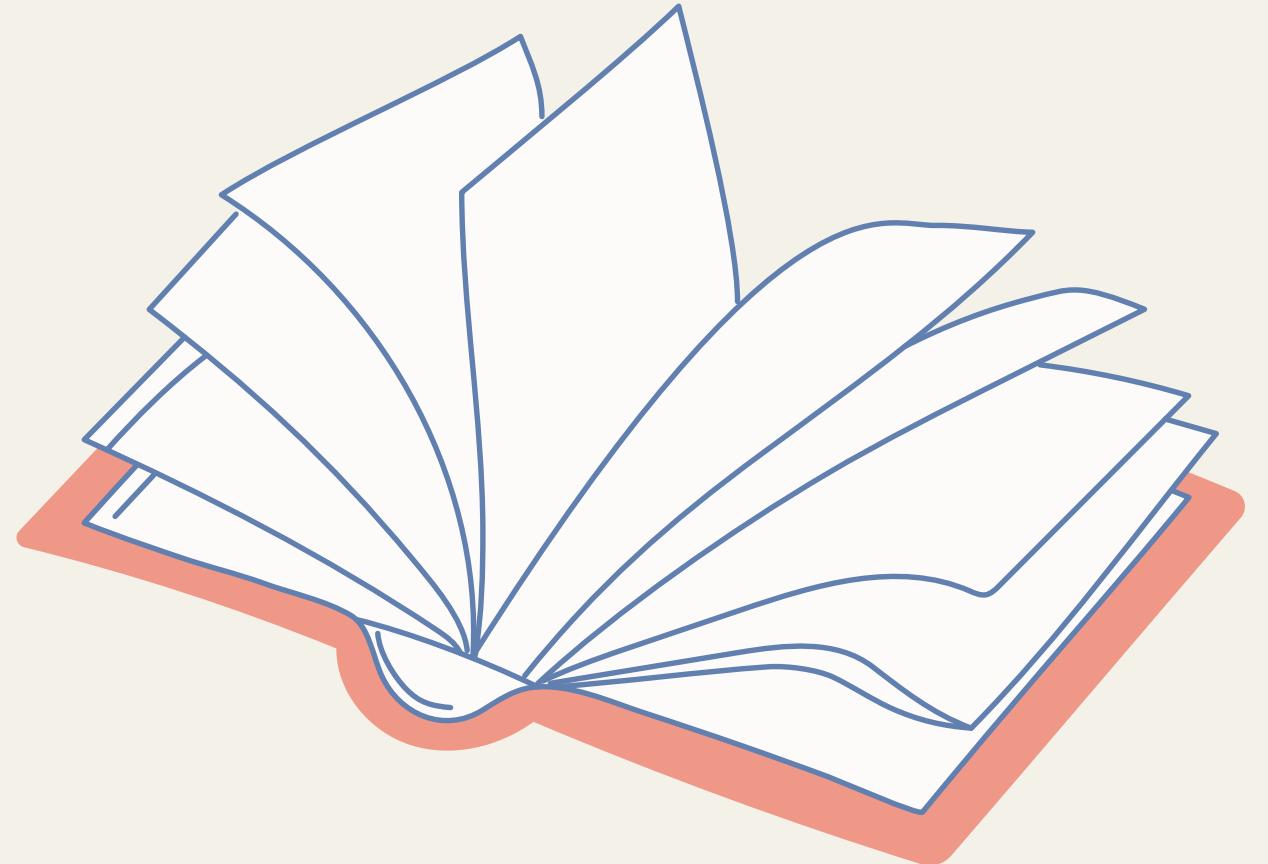


April 29, 2025

goodreads

Human-Centered Design/Design Thinking

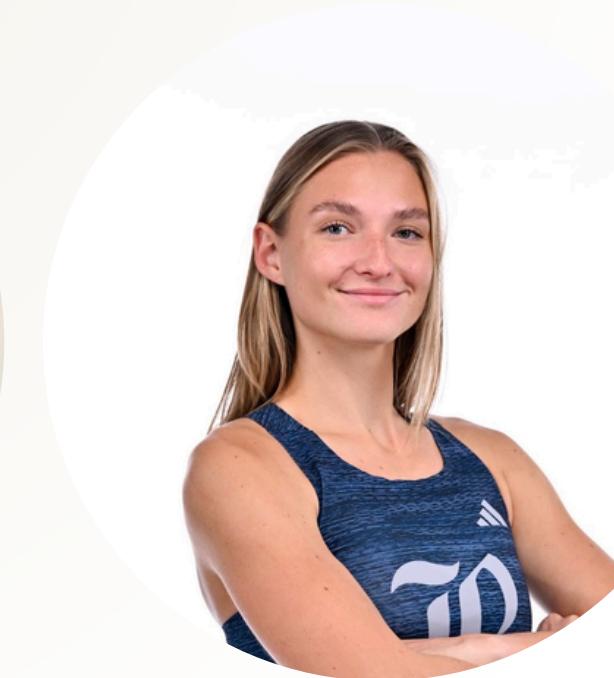
Group 12



Our Team



Aiswarya



Eliza



Anamikaa



Jagruthi



Rujula

Quick Recap

What's Goodreads?

Goodreads is a social platform for readers to discover, track, rate, and review books. It allows users to build virtual bookshelves, set reading goals, share reviews, and connect with other book lovers worldwide.

Our Design Challenge

