BookLover App

Bhawani

Project overview

The product:

BookLover is a mobile e-learning app designed for Online study with having note taking and highlighting functionality. So that, learner could easily recap their study at anytime from anywhere with reasonable price.

Project duration:

July - August 2022

Project overview

The problem:

Online learning app doesn't save user's study history so users are struggling to make notes on different files.

The goal:

Design an e-learning app that allow users to add notes for future recap.

Project overview

My role:

UX designer

Responsibilities:

User research, wireframing, prototyping, usability testing

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Understanding the user

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

Google

User research: summary

I had interviewed with five people from different background and I conducted that they were struggling to recap their study to having their notes on different files or paper.

Based on my research, users specified that they were hesitated to buy online e-book because most of the sites do not allow or save users notes and highlighted text. Users have to create notes on different files or papers for later recap. This kind of situation annoy users to study

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User research: pain points

1

High chance of forgetness

In spite of hard work, users may forget later what they have learned

2

Lack of functionality

Users feel aggravated to study through online because not all of the online bookstores allow the users to add notes for their future memory

3

Unmotivated

Users feel unmotivated to study online because they have to take notes on different platform

4

Time

Busy users don't want to spend time to search their notes on their device or on the hard papers for quick recap

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Persona: **Manisha**

"Keep reading, It's one of the most marvelous adventure that anyone can have "

Problem statement:

Manisha is a hardworking continuous reader from high school student who needs reasonable price books with note taken functionality because she likes to get her notes and highlighted text quickly in future for her recap.

Age:	16
Education:	Grade 11, Adarsha School Kathmandu, Nepal
Hometown:	
Family:	First child, Four siblings
Occupation:	Student

Goals
- Want to keep track of her past readings books and notes
- Paying the lowest price
- Continue to build her knowledge around her interest

Frustrations
- Not tracking her progress when she was left
- Very hard to get new releases one easily
- Not being informed when price drop

Manisha is a student who belongs to a poor family. She lives with her parents and four siblings. Due to her low budget she always wants to buy cheaper books. So, she wants to notify her when price is changed. She also likes to keep recorded her courses and like to navigate her notes when she wants to continuous reading or short recap.

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User journey map

Manisha's journey maps illustrated that she is having a joyful study time in the new online platform.

Persona: Manisha

Goal: like to save her notes on the online reading platform with reasonable price

ACTION	Determine the book	Find the book store	Compares price to other stores	Make a payment	Start reading	Log out
TASK LIST	Tasks A. Google search B. Determined key words what I am looking for C. Identify the store	Tasks A. Create an account B. Sign in C. Check the available book	Tasks A. Look at the discount or offer price B.Think about version C. Determine the right book	Tasks A. Follow all the payment process C. Wait for accepted notification	Tasks A. Enjoy reading B. Add notes	Tasks A. Decide to stop reading B. Follow logout sign
FEELING ADJECTIVE	• Hopeful • Thoughtful	• Confuse • Intimidated • Nervous	• Alert • Confused	• Satisfied • Glad • Confuse	• Excited • Relieved	• Smiley • Disappointed
IMPROVEMENT OPPORTUNITIES	• Better way to finding	• Reliability and trust about app	• Book suggestion • Explanations about Writer experience, new release, rating	• Several payment method available • Secure confidential informations	• Smooth design flow • Easy navigate	• Auto save note and history

