

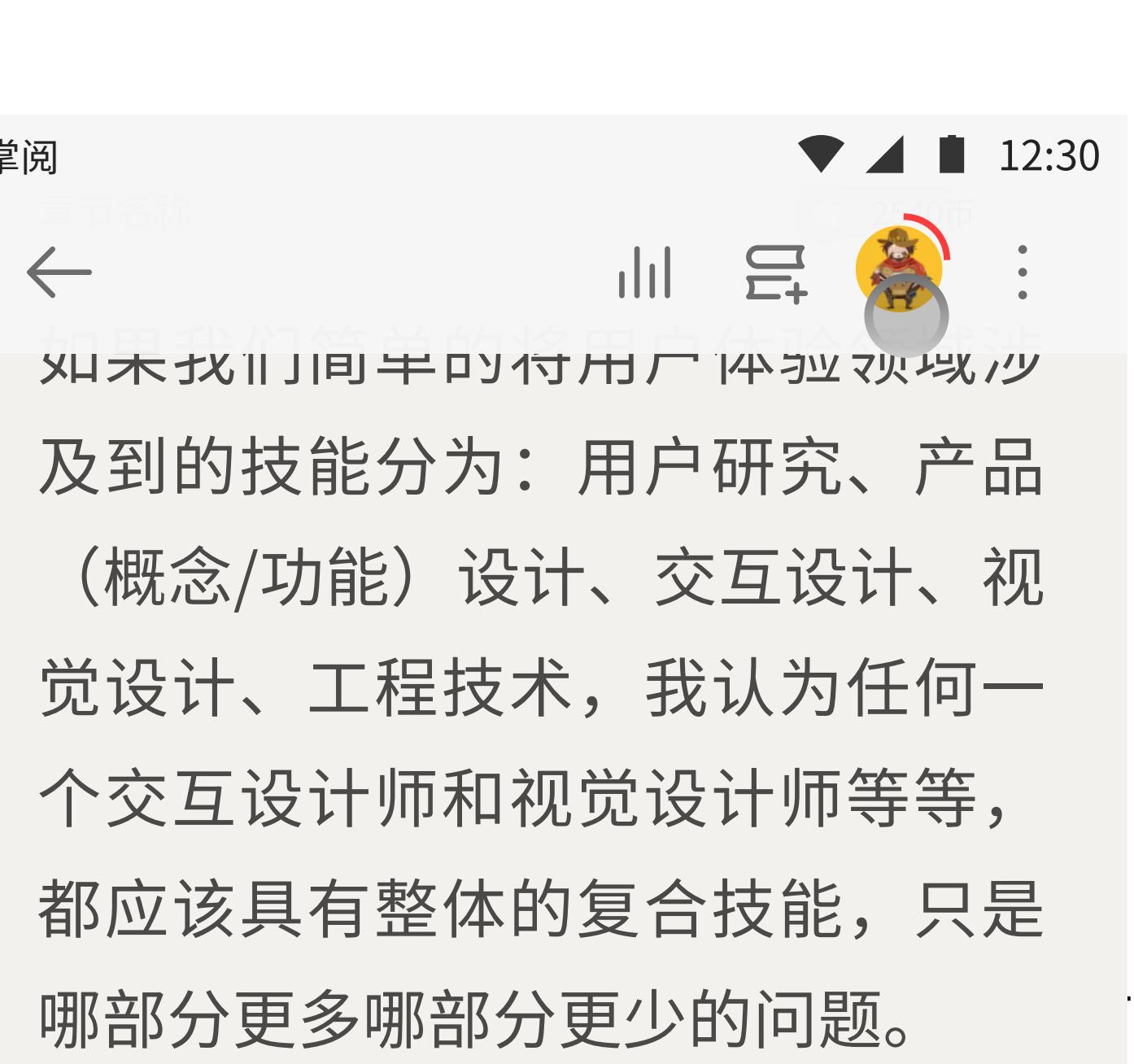
HMW provide global audio player for TTS to help users to easily control their reading settings while listening and build strong connections between listening and reading with multitasking?

DESIGN GOAL

Users have better control over their book listening experiences under different scenarios.

Constraints:

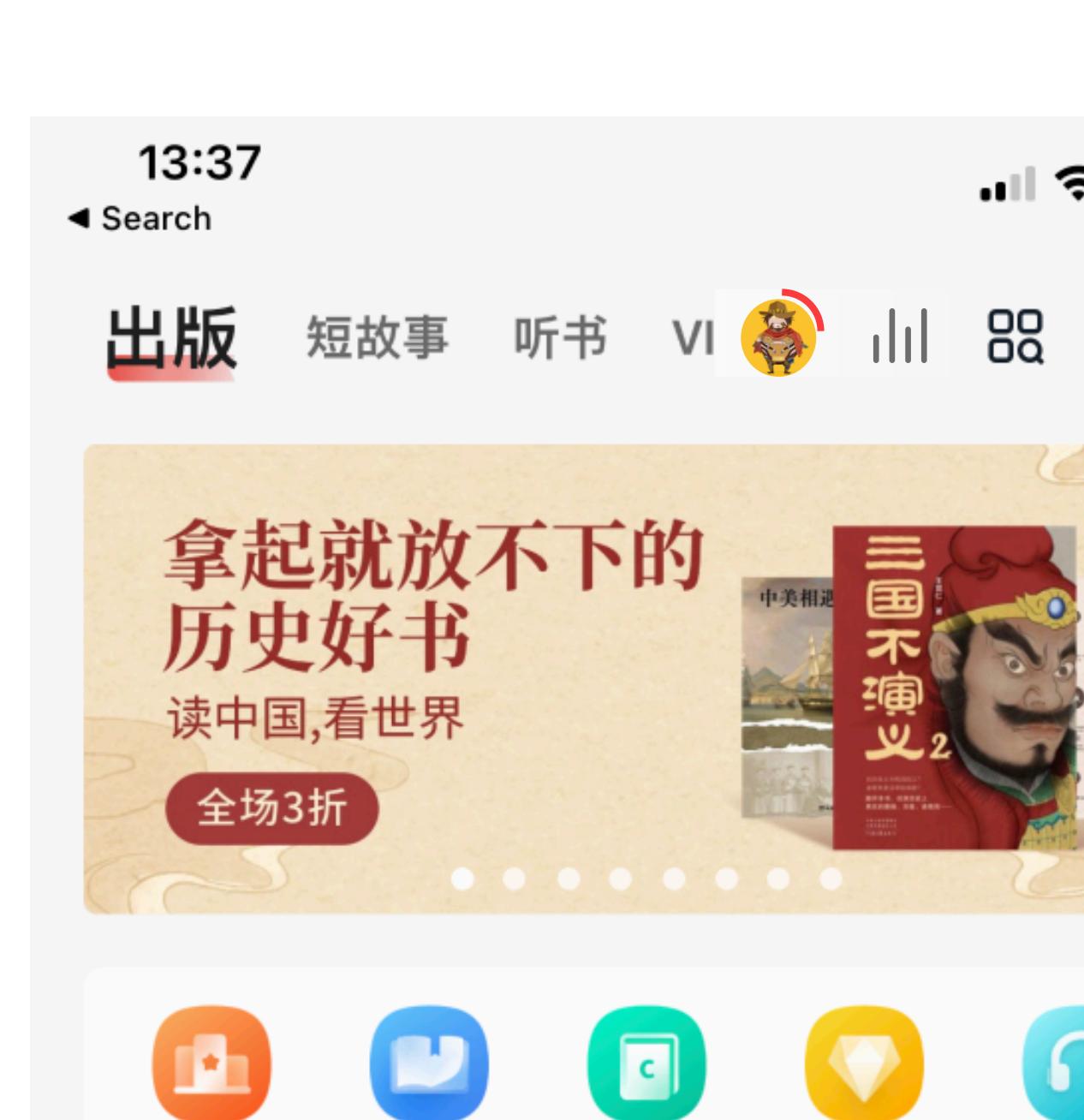
1. Changes are on native layer - needs more time for engineering development
2. If a new entry point is created for TTS, should we unify it with the existing entry point of audio book or keep them separate?
3. Users can only pause the audio but cannot close the audio player by themselves, and it will be closed by itself after 11 days.
4. There is no available spaces in navigation bar