How might we make it easier for users to discover and join communities that match their reading preferences?

Pilot Interviews

We interviewed 4 candidates to derive our personas.

Interview Debrief

People crave deeper engagement through social features tied to shared reading experiences.

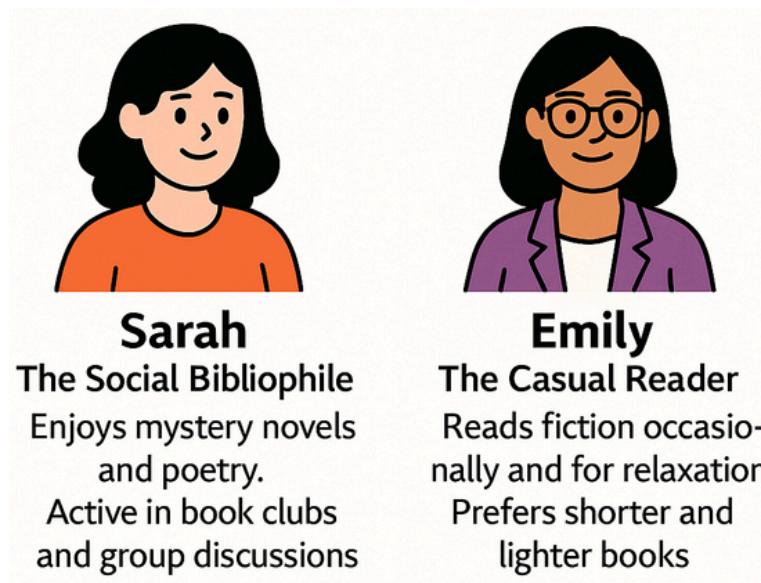
Insights

Readers feel isolated and disconnected, despite using Goodreads regularly. They desire spaces to interact with like-minded individuals who share their reading pace, interests, and styles.



