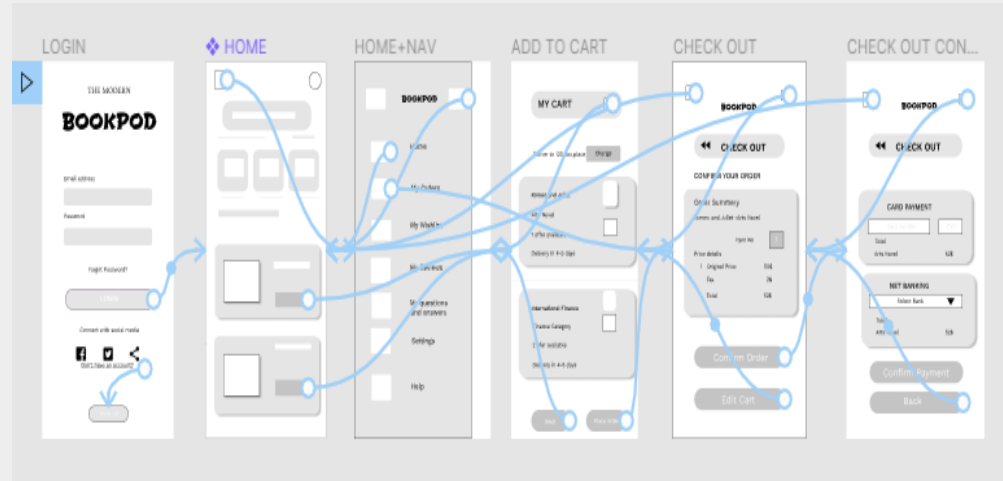
Description of the element and its benefit to the user

Description of the element and its benefit to the user

❖ HOME

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a new books, so the prototype could be used in a usability study.