Google

Starting the design

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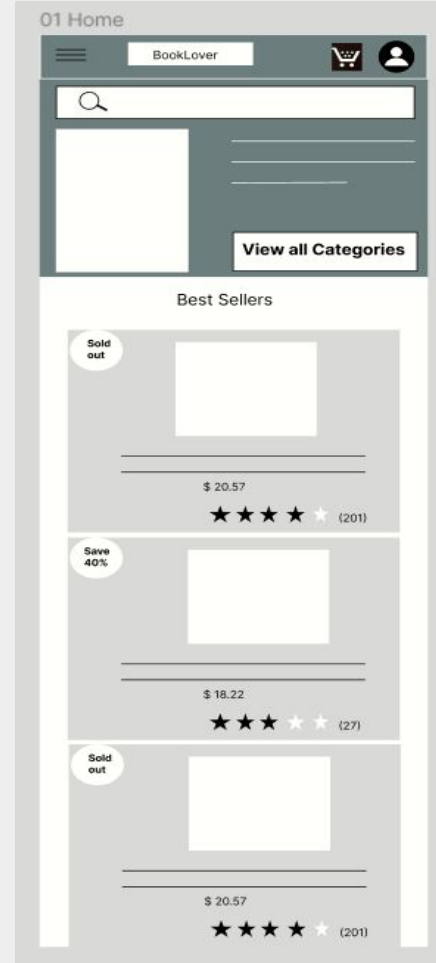- Usability studies

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Paper wireframes

Paper wireframe describe the product's overall structure and we can quickly revise and create new one
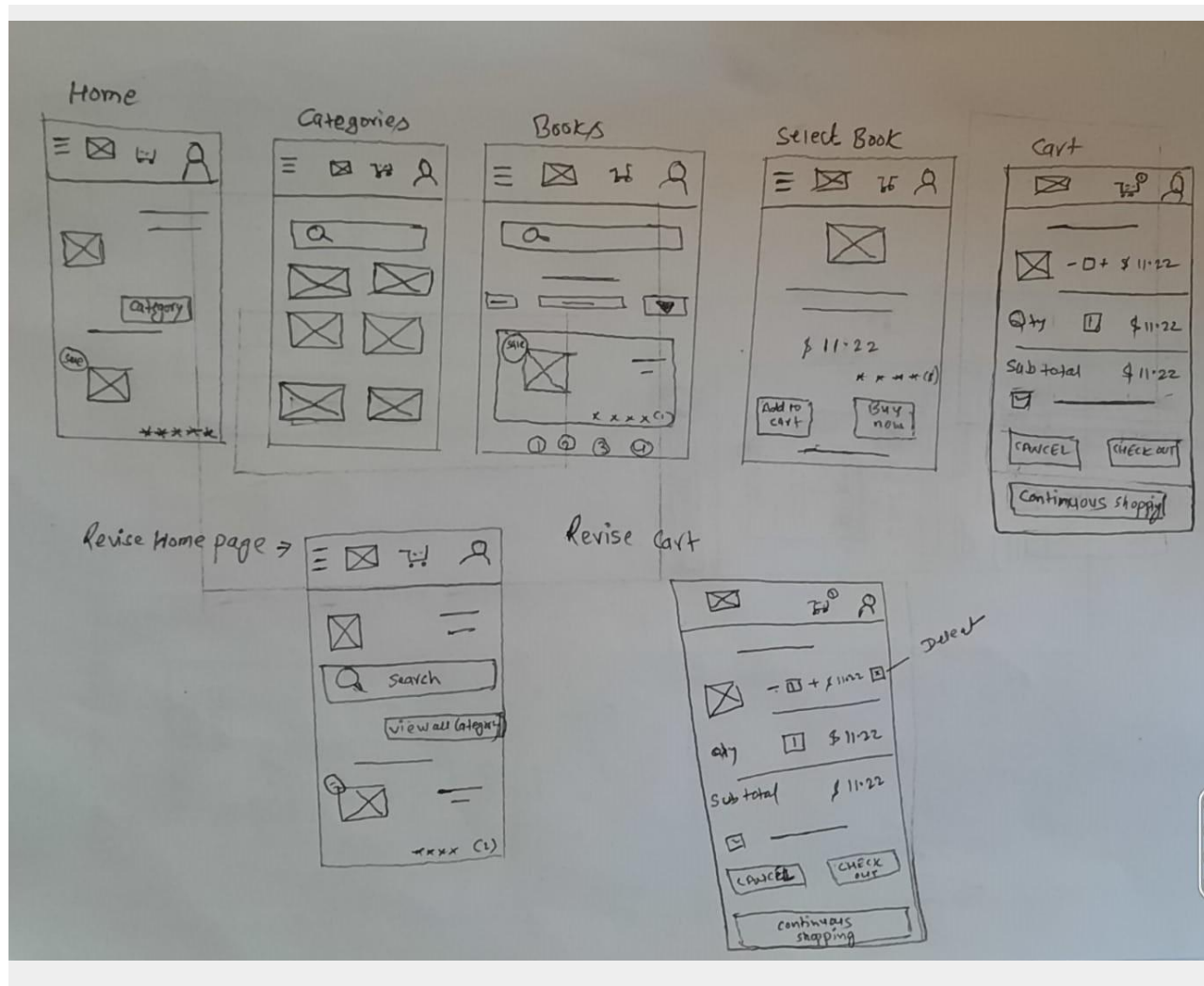
Digital wireframes

