NCCU Library Room Booking System

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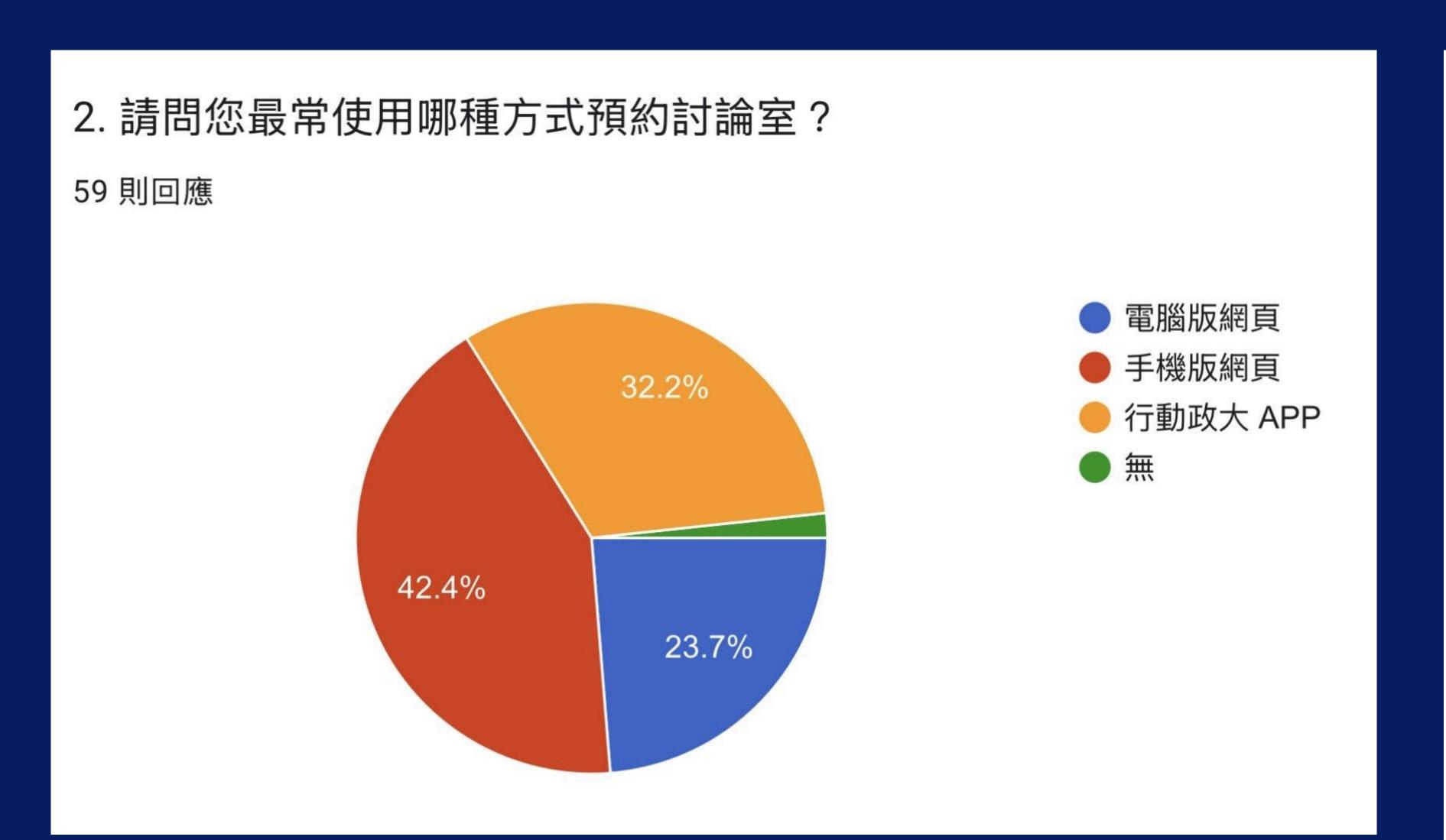
Description of Target Audience

