

Wireframe:

The site map briefly describes the structure of the website as following. The wireframe is made based on the logistics shown in the site map.

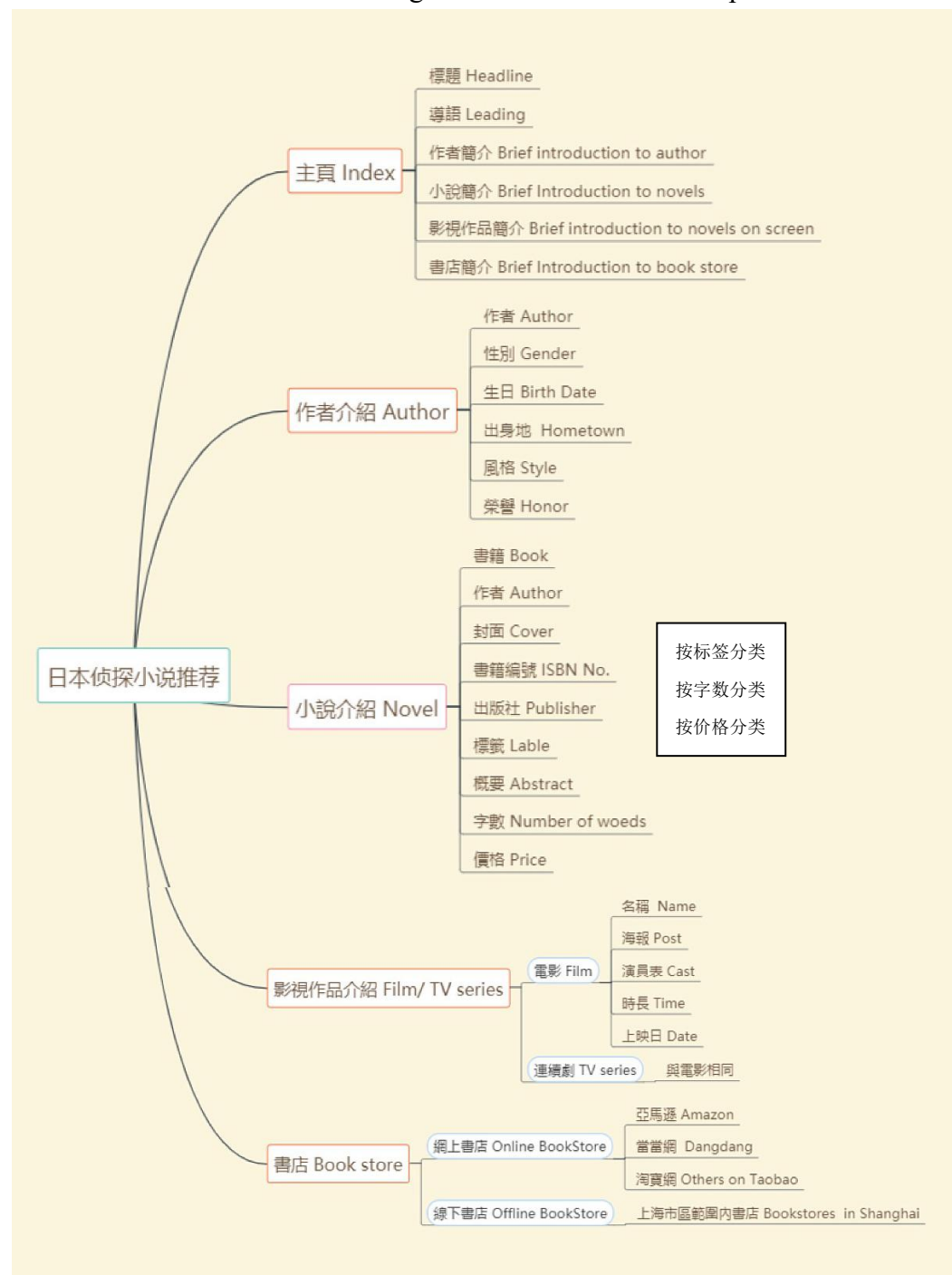


Figure 1. Site Map

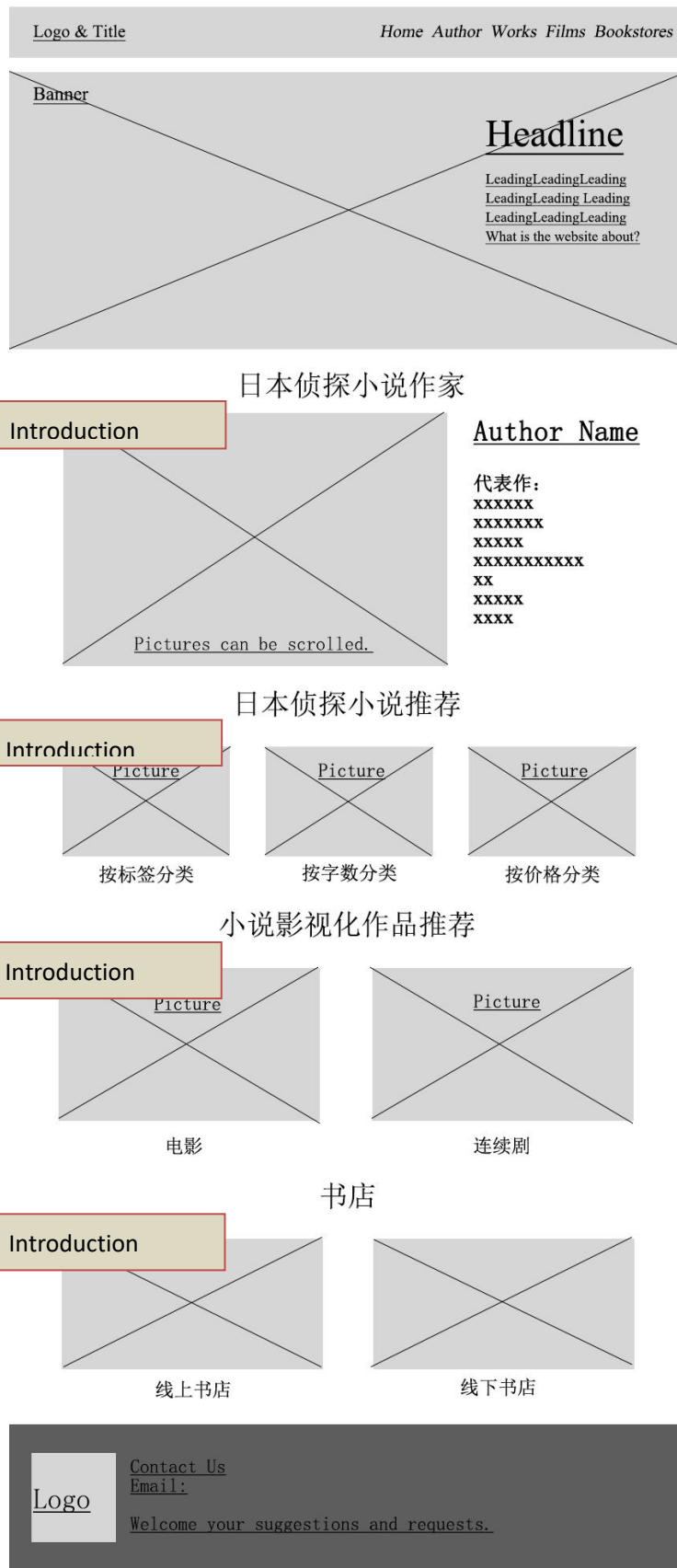