Quick Recap

Personas

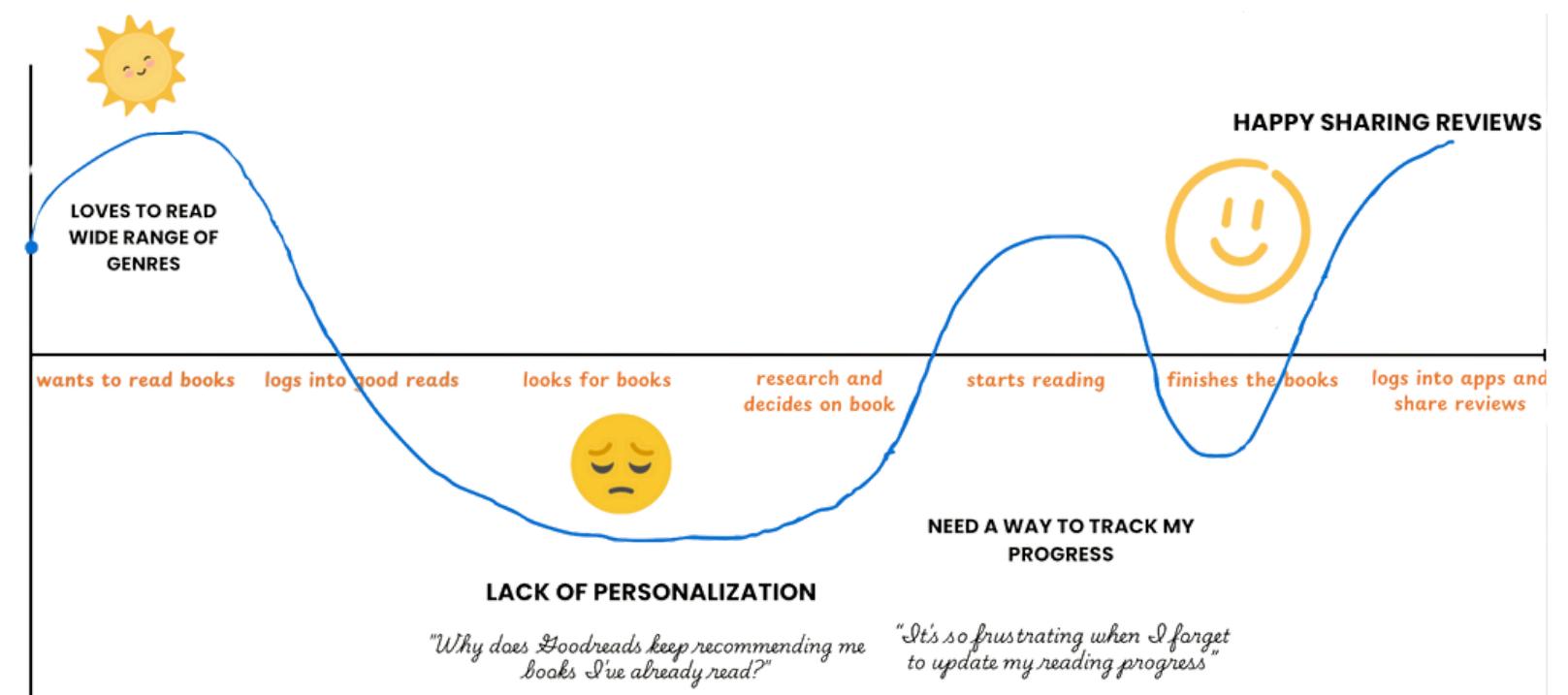


How Might We's

HMW help users feel a genuine sense of connection with others who share similar reading interests?

HMW help users to discover and join communities that match their reading preferences?

Journey Mapping



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Ideation

Gamification



Reading Buddy



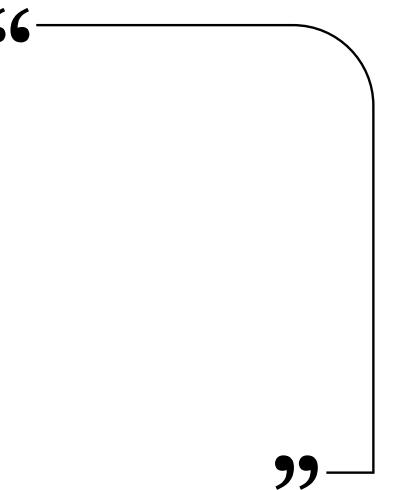
Author Engagement



Book Clubs



Sharing Quotes



Flash Mob



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Concept Exploration: Building Community on Goodreads