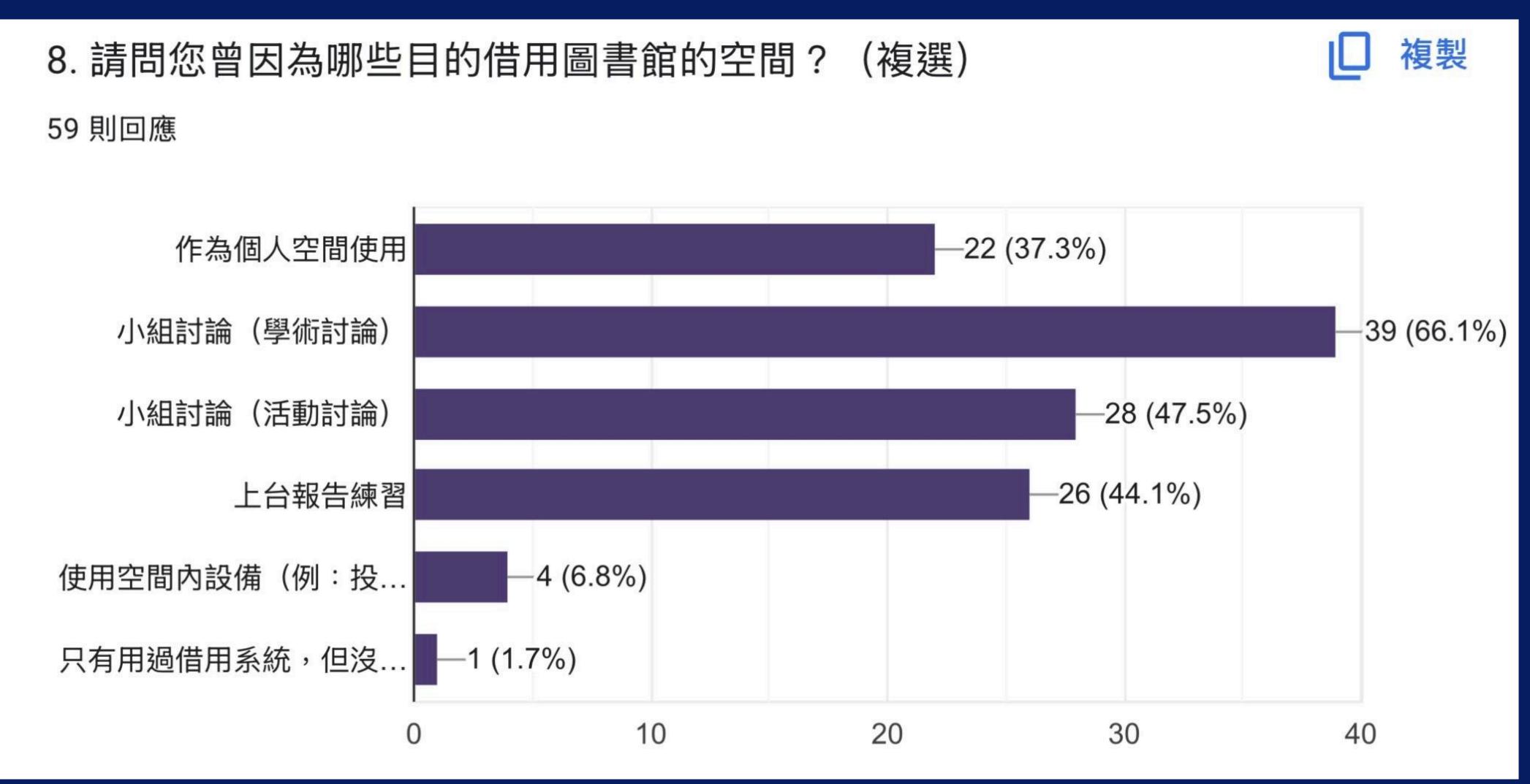
Target Audience

- 1. Students and faculty/staff of National Chengchi University
- 2. Users who make reservations via mobile devices
- 3. Users whose primary purpose is renting discussion rooms

Reasons for selecting these TA

- 1. According to library staff: "The majority of users of NCCU's reservation system are **students** and **faculty/staff** of NCCU."
- 2. Based on our survey (with nearly 60 respondents), **74.6%** of users primarily make reservations using **mobile devices** (web version or the NCCU mobile app). Additionally, from our own and peers' experiences, mobile devices are also the most commonly used for reservations.
- 3. Library staff mentioned: "The most frequently rented type of venue is **discussion rooms**." Moreover, our survey results (with nearly 60 respondents) show that the main purposes for borrowing library spaces are **group discussions** or individual use, indicating a high demand for discussion room usage.