Figure 2. Wireframe- Index page

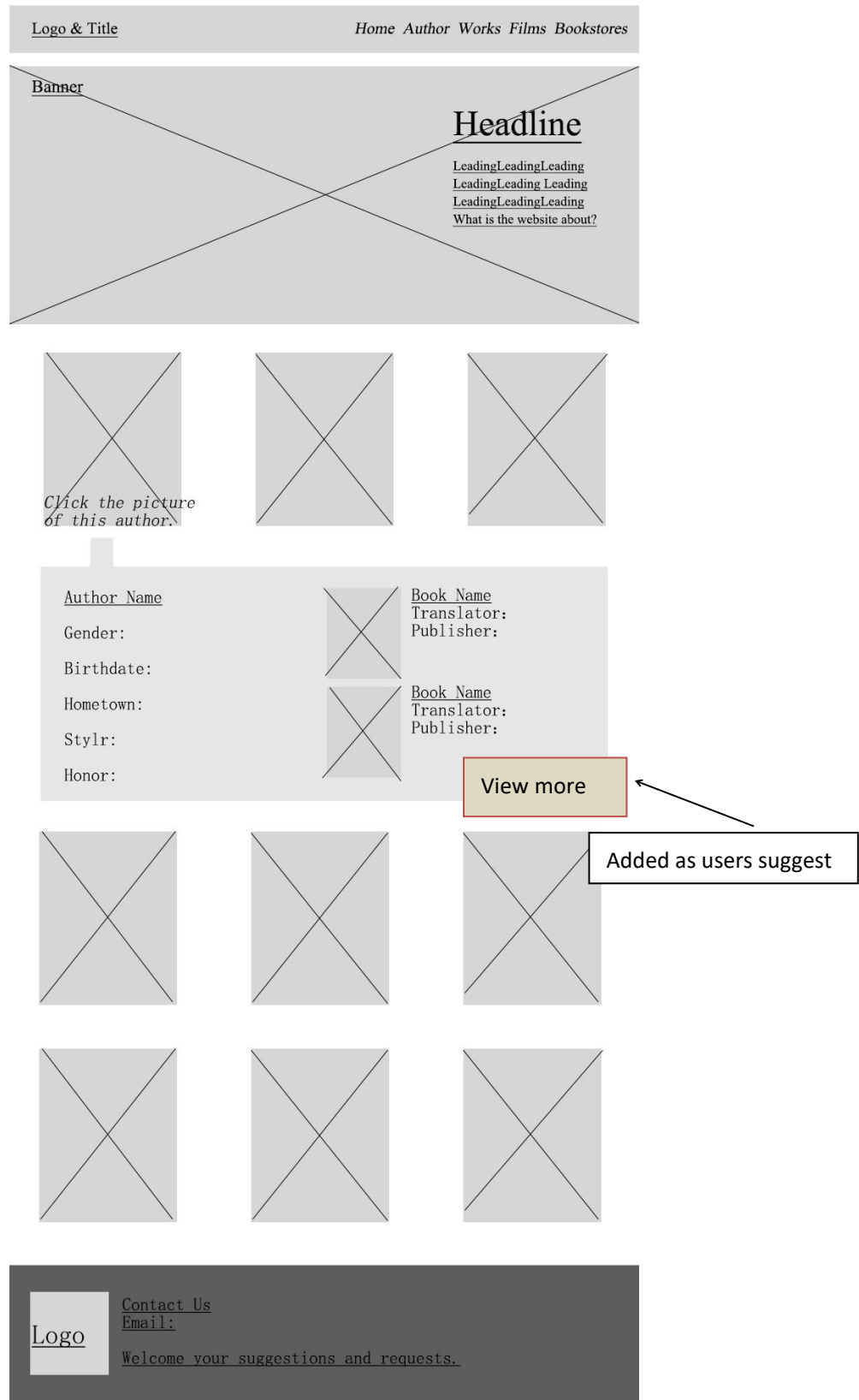


Figure 3. Wireframe- Author page

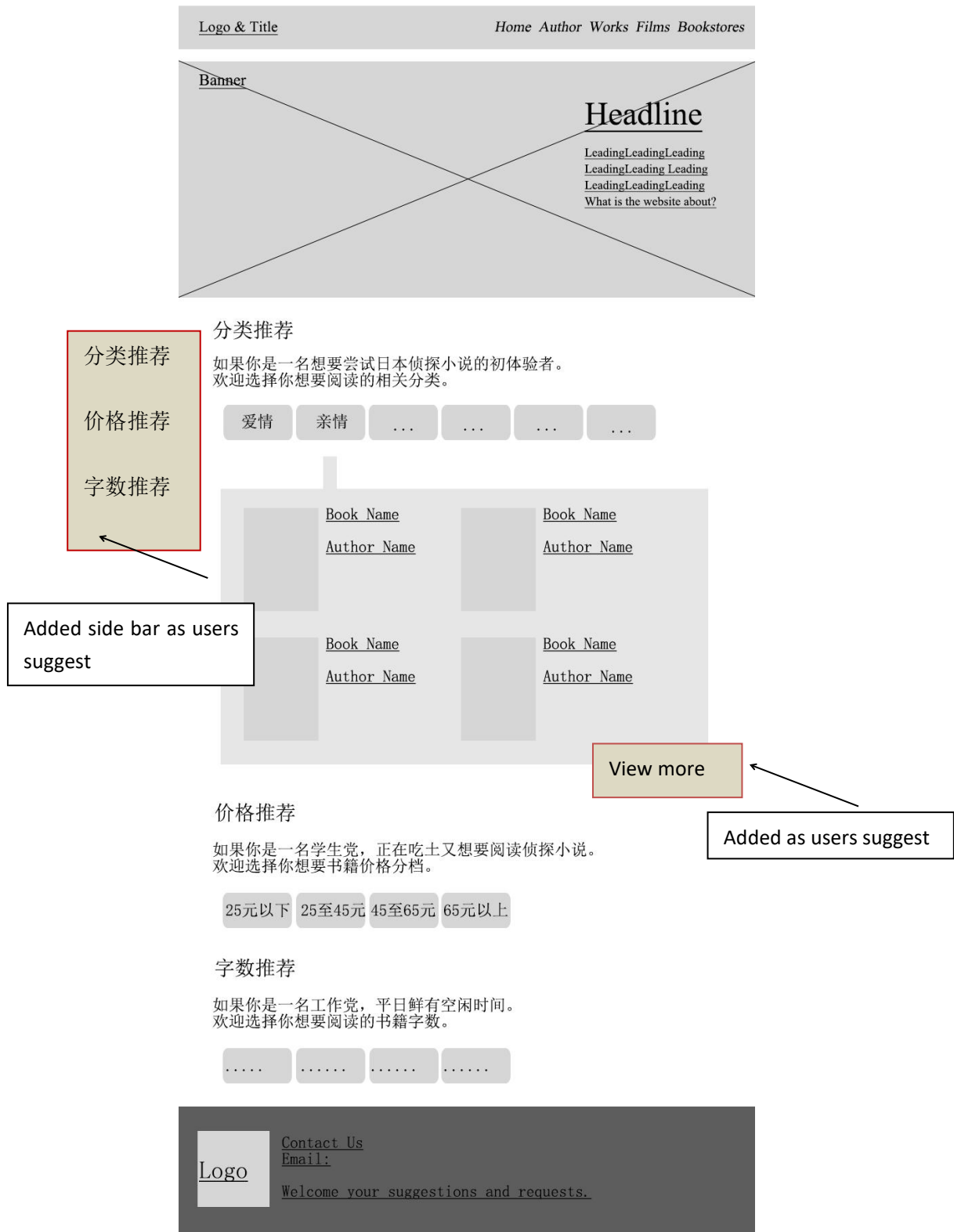