1. Reading Buddy System

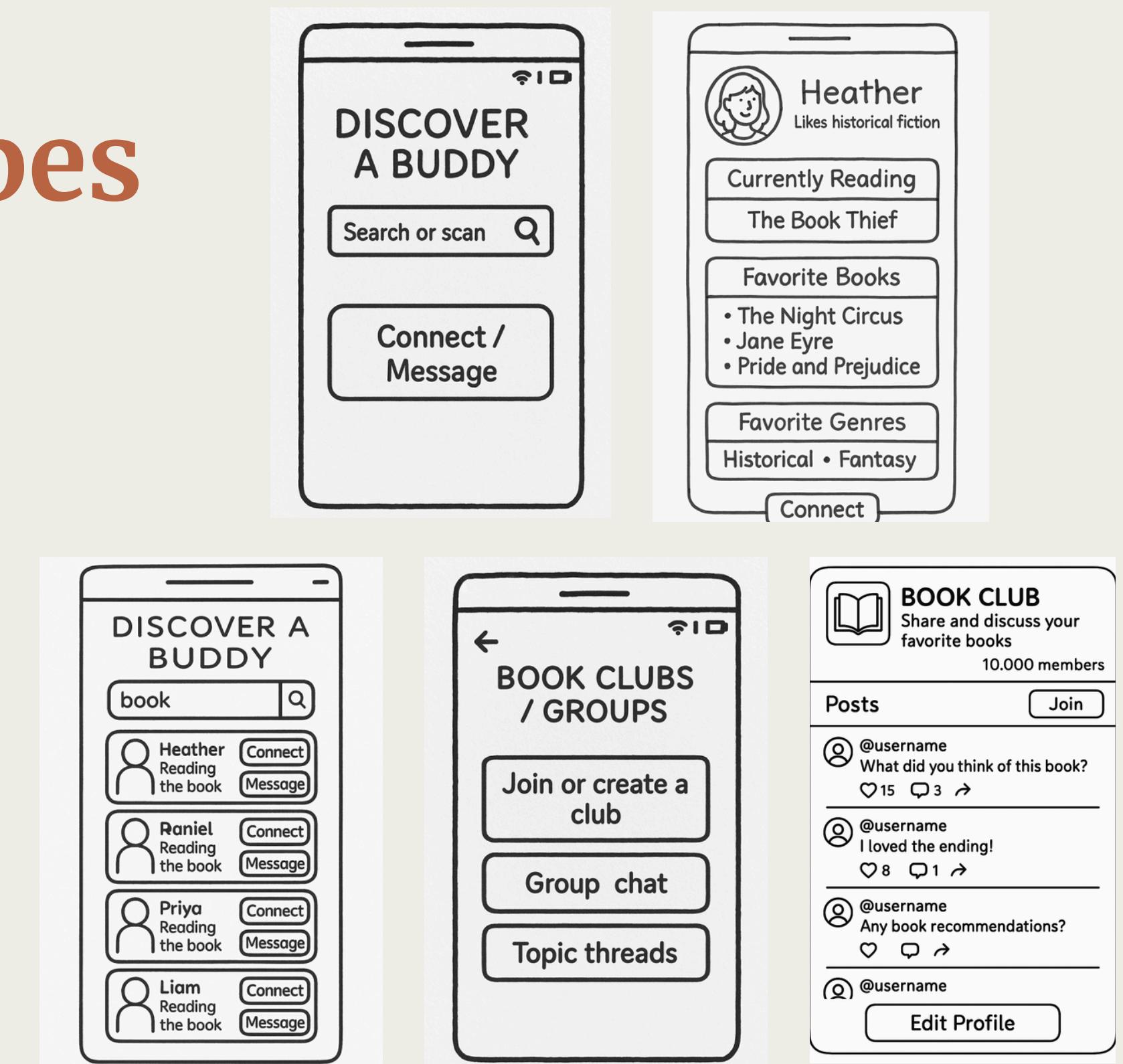
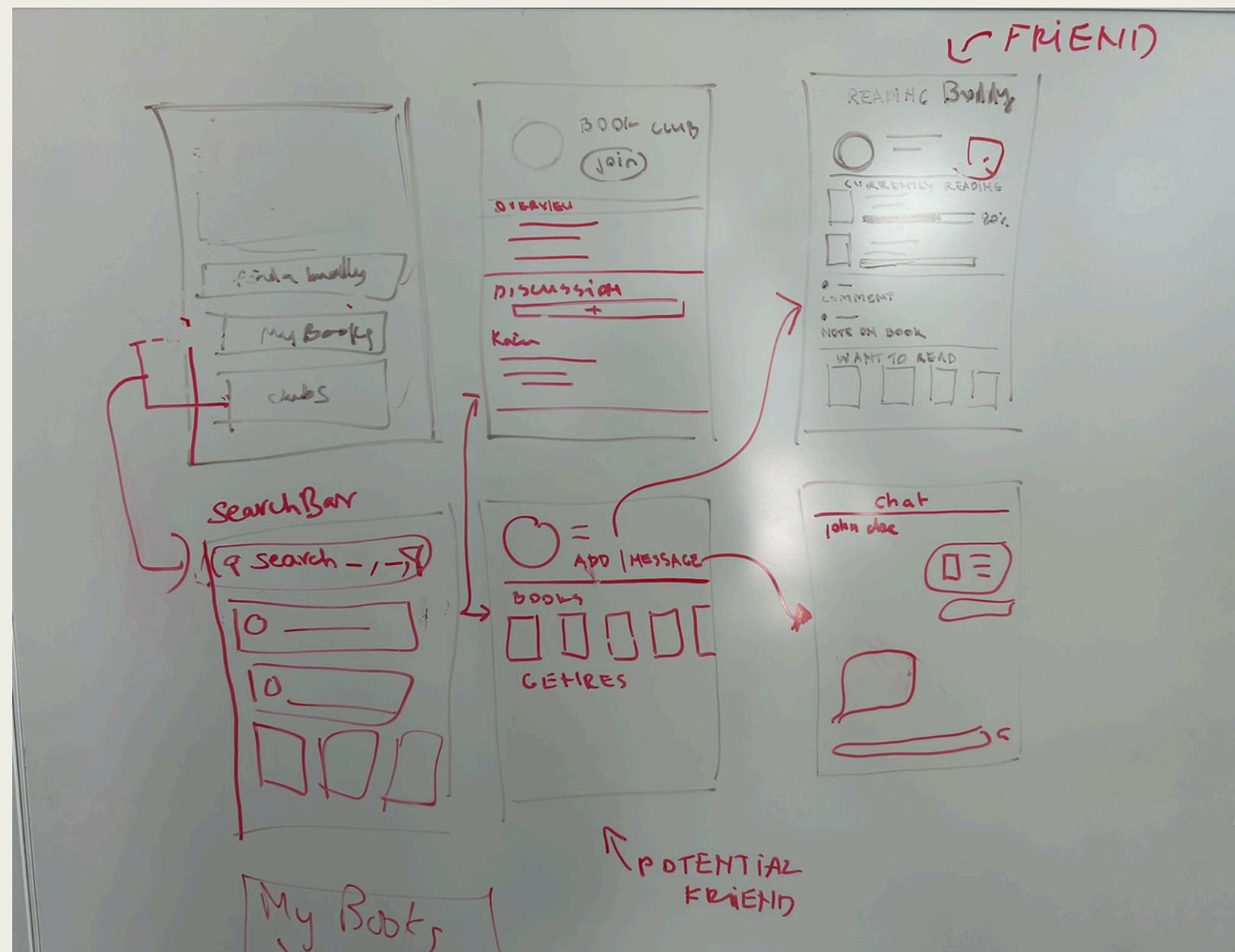
- Connect readers based on books they're currently reading.
- Auto-match based on shared genres, favorite books, and pace.
- Enable chat and discussion options between matched readers.
- Add gamification features like shared badges and goals.