Brand character and visual design

Brand Adjectives: Friendly, Steady, Academic

Based on these qualities, we chose the **owl** as our brand's character. Owls are commonly perceived as cute and steady, with traditional **association with wisdom**, perfectly aligning with our system's academic identity.

Using a mood board, we developed a visual design language featuring **flat color shapes** and **rounded curves**. The primary color palette is **blue**, representing intellect, accented by light yellow-green for a youthful touch. Our brand uses **Noto Sans** for its clean, versatile sans-serif typography.

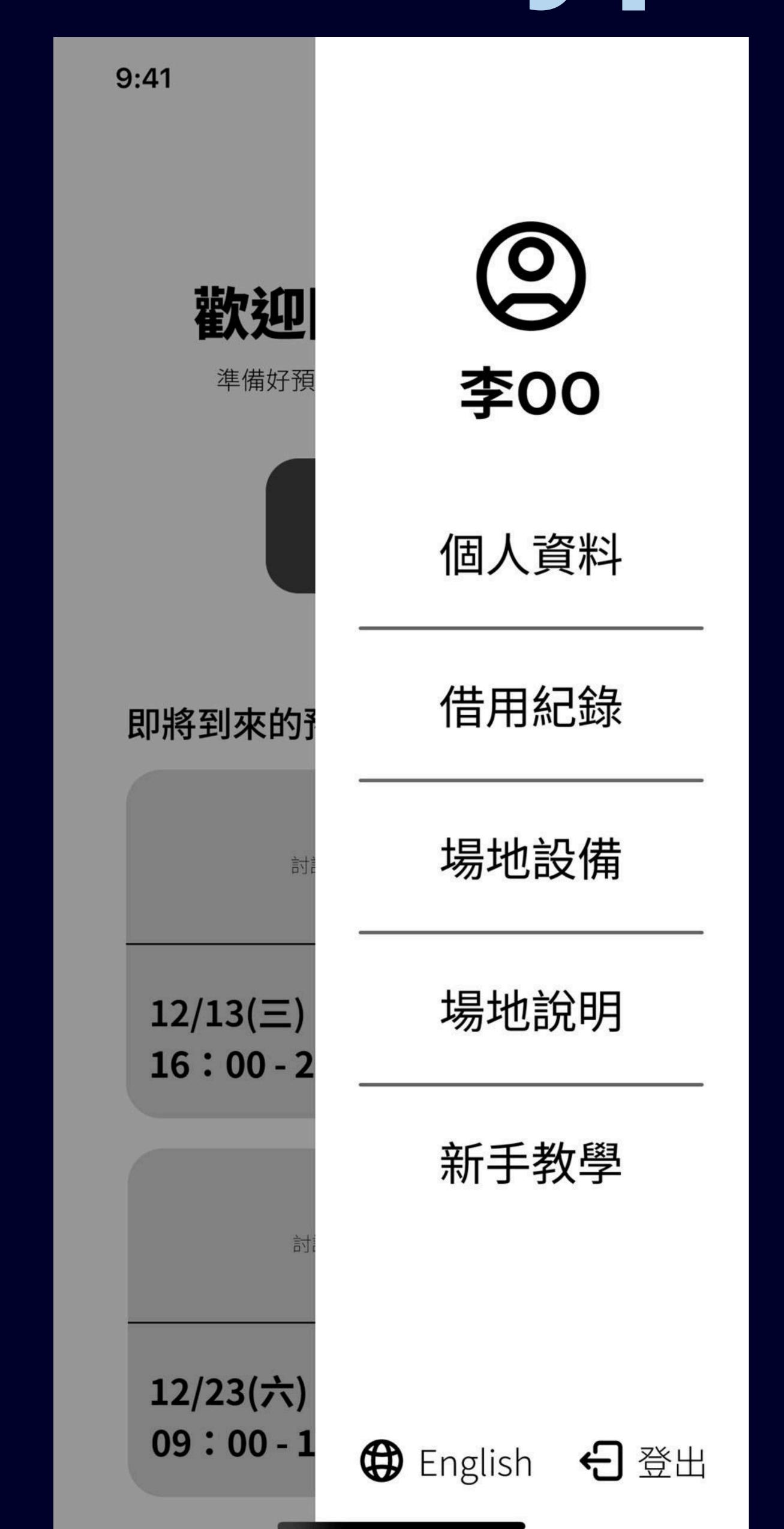




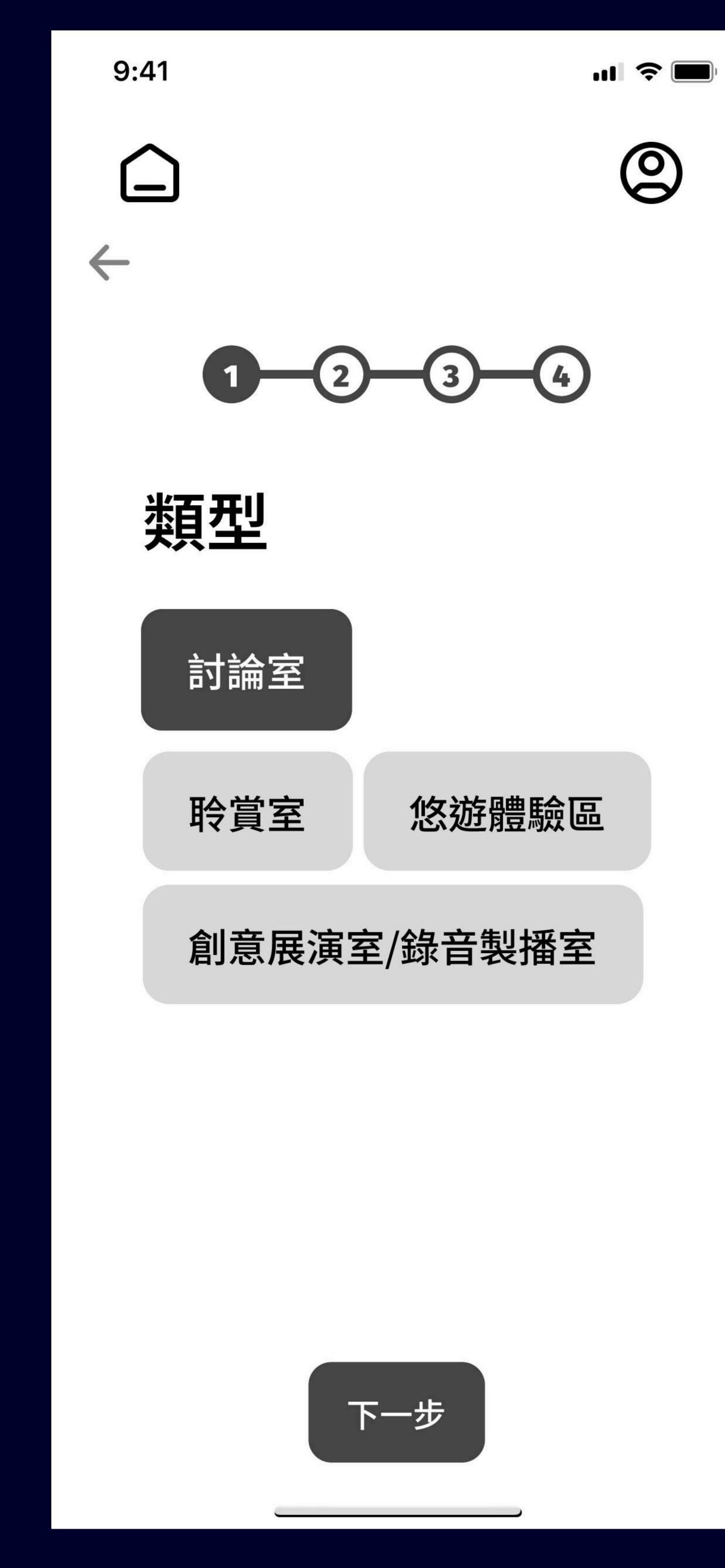
Illustration portrays owl on a branch, with quill-shaped eyebrows and pen-tip beak symbolizing knowledge. The owl's feather patterns resemble overlapping book pages, further emphasizing its academic nature. Its wings, designed as book covers, include "NCCU" to reflect its role.

Simplified into a logo, the owl adopts a speech bubble shape, symbolizing discussion and collaboration facilitated by the system's meeting room reservations.

Prototype interface and flow The flow of booking a discussion room















Information Architecture

Testing result