homepage



bookshelf

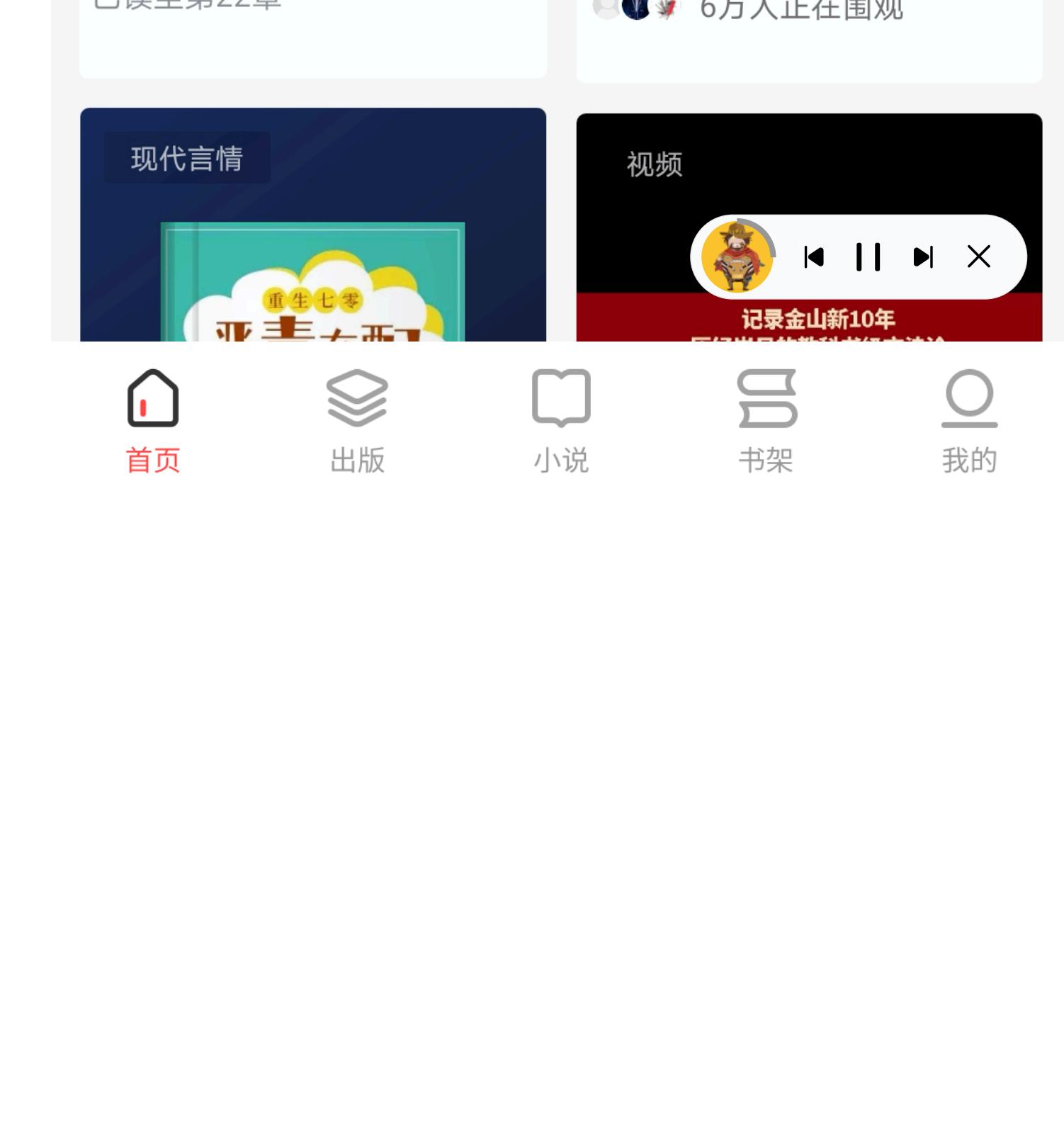