From home page user can find items by typing in the search box or go through categories link

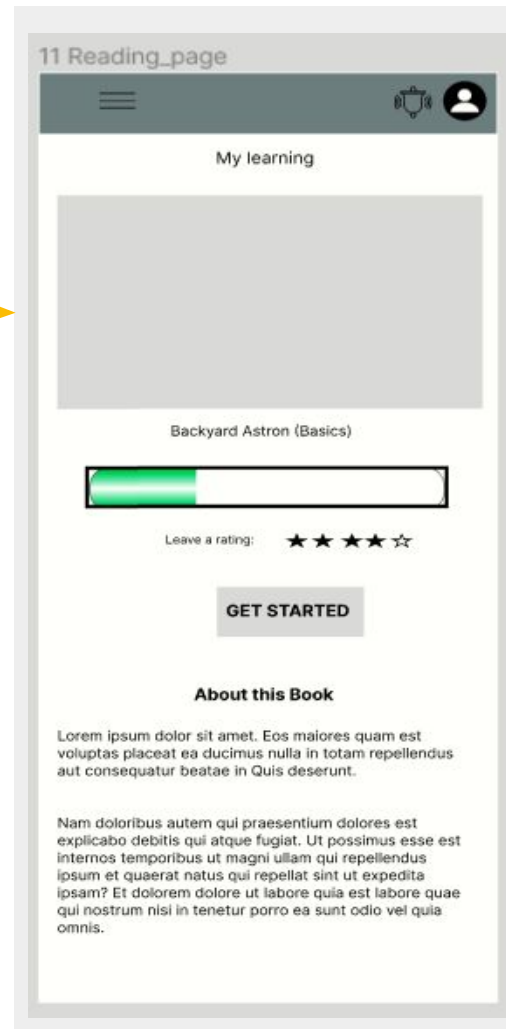User can navigate items easily by link or by search box

Users might beneficial for making a decision to buy items because of showing best rating items with discount

01 Home

BookLover

View all Categories

Best Sellers

Sold out

$ 20.57
★★★★ ★ (201)

Save 40%

$ 18.22
★★★ ★ ★ (27)

Sold out

$ 20.57
★★★★ ★ (201)

Google

Digital wireframes

In this screen, users can see their study progress from the page they were at last time and they can also navigate through the same page

It's showing that the users learning history

Showing users progress in the study and navigate them where were in last time

My learning

Backyard Astron (Basics)

Leave a rating: ★ ★ ★ ★ ☆

GET STARTED

About this Book

Lorem ipsum dolor sit amet. Eos maiores quam est voluptas placeat ea ducimus nulla in totam repellendus aut consequatur beatae in Quis deserunt.

Nam doloribus autem qui praesentium dolores est explicabo debitis qui atque fugiat. Ut possimus esse est internos temporibus ut magni ullam qui repellendus ipsum et quaerat natus qui repellat sint ut expedita ipsam? Et dolorem dolore ut labore quia est labore quae qui nostrum nisi in tenetur porro ea sunt odio vel quia omnis.