Figure 4. Wireframe- Novel page

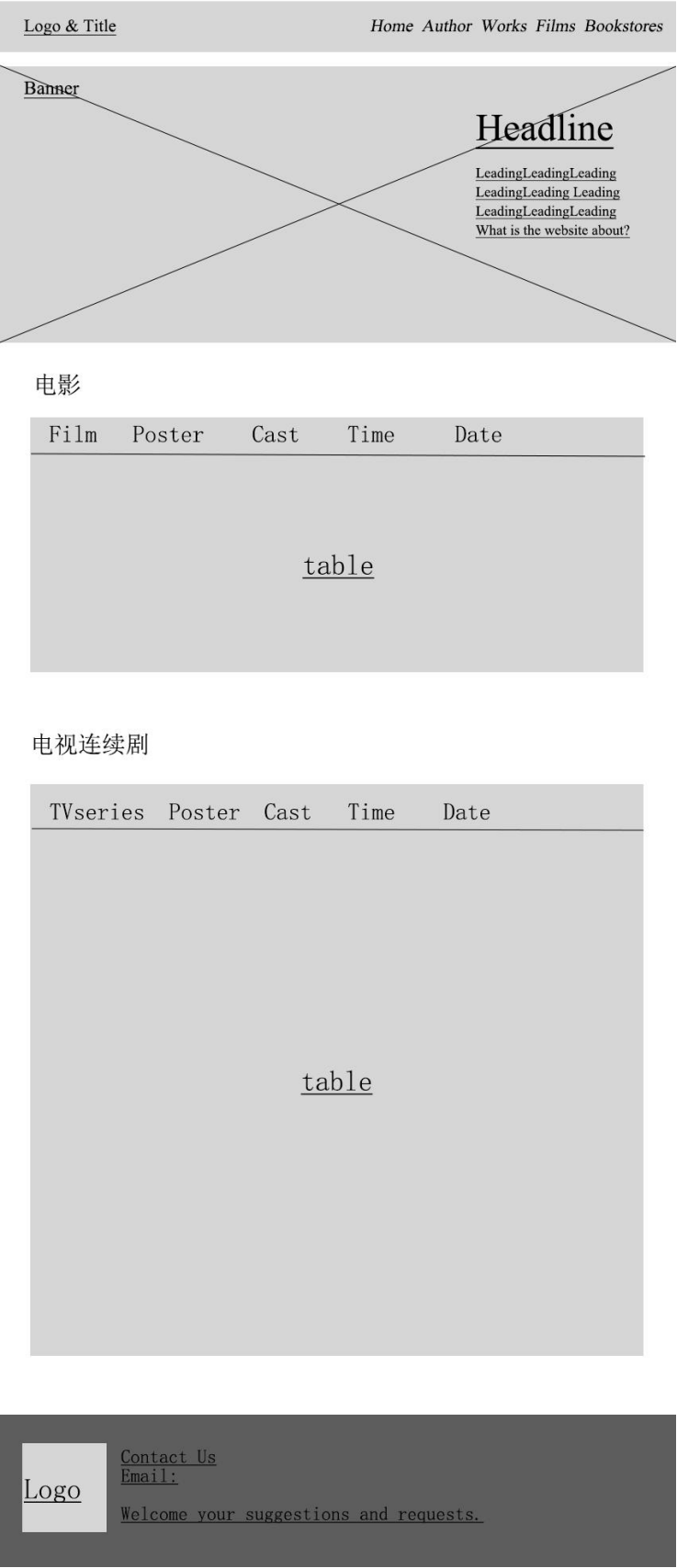
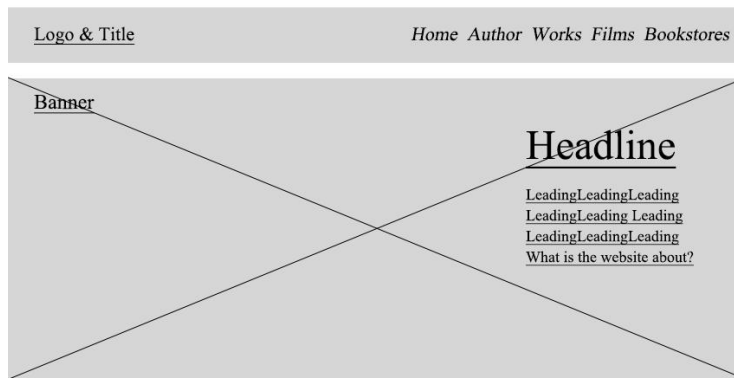
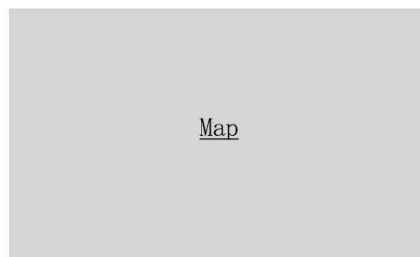


Figure 5. Wireframe- Film



线下书店

为上海读者购买纸质书籍提供便利。



Boostore name

Address:
District:
Opening hour:

线上书店

习惯于线上阅读的读者可以在此找到通往Amazon，当当网以及淘宝网。

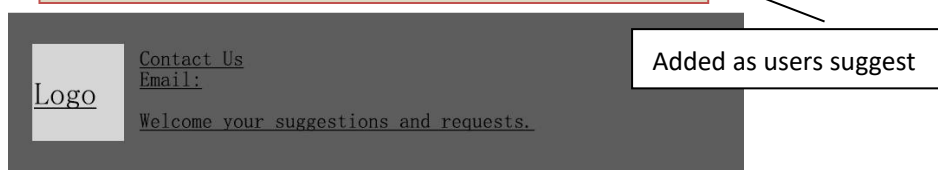


Figure 6. Wireframe- Bookstore

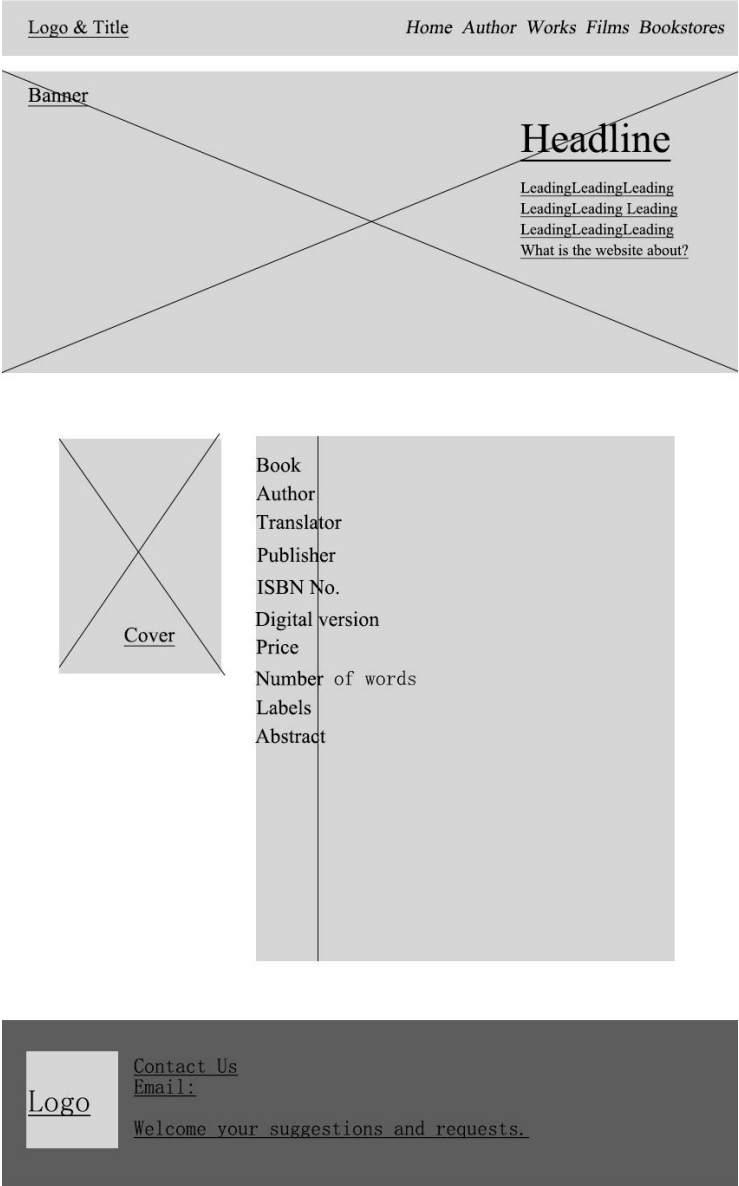


Figure 7. Wireframe- Book

Target Users:

- (1) Students and office workers who want to read Japanese detective books but have enough time or money.
- (2) Those who have not read Japanese detective books and want to have a try.

Usability Test:

To evaluate the effectiveness of the wireframe, an usability test is carried out. Five target users are asked to accomplish the following tasks and give suggestions to the wireframe. In these five target users, four are students and one is an office worker. They are busy with their work and have not read Japanese detective novels before.

No.	Task
T1	How do you find the kind of book that you love?
T2	How do you find where you can buy the book.

Table 1. Usability Task

All users completed the tasks smoothly. It took 15 seconds on average for users to get the book they want in the first task. And it took 10 seconds for users to find how they can get the book. However, some problems happened during the test.

User A thought she was confused about three access to the book recommendation page. She suggested these three sections should be separated. She also suggested that “View More” should be placed on author page and novel page, which linked to another page where users could check more books in form of tables. She also advised to add online reading application information in website.

User B thought there should be search navigation under the navigation bar so that the users can search the book they want. She was confused about the number of words. And she preferred the expression of number of pages.

User C misunderstood what bookstore meant here. She thought its was a shopping mall in the website where she could directly buy the book. Like user B, user C thought the expression of reading hours was better than number of words.

Both user C and user D suggested that now users prefer novels of low prices. Digital versions on online reading applications should also be stated.