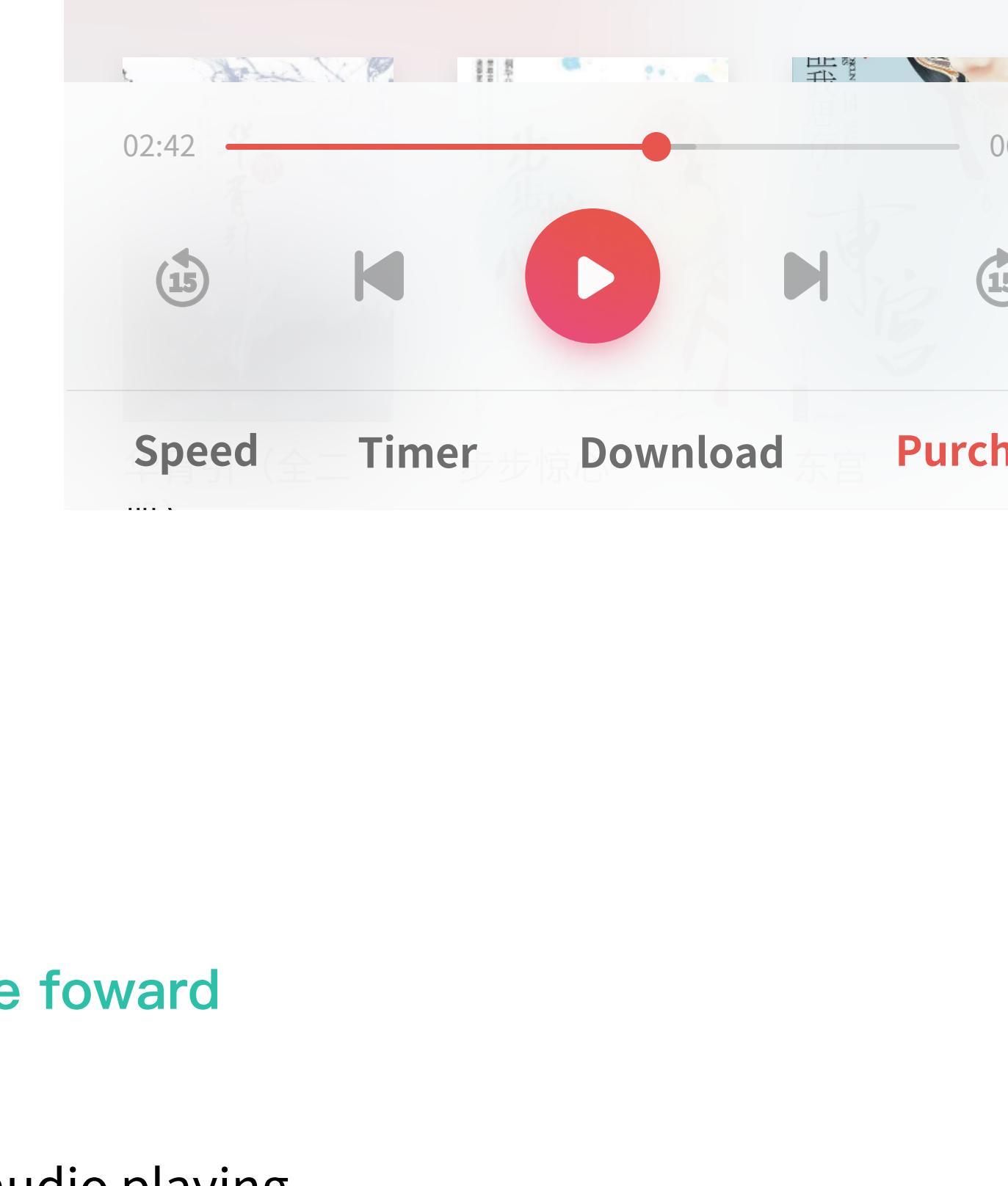
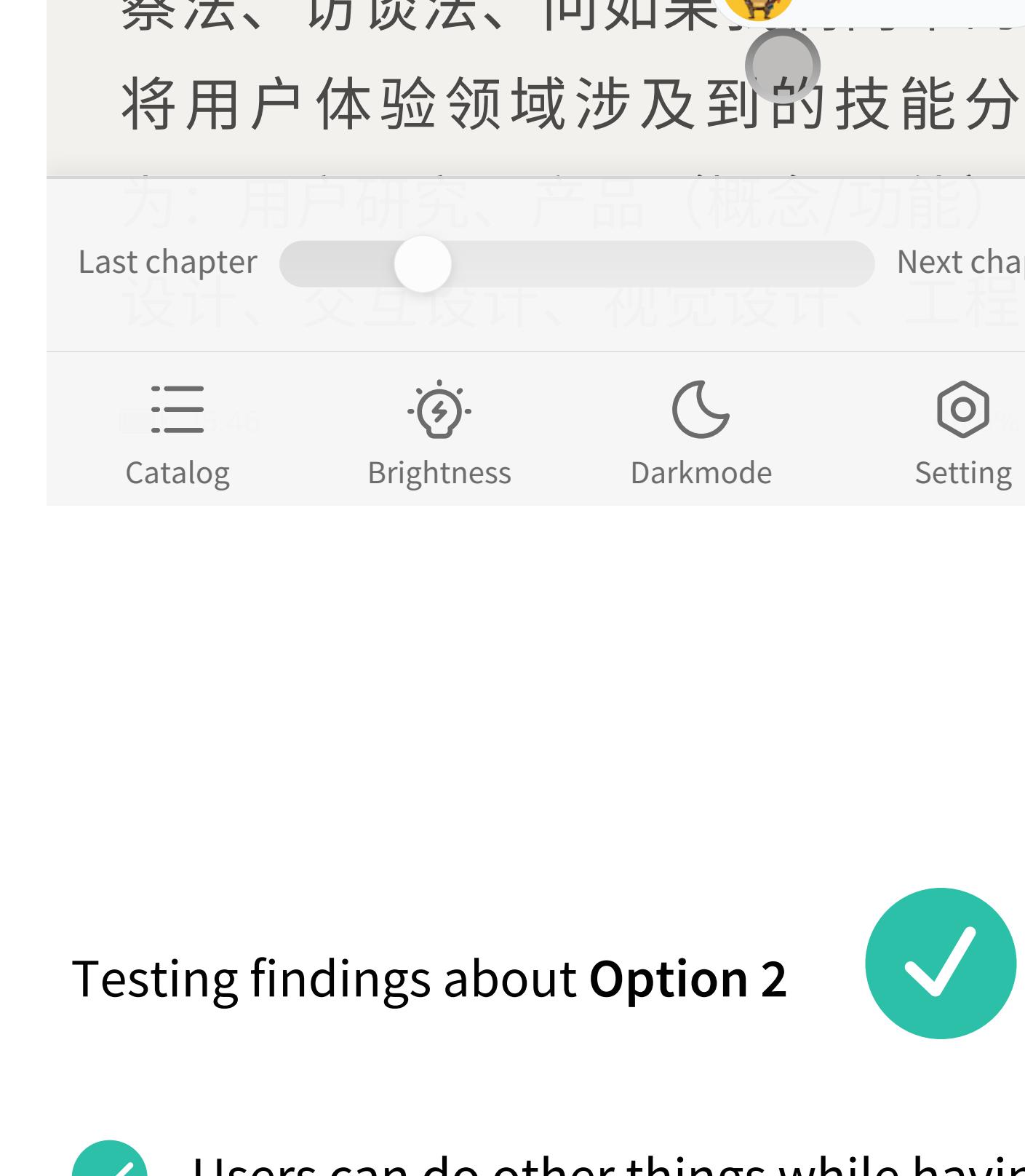