2. Book Clubs

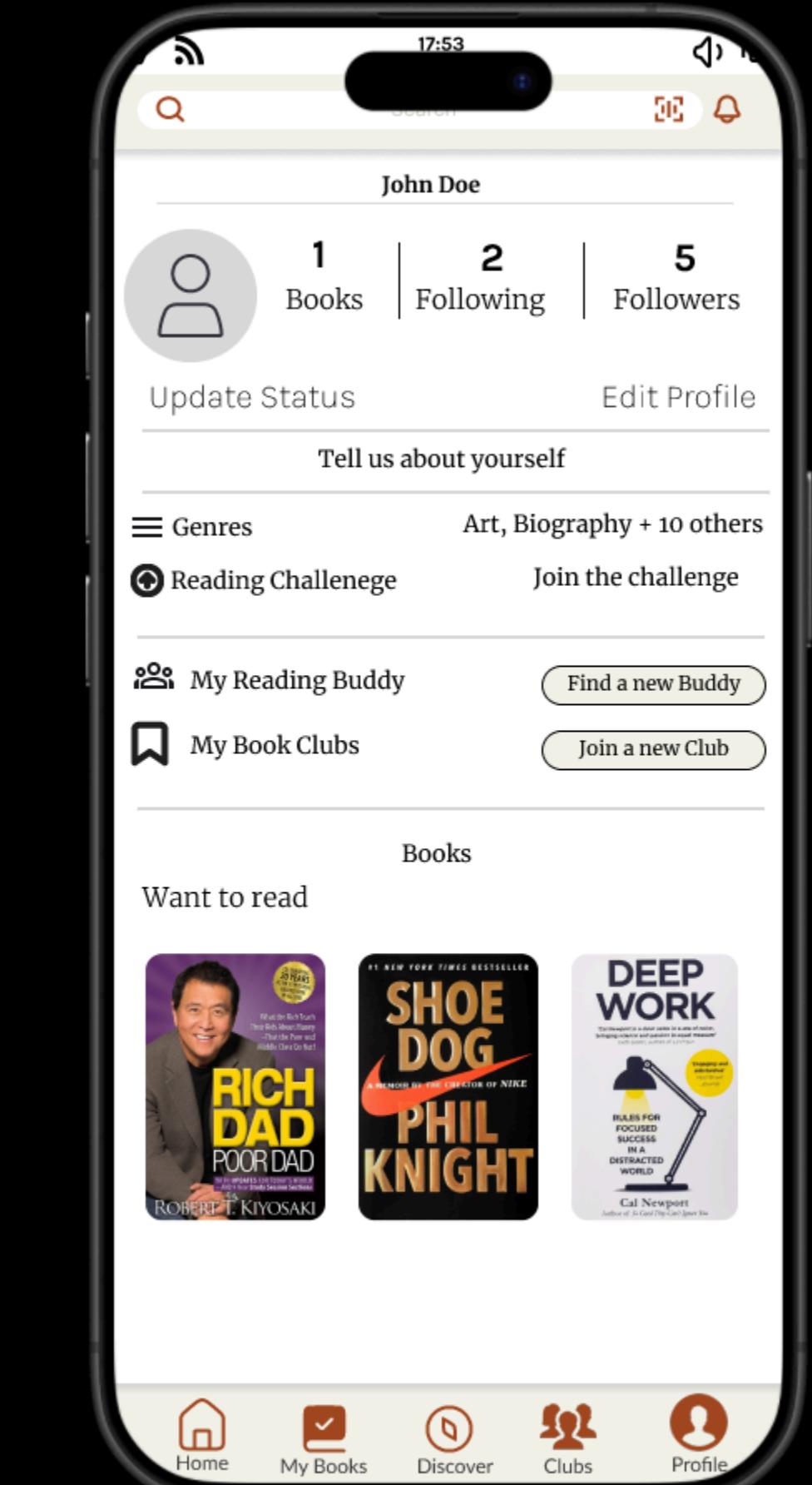
- Users can join or create public/private clubs.
- Clubs can focus on genres, authors, or reading challenges.
- Following a reading & discussion schedule
- Interactive discussion