User E got confused about threes sections on works page. To the book page, he suggested there should be links to the online bookstore directly

Base on the suggestions and problems above, changes are made to the wireframe. (1) Add online reading application section on bookstore page; (2) Add “View more” button; (3) Add “ View more” page (Details of these pages are shown below); (4) Add brief introduction of each section on index page; (5) Add side bar on the works page. Three sections will be shown on different page.

Response to some suggestion: (1) Website aims to help users discover new novels not to search detailed information of some known novels, so search navigation is not necessary. (2) The time spent on reading novels depends on different readers. Meanwhile, the number of page of novels depends on different edition.

Added pages:

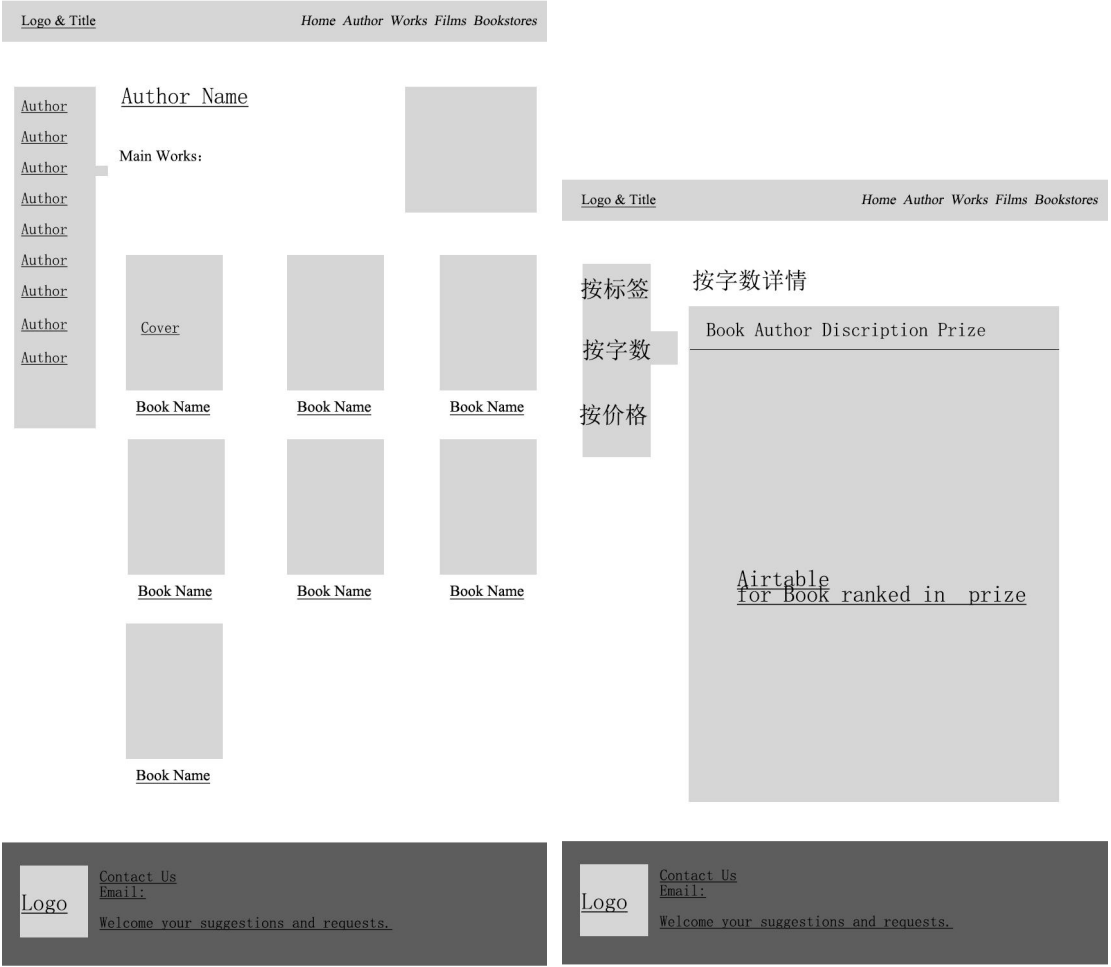


Figure 8. Wireframe- Added Author-Book

Figure 8. Wireframe- Added Book-sorted