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Low-fidelity prototype

The low-fidelity prototype visualizes the flow of product when users are selecting the items, adding to the cart, processing the checkout, start reading and saving their notes.
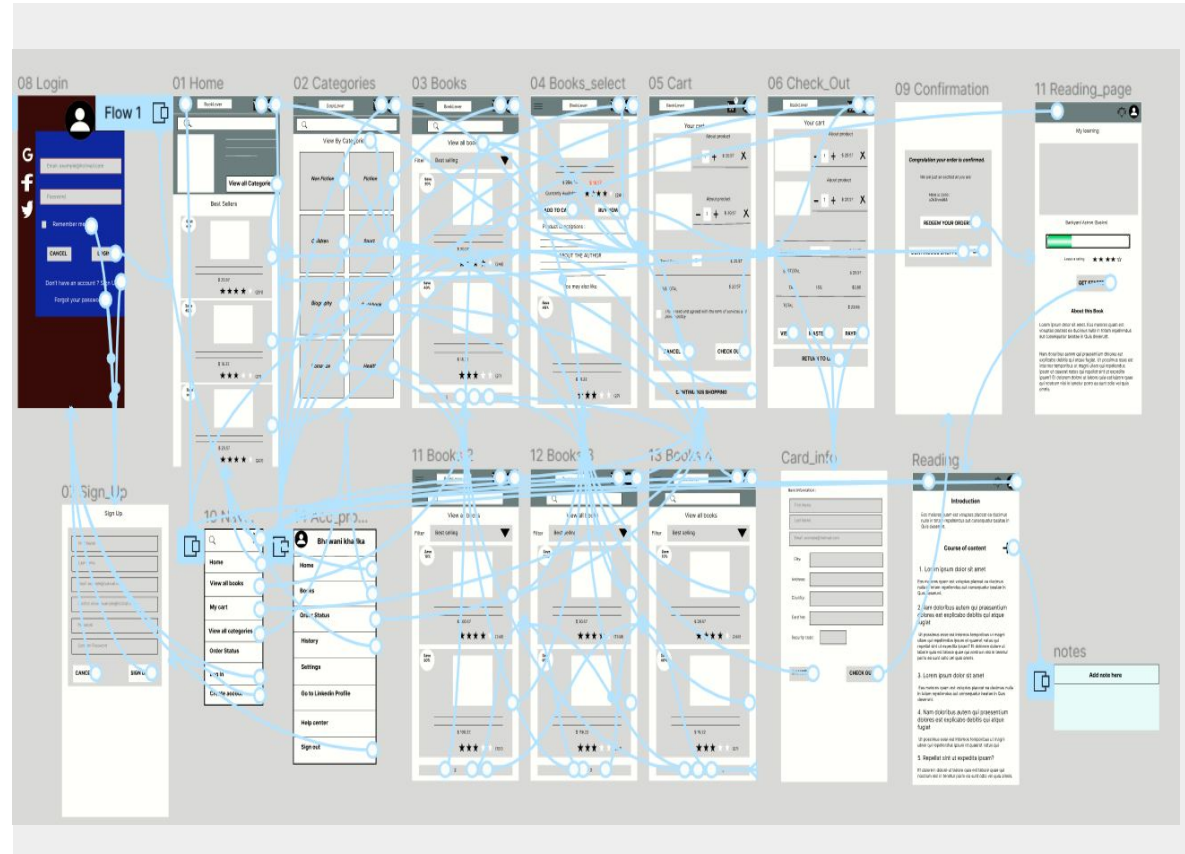
Usability study: findings

I conducted interview for the usability testing and found out some insides. After revise the low-fidelity prototype, the product flow look nicer than before. The usability study help to iterate the design from wireframe to mockup.

