

Reading now

FF CARSON Harry Potter

Reading now

Prototype

Accessibility evaluation

Where What Native Mobile App Pasym, Poland (iOS)

Role Designer, Researcher

Why I made this project I know how easy it is to pirate something from the internet. This app has a purpose of allowing people to exchange books

Market Research

The global eBook reader market is now estimated at around \$20B.

not expected to get the profit they

with friends for a certain time, as long as one of you have paid for it.

Category E-commerce, **Entertainment**

\$20B

\$10B

\$OB

2010

The good

The bad

There is so much content

of a totally inappropriate

nature on this site.

Tracey

offline (Wattpad).

books (All apps)

2015

All apps allow users to download

There are issues with illegal content (Scribd) and you have to pay to read

Also you can't exchange purchased

books to read them offline.

Usability study

Dec 2022

When

Why

Portfolio Project

\$18B

2020

The problem Digital books can be easily copied thus the writers may refuse to create something new as they are

have always counted on.

Competitive analysis

Apple Books

The claim

Reading Now

Wattpad

Problems from the comments

It was supposed to be for

free and now we have to

pay to be able to read

offline? John

Yes

No

No

Notable comments

個

Scribd

User survey I conducted a survey among my friends who own e-books. 個 Do you own any e-books? 13 participants

Would you exchange e-books with someone?

Good pricing and a nice selection of books, could have a bit more though. Mark

70%

30%

60%

10%

30%

Sometimes the price is

Frustrations

time wasting

Adding new work in apps is

Online products are easily copied and shared

Not getting enough exposure

Hometown: New York

Yes

I don't own any, but I would

13 participants

book but I wouldn't want too high, so I would pool to pay for borrowing with someone and though. exchange that book. Tyler Jesse

Initial research shows

I created two personas based on two types of users of the app. The

her name

her books

About Camila

Age: 27

To be able to reach more

people with her writings

To build a community around

To encourage people to buy

of illegal downloads in the web.

Education: New York University

because she has been writing professionally since 2014.

Camila is an author from downtown New York. She already published 5 books

She tried expanding into online publishing, but found it doubtful since she is aware

Goals

More and more people own some kind of

e-books but some of them are unaffordable

I would lend someone a



Goals

to the purchased product

To talk about the same books

he and his girlfriend read

To be on the level and don't.

Education: Wellness University

Profile

steal someone's work

Let's start designing!

About Camila

Age: 22

Personas

author and the client

Frustrations To have immediate availability Most apps he used wouldn't let him exchange books

Doesn't have a lot of room in

house for traditional books

He and his girlfriend are often

traditional books

Login

Friends

Choose a friend

Lend

Choose a book

Once the flow diagram was established, I started creating low-fidelity

Books

Choose a book

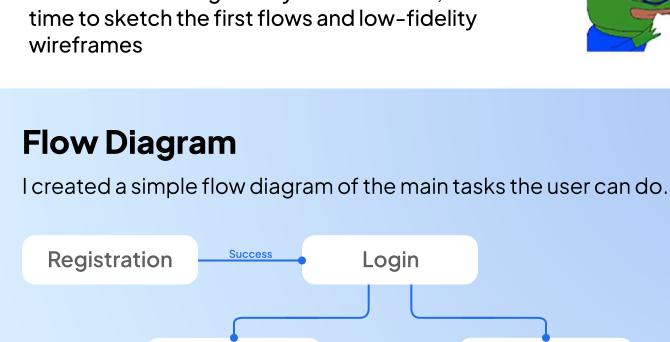
Lend

Choose a friend

Details

apart so it's hard to exchange

James is a student, working part time as a journalist, so he can't afford buying every book he wants, so exchanging them with his girlfriend is favorable He loves to read books written by his local authors, so he wouldn't want to steal Once I went through all my research data, it was



Lent

Details

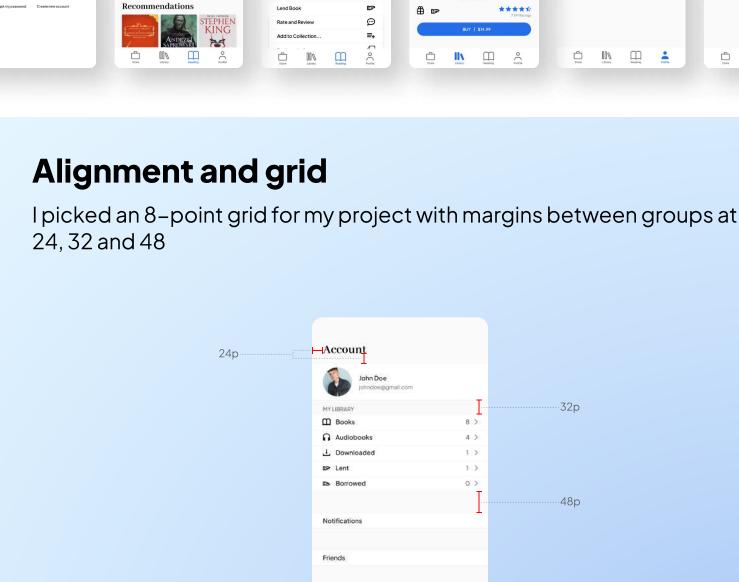
Color palette

background

wireframes of the main flows.

Low-fidelity wireframes

Backto Lend Book title book login High-fidelity UI Design Once the initial flow was completed I started by creating a couple of screens of the app. I started with defining the fonts and colors. **Fonts** Primary, secondary, tertiary, Plus Jakarta Sans Regular, Medium, SemiBold AaBbCcDdEeFfGgHh Abhaya Libre Main CTA button color **Bold AaBbCcDdEeFfGgHh** Reading now



Settings

I connected my high-fidelity designs into a clickable prototype. This

MARTIAN

High-fidelity prototype

The prototype can be previewed at:

Prototype validation

down&starting-point-node-id=89%3A262

page-id=0%3A1&node-

and understand.

Reading now

aphy Thriller History More

allowed me to test the app on a group of users.

Fantasy Adventure Horror Non-fiction

STEPHEN KING

JEFF CARSON

Cold lake

Cold lake

Jeff Carson

SIN

☐ Books

Choose friend

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II۱

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Romance Humor Paranormal Fight

Biography Thriller History More

Recommendations

21 high-fidelity designs were created

G Continue with Google

Continue with Facebook

Reading now

Fantasy Adventure Horror Non-fiction ce Humor Paranormal Fight

Biography Thriller History More

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Recommendations

I validated my prototype with 3 users. I wanted to be sure users understand how to lend someone a book. This was tested on a messenger group, where I introduced the user to the app and asked them questions whether it was easy enough to navigate

https://www.figma.com/proto/5hDaBBkcWBv7zZVgetSnSN/Ebook?

id=89%3A187&viewport=-373%2C315%2C0.32&scaling=scale-

Reading now < MARTIAN Study results

ANDY WEIR The Martian Evaloro ≡ Read Book About Share Book D Lend Book Rate and Review Add to Collection... Ш **Project summary**

2 out of 3 users were unsure how to lend a book. They quickly understood that they had to tap a book cover to see more options, but did not expect to go into "About" section to lend it.

Prototype update concept I updated it by adding a "Lend Book" option so now it's quicker and simpler. Updated button to simplify the flow

During the project, I managed to evaluate the market, do a quick user

survey, create a set of low-fidelity wireframes, connect them into a

prototype and build them into high-fidelity UI design.