in reader

Approach

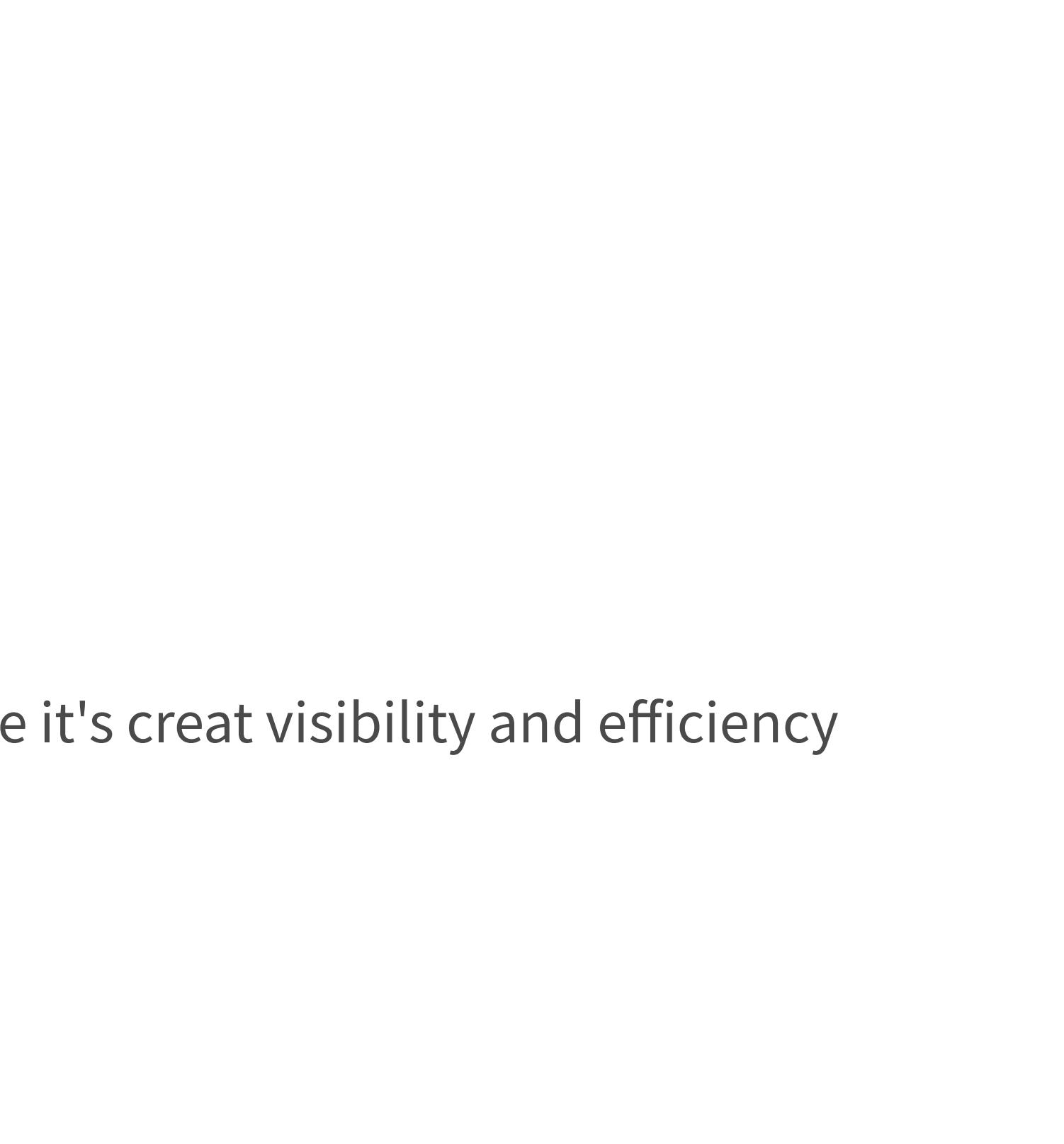