Round 1 findings

1. Users need clear links to navigate their items

2. Users want to have search functionality to search the items

3. Users wants to remove some item from cart

Round 2 findings

1. Users want to have confirmation before payment proceeds

2. User like to have payment choices for different type of cards
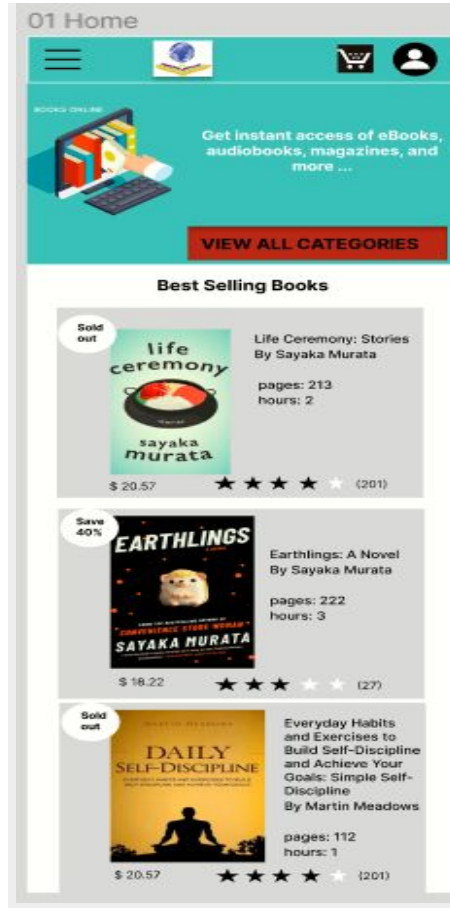
3. User want to save their note on the same platform