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

1 Users wants to different method of payments

2 Using online payment or other payments apps

Refining the design

- Mockups
- High-fidelity prototype

Mockups

Early time I designed only for card payments option for users,then after I designed other payments option because everyone uses app payemnts or wallets or netbanking etc.
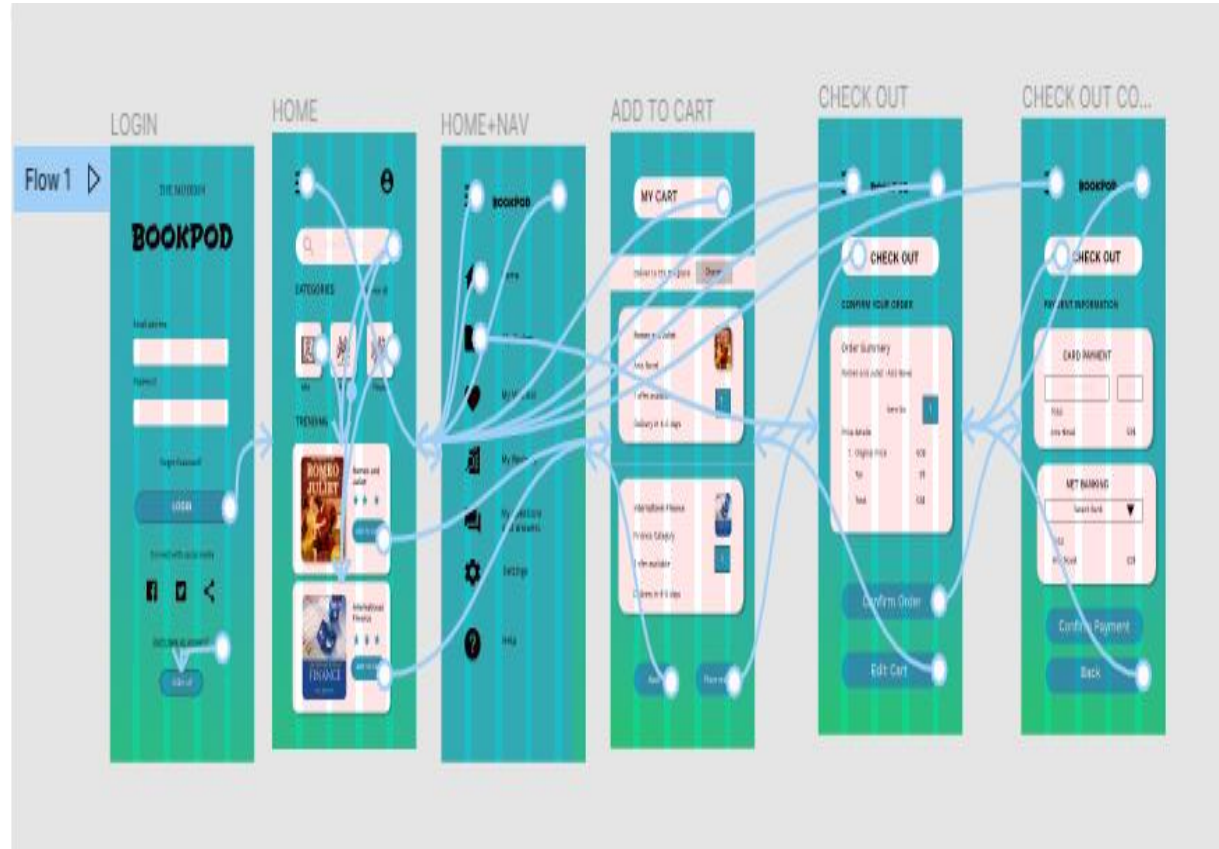
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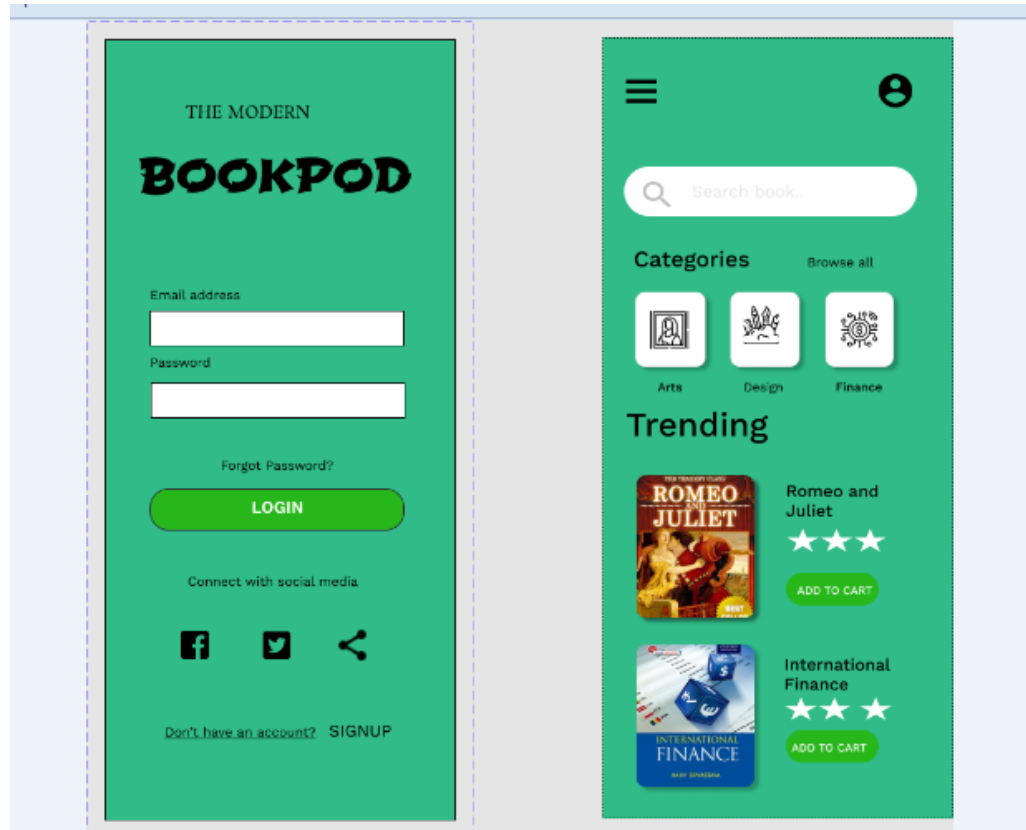
High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for building a books and checkout. It also met user needs for a pickup or delivery option as well as more customization.

Accessibility considerations

1

Provided special icons for disabled persons that useful to clear navigations

2

Good navigations menu bar buttons included

Going forward

- Takeaways
- Next steps

Takeaways

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

Conduct more user research to determine any new areas of need.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!

Thank you for reviewing and spending time for my work –BookPod-my Book selling app
If you'd like to
see more or get in touch, my contact information is provided below..
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Thank you!