PROTOTYPES

Low Fidelity - Prototypes



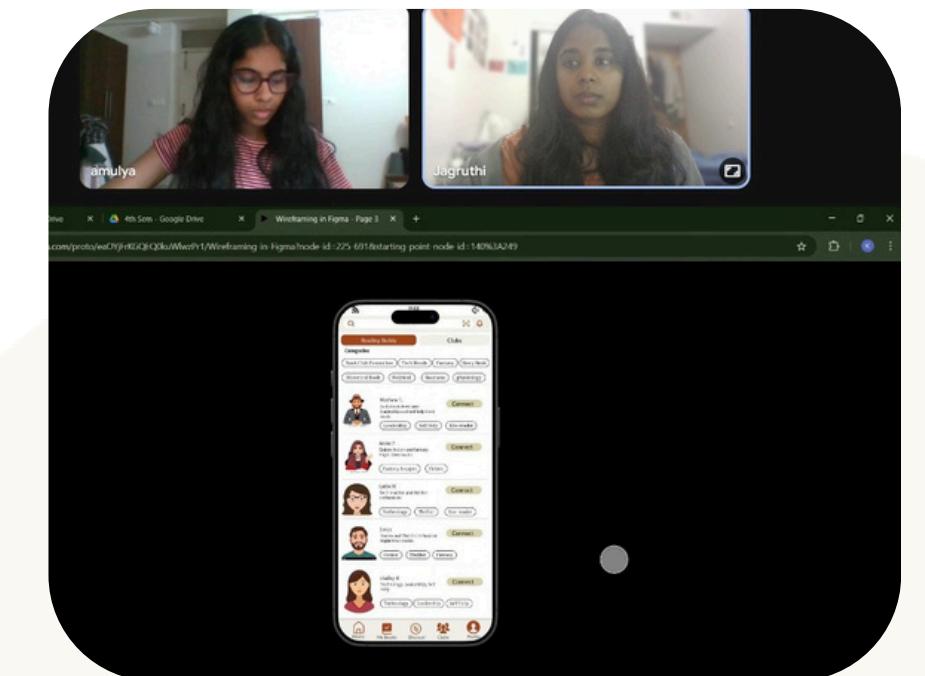
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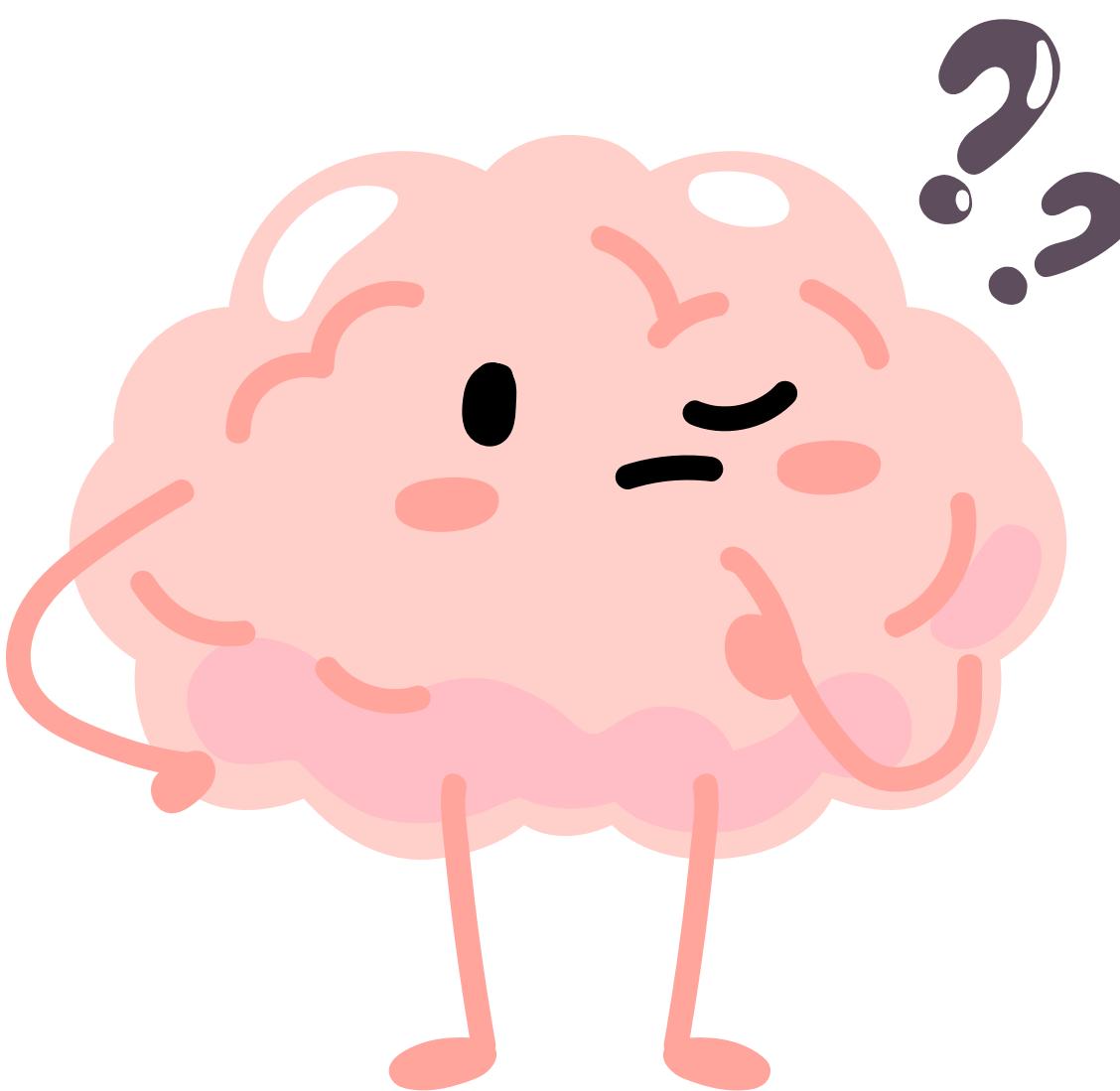
Who we recruited

We selected participants who aligned with our target demographic of young, highly engaged readers with a strong interest in reading.