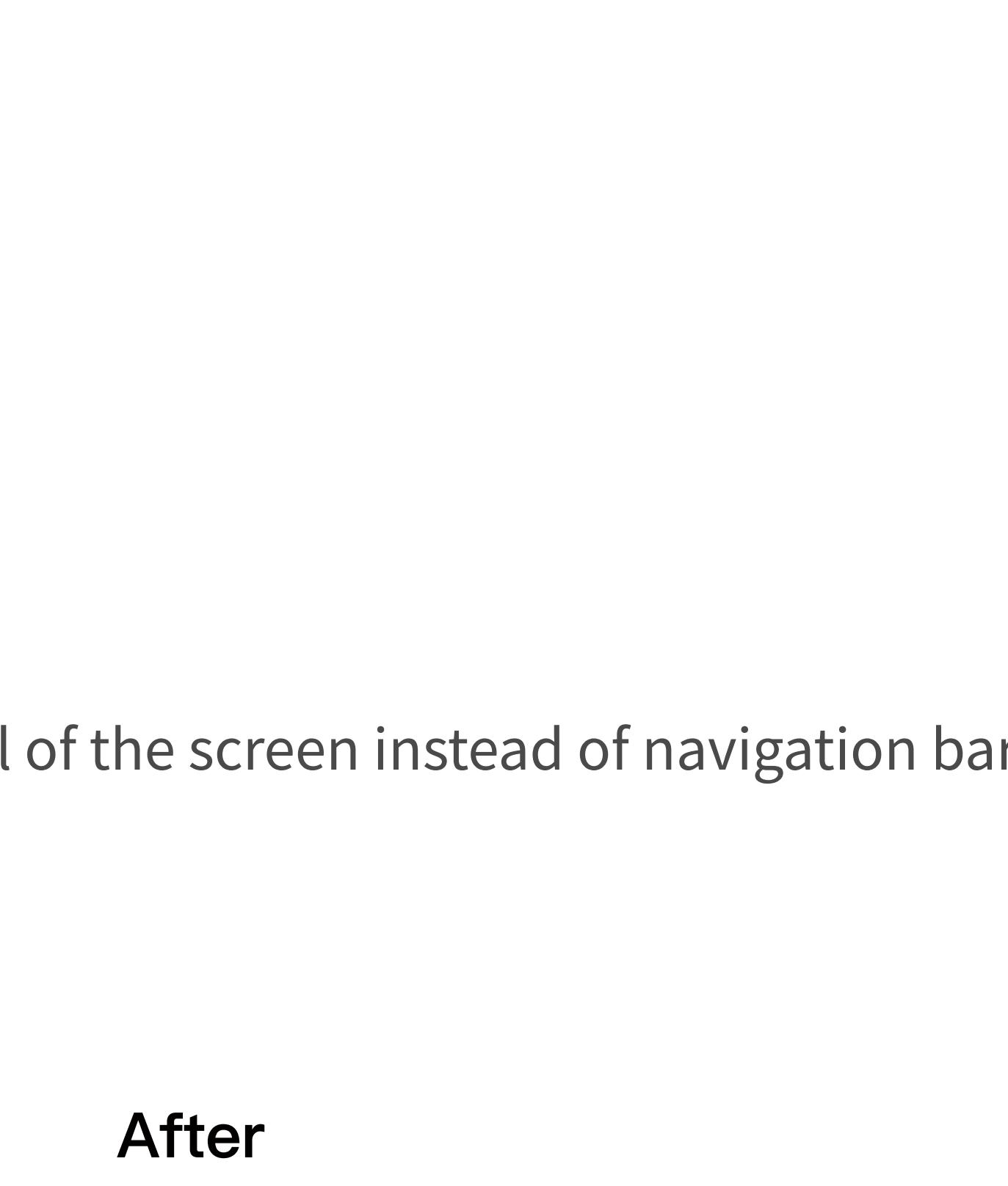
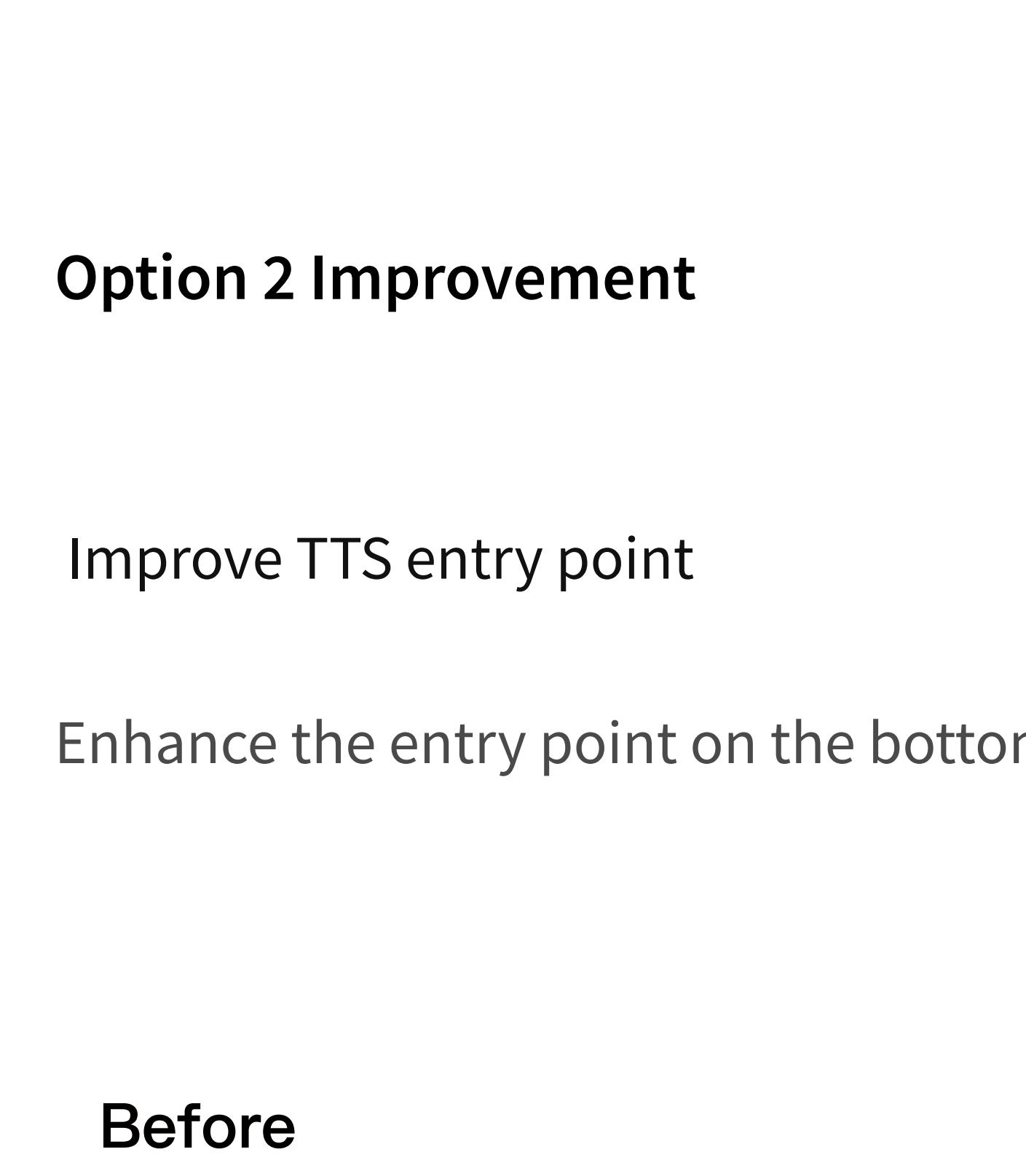
DESIGN EXPLORATIONS