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Refining the design

- Mockups
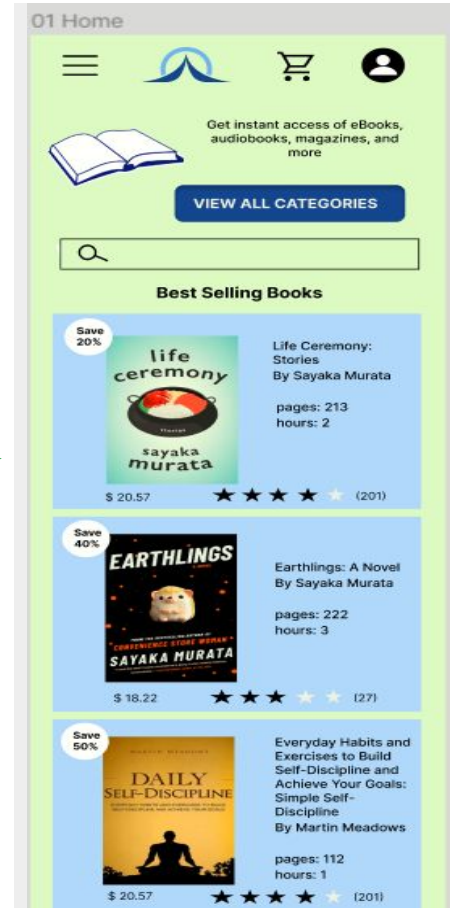
- High-fidelity prototype

- Accessibility

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Mockups

Based on usability study users wants to search items by typing the name in search box, so the search functionality were added and some design changed in heading part
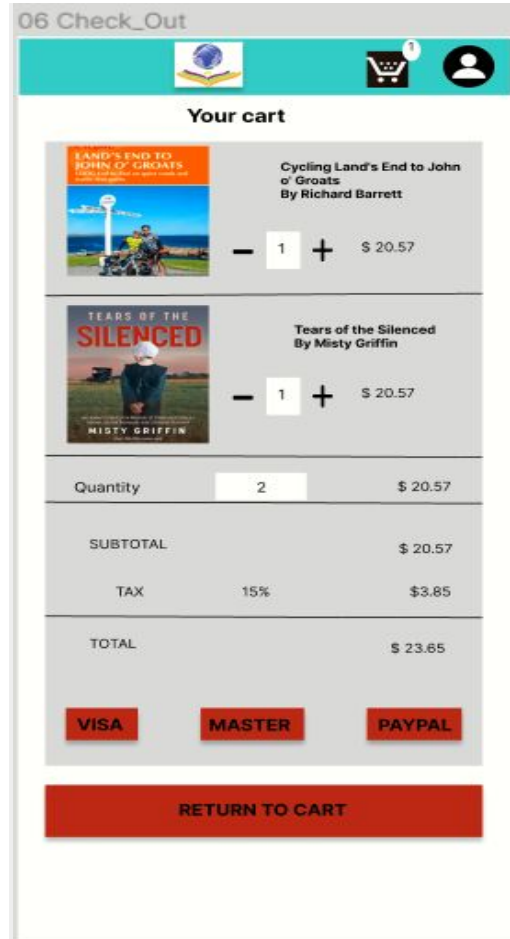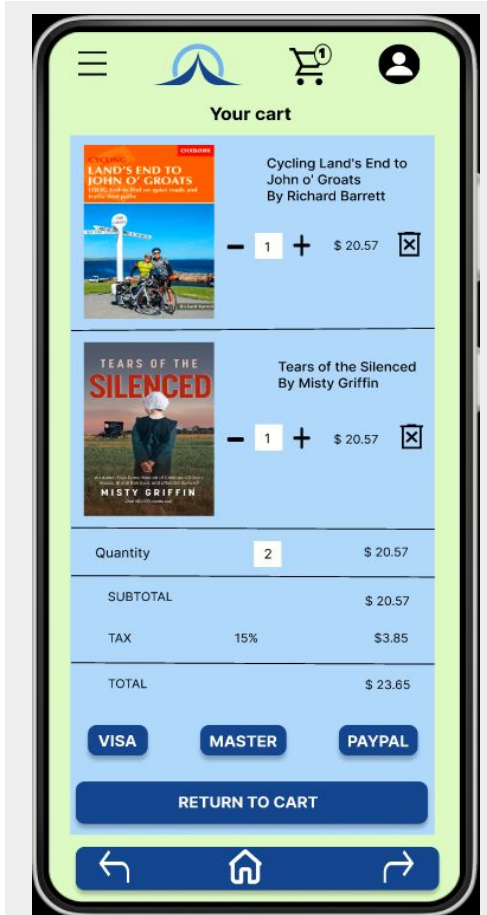
Mockups