- People we previously interviewed.
- A UX design enthusiast who actively reads online and offline.
- Someone who enjoys reading.
- Age range: 18–25 years old.



Key Questions



What are your initial thoughts?

Which feature would prefer to use - book club or reading buddy?

How was your overall navigation experience?

Are you likely to use the app in the future?

Key Insights - *Reading Buddy*

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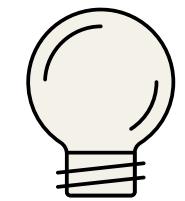
"Exciting to read a completely different perspective from someone across the world."

"Feels nostalgic - just like sharing books with friends as kids"

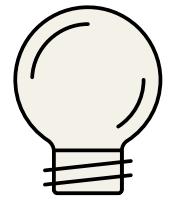
"Would keep me motivated and accountable"

"I like that we could set reading goals together"

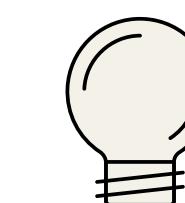
"I'd rather have a reading buddy through an app than just texting with someone, it keeps the conversation more organized and separate from everything else."



Connecting with others from anywhere in the world via sharing books - **fostering connection**



Motivation to read & **accountability**



Seeking a **separate space** for curated discussion

Key Insights - Book Clubs

“Feel like I wouldn’t want to keep up with a book club of more than 10 people”

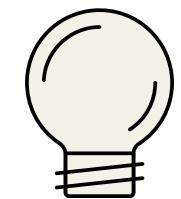
Feel like I would get lost in the discussion of book club”

“Prefer the reading buddy as its more personal”

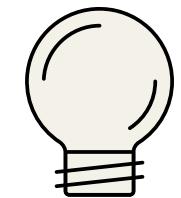
“If book clubs had specific discussion threads then I might use it more”

“Would only want a book club if they met in person - wouldn’t do online”

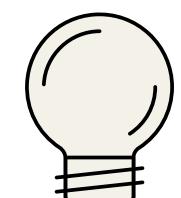
“Makes me want to start my own club!”



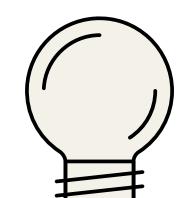
Smaller groups preferred - **Limit Size of Book Clubs**



Seeking deeper conversation - **Personalized discussion threads**



Seeking real connection - **Focus on In-person events**



Excitement about **Fostering Community**

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Reflect on Feedback from Final

Presentation

- go through the key insights from interview and brainstorm ways to implement it or improve the next prototype
- **Identify** the features to improve on like the book club feature and bugs to fix like the navigation flow
- Note **recurring suggestions** (e.g., Keeping the Book Clubs Small and Meaningful).

Refine the High-Fidelity Prototype

- Make **final improvements** based on the insights and suggestions from peers
- work on the recurring suggestions and implement it in the upcoming prototype

Next Steps

Iterate on Feedback

- Improve design based on **real user problems** spotted during hi-fi testing.
- Example: If users miss a specific button, make it bigger and brighter

Prepare for Potential Real-World Implementation

- If the project continues, start preparing a handoff document for developers which has User flows, Screen specifications and Interaction notes (e.g., what happens when buddy request is sent).

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INSIGHTS FROM GUEST AND CLASS LECTURES

Challenge assumptions

Begin with humility. Avoid assuming you know what users want.

Lead with empathy

Step into the user's world. Understand their feelings, struggles, and aspirations.

Ideate fearlessly

Explore ideas openly. Innovation often comes from unexpected places.

Iterate every step

Constantly refine designs through feedback, learning, and real-world insights.

Think beyond UI

True user experience is about trust, emotions, and satisfaction not just visuals.

Understand users deeply

Once we grasp real needs and expectations, designing meaningful solutions becomes natural.

THANK YOU!

We are open for questions

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