Option1: Add a new TTS player entry point on the navigation bar which is available for all pages



Testing findings about Option 1

- ✗ Users might get confused about two audio entry points as the navigation bar already has entry point for audio books
- ✗ The navigation items might get overlapped in certain pages
- ✗ Both the TTS and audiobook entry points have animation, might get dazzling
- ✗ Users need extra steps to control audios
- ✓ Users can do other things while having the audio playing



Testing findings about Option 2

- 1. Floating audio player provide users with multitasking capability by nature
- 2. Unified UI representations can provide consistent experiences and reduce confusion
- 3. Users can easily adjust their audios in place

Option 2 Improvement

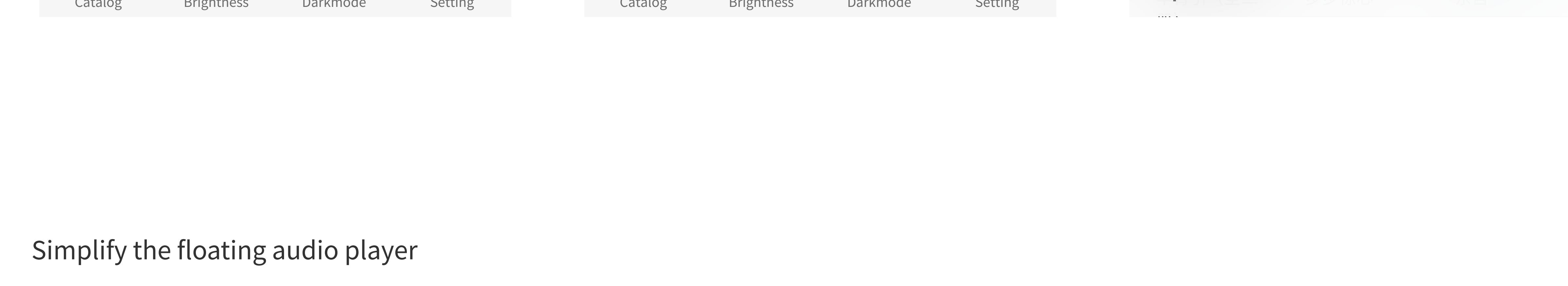
Improve TTS entry point

Enhance the entry point on the bottom level of the screen instead of navigation bar because it's creat visibility and efficiency