In the previous mockup the items from cart could not remove. Users get confused and have to pay or cancel all the items. In the revise mockup users can delete item if they don't like it.
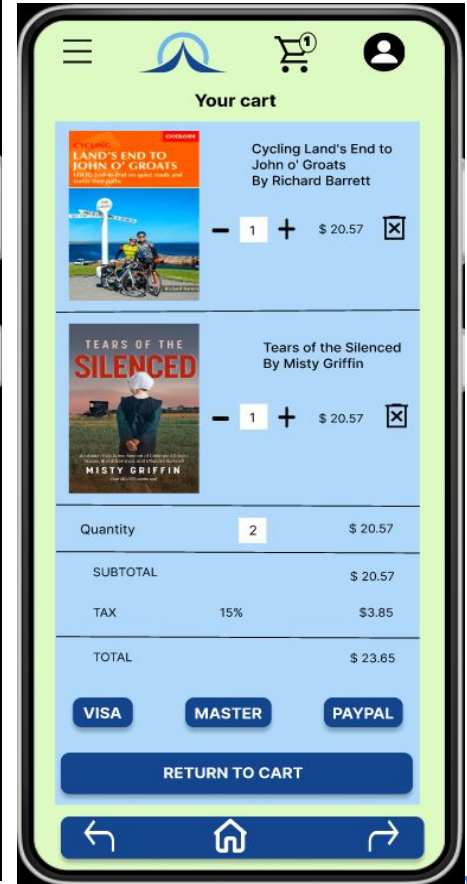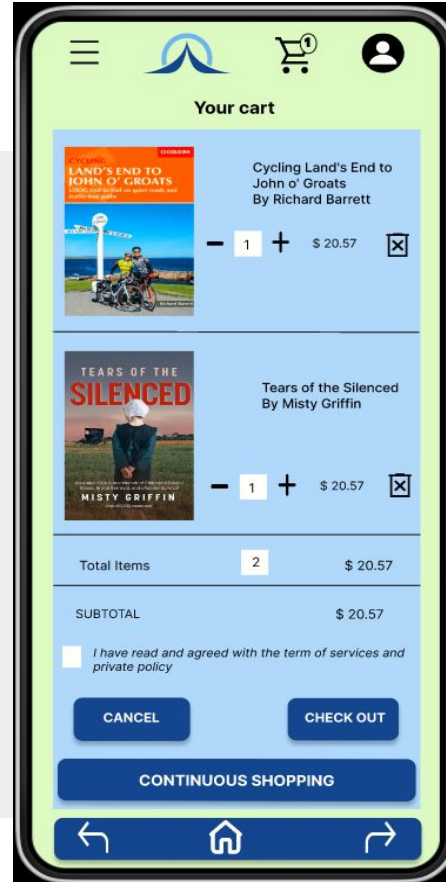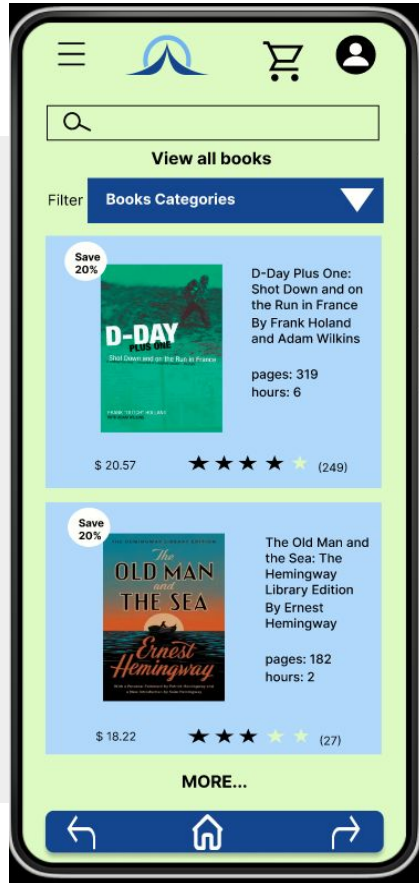

