**Design and Purpose**

Amazon's audible application’s main purpose is to play audiobooks through the user’s mobile device. The app must also hold a library of audiobooks that the user can access. Sticking to the primary purpose, the application must have the functionality to let the user control what is being played. The main goal and the objective are almost the same: to provide the user with entertainment. The user can purchase audiobooks that they would prefer. Having the ability to listen on a mobile device allows for entertainment on the go.

When I look at the Audible application, I can see a media player with a play button. This alone shows that it has some entertainment features. Once an audiobook plays, audio can be heard, but there is no motion from a video. This lets me know that it is meant to be an audio player. The layout also precisely labels the pages the app contains at the bottom of the app. This lets me know there is a home page, a library, a discover page, and a profile. These four pages let me know that my private information is secure, that I can easily find books I’d like to listen to, and that the application will store my books.

**User Needs**

Audiobooks are used not only to provide entertainment but also to provide information. This means that more than one user may be interested in the app. One type of user that may want the app may want to hear the stories within the books. Some may use books as learning tools. The ability to play the audiobook is the first need the application needs to accomplish for the user. This is accomplished using a media player and playing the book through the mobile device’s speakers. For the audiobooks to play, a book has to be selected. The application also must be able to house books the user purchases so the user can select one. The application has a library page that does just that. Users can use this page to review any books they have purchased and select which one they would like to listen to. This app provides a need that is not necessarily clear to the user. When a user creates their profile, most people think it's to personalize it and allow the app to know what books were purchased. The application must have security embedded to secure all the user's private information, including credit cards. One of the first incidents that is noticeable for security is the login. The user must have a login name(email) and a unique password that meets certain requirements. From a business perspective, this provides trust from the user to Amazon (the company that owns Audible). When trust is formed, then the user is more likely to expand and use other Amazon products.

**Application Features**

The app makes navigation easy for the user, including myself. In the screenshots below, you will see that I start on the home page, and with a single click of the button that is easily seen, I am switching to the library. I am then able to access the homepage with a single click. The single-click main pages make this application very effective for my purposes. When I go to the library page, I only have to click the play button on the right of the app, and it will bring up the media player directly above the navigational buttons. As for the security aspect, a login screen requires me to sign in. The login screen is basic and tells me exactly what to do.

The four main pages that the user needs to be able to access are visible from the start and are labeled. To make it even easier, the buttons have unique icons attached, visibly letting the user know what the button does. The interface is simple to move from one page to another, making every action a user may want to make convenient. The home page button brings us back to the first page when the app is turned on. The library page is the center of the application. Without there would be nothing for the app to play. The library houses the books and allows users to play the audiobooks on a media play. Another button the app gives us allows users to find books they want to listen to. It allows them to browse by category and find new books. The last convenient button lets the user control or view any information in their profile.

A screen shot of a cell phone

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**Helpful User Information While Designing an Application**

For a user’s needs, security is assumed to be a must. While developing an app a developer must keep this in mind. For this type of application, a credit card may be kept on file for purchasing audiobooks. The developer must ask what will be needed for credit card security. Will the application have a safe way of storing the information, or will the application offer to enter payment while checking out? If that is the case, a safe payment process is the priority. Still following security, as a user needs to create an account, the user must provide some other private information. This would include first name, last name, and email. Since the main user need for this application is to play audiobooks, it is very important to simplify how to make this happen. The user shouldn’t have to jump through hoops to get the app to do what it is designed to do. When thinking of the user experiences, adding features is a great way to enhance the user’s experience with the application. The screenshot below shows some great features that have been added to the audible app. The application has badges and reading levels to engage the user and help mark goals. This encourages the user to use the app more.

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**References**

*Fit more books into your life with audiobooks*. Audible.com. (n.d.). https://www.audible.com/