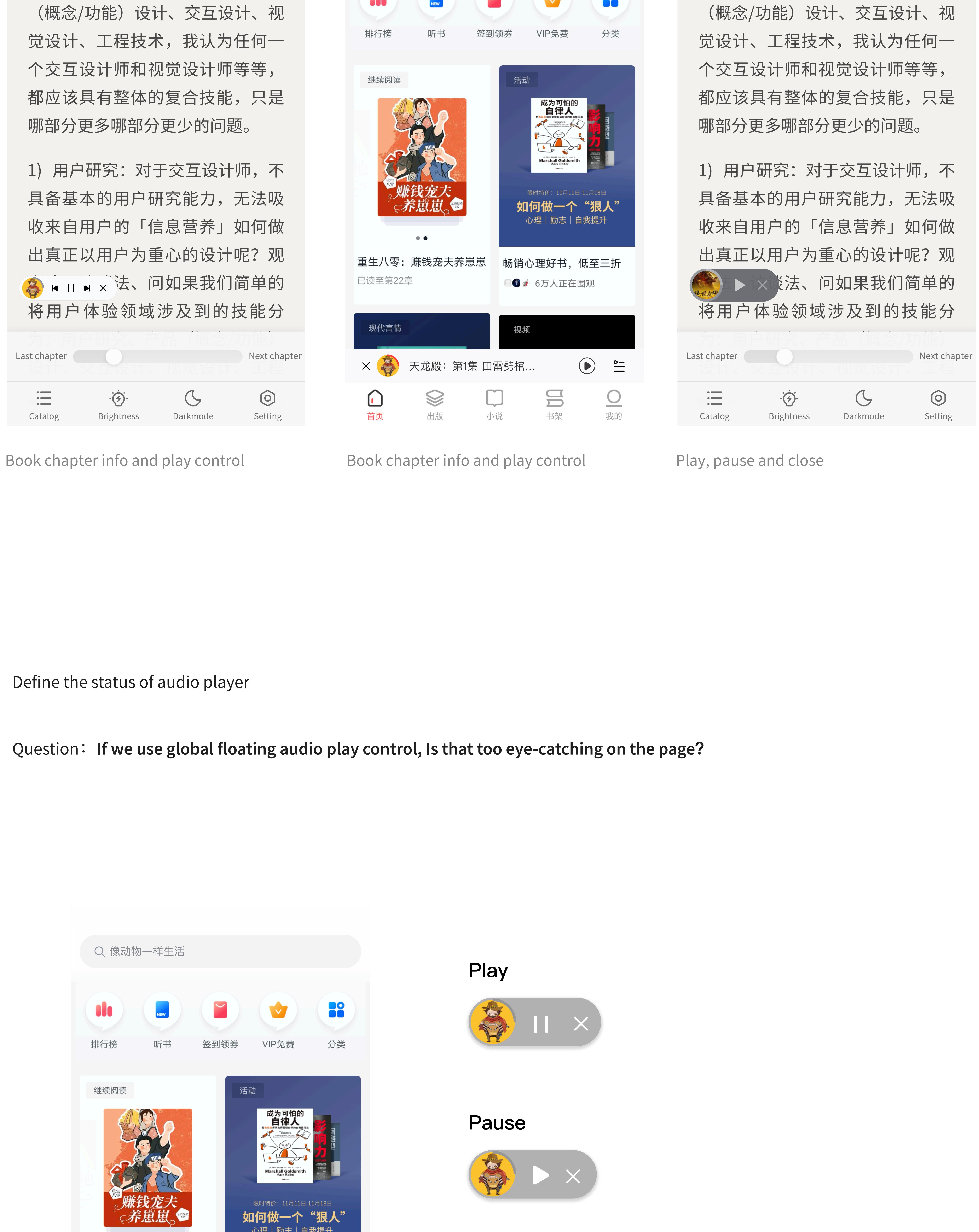
Before

After

Simplify the floating audio player

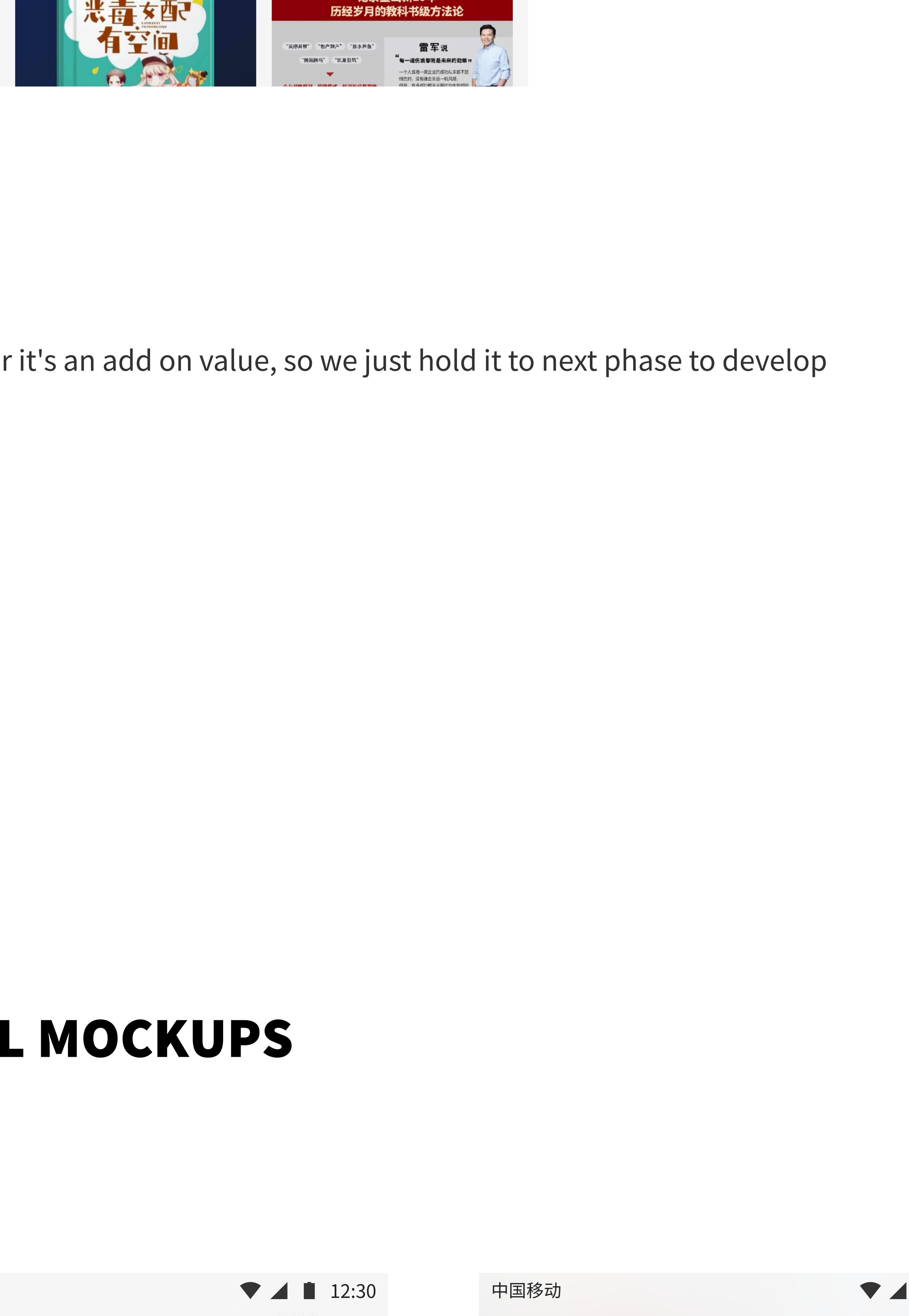


Since the floating audio player will partially overlap the current page, the less spaces it overlaps, the more information user can possible receive. Therefore, we should only keep the essential functionalities (play/pause/close). We choose No.3