06 Check_Out

Your cart

Cycling Land's End to John o' Groats
By Richard Barrett

1 $ 20.57

Tears of the Silenced
By Misty Griffin

1 $ 20.57

Quantity		2	$ 20.57
SUBTOTAL			$ 20.57
TAX	15%		$3.85
TOTAL			$ 23.65

VISA MASTER PAYPAL

RETURN TO CART

Your cart

Cycling Land's End to John o' Groats
By Richard Barrett

1 $ 20.57

Tears of the Silenced
By Misty Griffin

1 $ 20.57

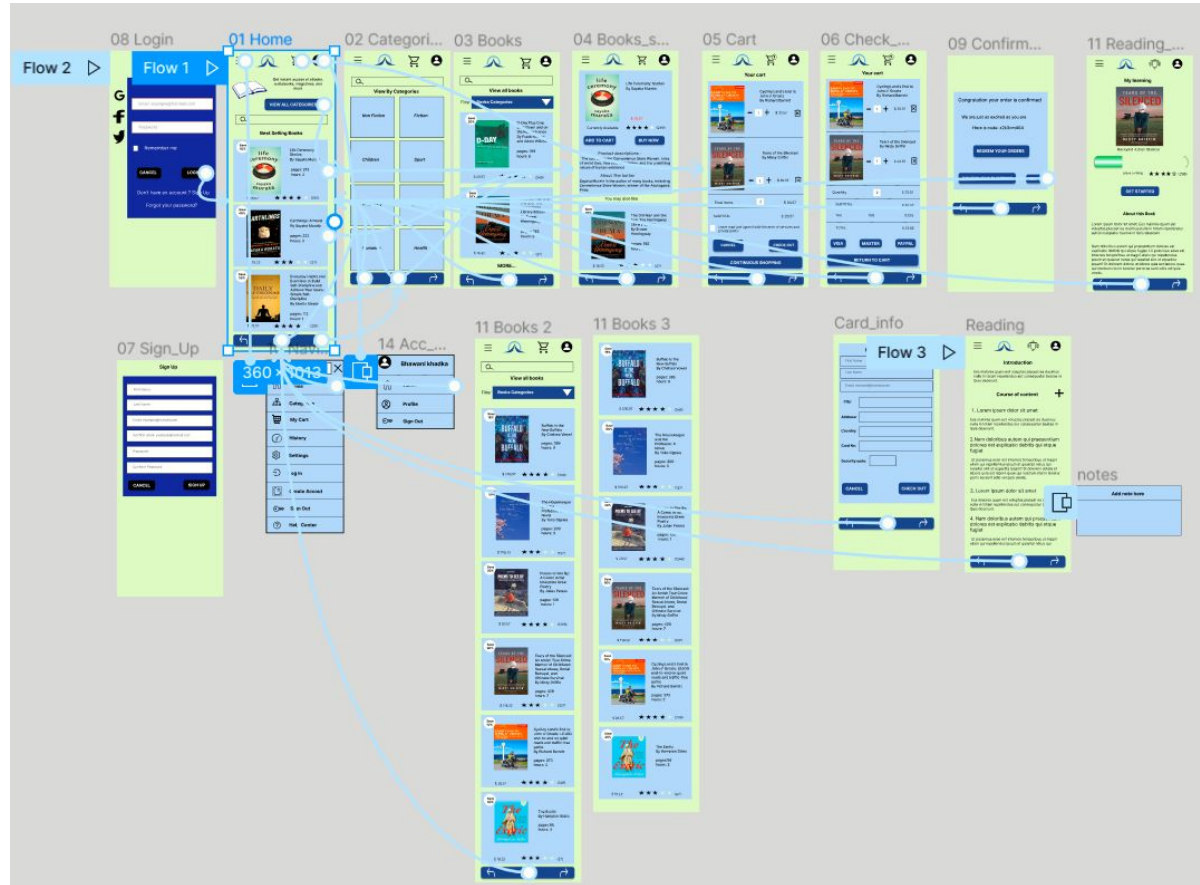| Quantity | | 2 | $ 20.57 |
SUBTOTAL			$ 20.57
TAX	15%		$3.85
TOTAL			$ 23.65

VISA MASTER PAYPAL

RETURN TO CART

Key Mockups

High-fidelity prototype

The high-fidelity prototype

shows the user flow of online

book store app

View the online bookstore app

Link

Accessibility considerations

1

Making sure the colour contrast ratio is very good recommendations of WCAG

2

Using the icon for making user to navigate easier.

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Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

The BookLover app makes reader work easier by allowing them to add notes on the same platform.

Quote from users: "Book and Notes are always with my hands, no need to carry backpack"

What I learned:

While designing the BookLover app I learnt that, designer could not be able to design final product without usability study and users insight

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Next steps

1

Conduct usability study in timely manner, validate the users pain points and insight.

2

Usability study helps to measure the product's overall effectiveness and find out some bugs.

3

Applying some motions in the product so users can enjoy the product and feel nice

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Let's connect!

Thank you for your time to reviewing my work and providing unconditional feedback, it really helps me a lot to improve my product.
You can contact me at: booklover@gmail.com

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