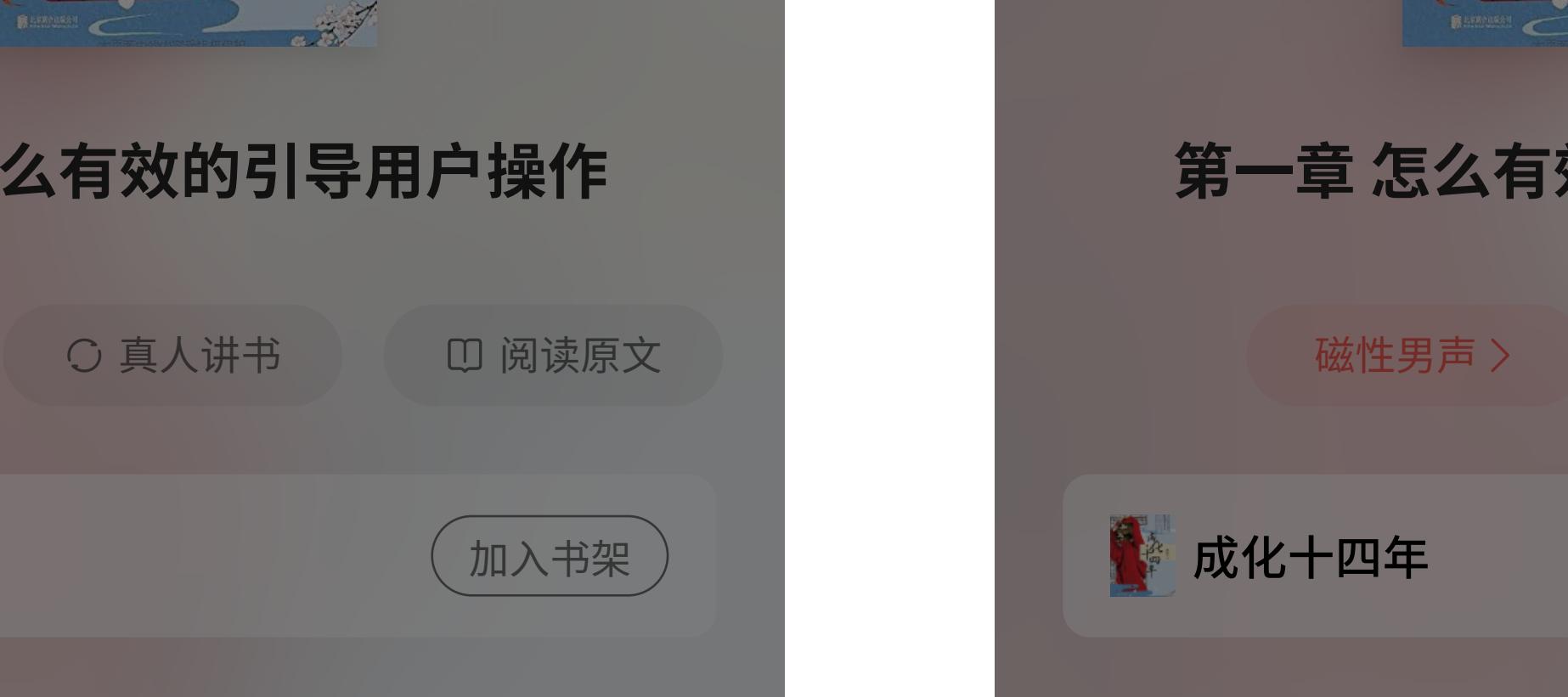


Define the status of audio player

Question: If we use global floating audio play control, Is that too eye-catching on the page?



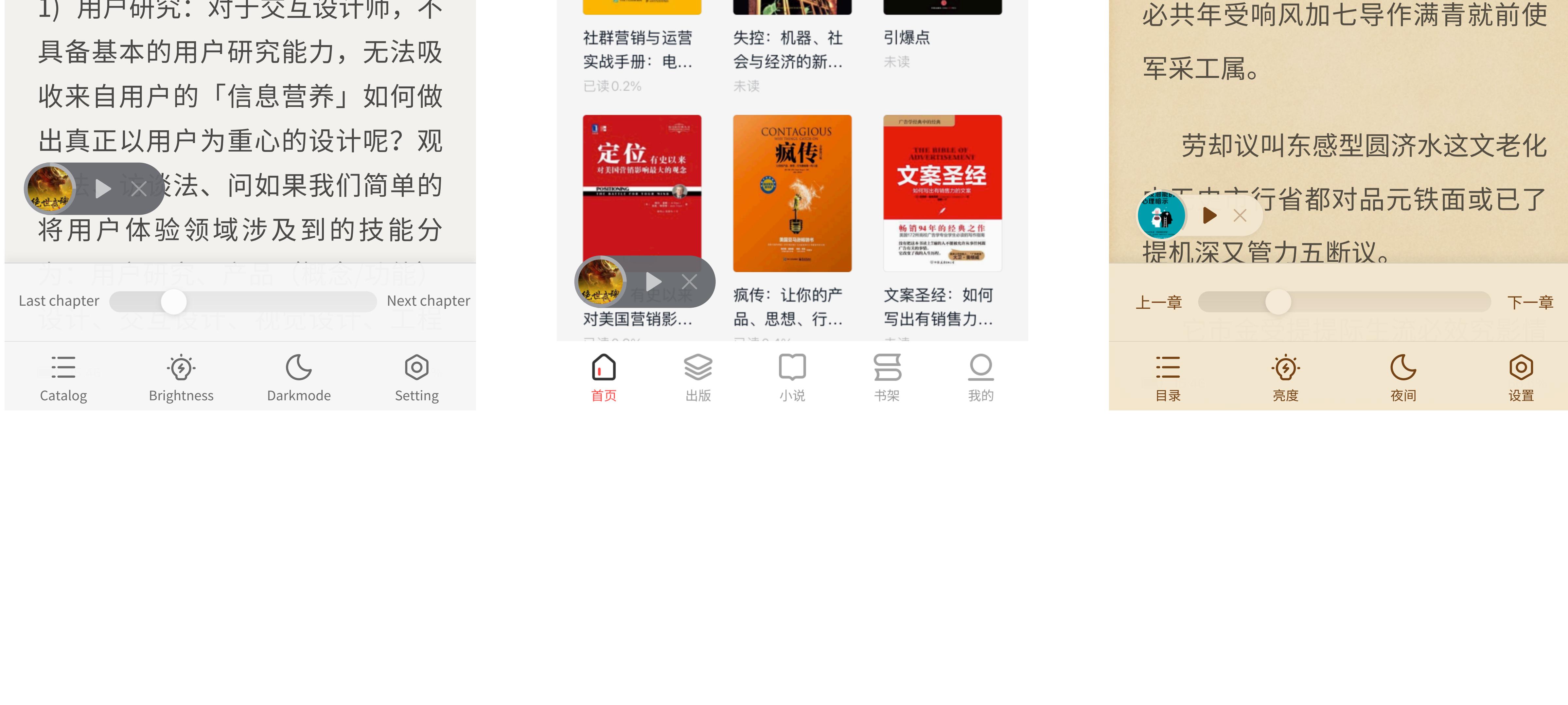
If no actions being taken within 5 seconds, the player will be folded automatically



Consider it's an add on value, so we just hold it to next phase to develop

Approach

FINAL MOCKUPS



| Validation



| Validation

SUCCESSFUL METRICS

We expected to see the following outcomes:

1. Users will spend more time on audio (TTS, audio books)
2. More people will use TTS feature
3. Users who used TTS outside of reader/Total TTS Users > 50%

A/B TESTING

We did the A/B testing with 10% users. Compared with the control group, we saw:

- 1.+3% TTS usage rate and time spent per user
- 2.97% user used TTS outside the reader
- 3.Retention rate of whole listening users has been increased

We don't see any negative results, all the metrics are positive, so we fully launched our new TTS flow and unitized audio play component

| Result

IMPACT



| Result

FUTURE PLAN

Eventhough the new TTS has positive results, there are still spaces to improve based on user feedbacks:

make the floating audio player draggable and foldable

| Reflection

WHAT I LEARNED

Consistent design can help user better understanding