



PROBLEM STATEMENT



In the world of rare and collectible books, enthusiasts and collectors face significant challenges in accessing comprehensive information, historical context, and reliable purchasing avenues for unique literary works. Current online platforms lack specialized features that cater specifically to the needs of this niche market, often providing limited descriptions and historical context for these rare books. Furthermore, the absence of a dedicated space for auctions or direct purchasing of these unique literary pieces impedes collectors from acquiring desired items seamlessly.

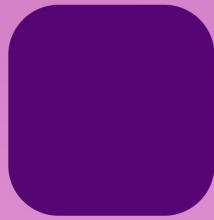
ABOUT BOOK BREEZE



At Book Breeze, we understand the allure of rare and collectible books, and we're passionate about creating a seamless and enriching experience for book lovers and collectors worldwide. Our mission is to provide a specialized online space that goes beyond merely selling books; we aim to cultivate a community where the love for literary treasures thrives.

STYLE GUIDE

COLOR PALLETE



570475



FFFFFF



040F37



7E4E95

TYPEFACES

Podkova

Podkova

Bold

SemiBold

Medium

Regular

ICONOGRAPHY



USER RESEARCH- SUMMARY



We conducted interviews and created empathy maps to understand the users we're designing for and their needs. A primary user group identified through research was working adults who don't have time to visit book stores themselves. This user group confirmed initial assumptions about book breezes' customers, but research also revealed that time was not the only factor limiting users to visit book stores. Other user problems included obligations, interests, or challenges that make it difficult to get search for good offline bookstores or go looking for rare books

USER PERSONA

USER PERSONA



Tara

"An Engineer who loves to read books but living in a busy city like Mumbai and having a busy schedule is unable to do so."

- Age: 28
- Occupation: product manager
- Location: mumbai
- hobby: book reading, collecting rare books

Bio

Tara is a 28-year-old product manager living in the bustling city of Mumbai. She has a strong passion for reading books and collecting rare editions. However, her busy work schedule and the fast-paced urban lifestyle make it challenging for her to find the time to indulge in her favorite hobby.

Interests

READING AS MANY BOOKS AS SHE CAN

COLLECTING RARE BOOKS

Pain points and frustrations

Time Constraints

Limited Access

Authenticity Concerns

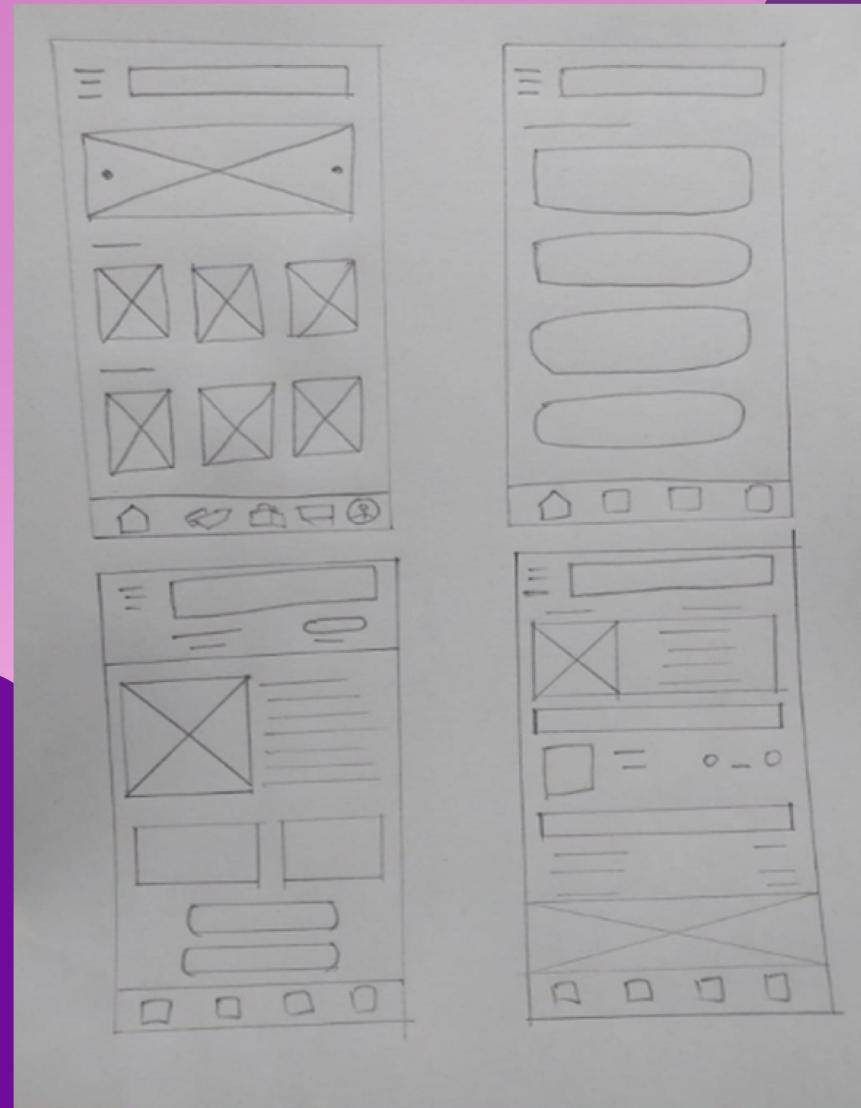
Needs and expectations

Knowledge and Exploration

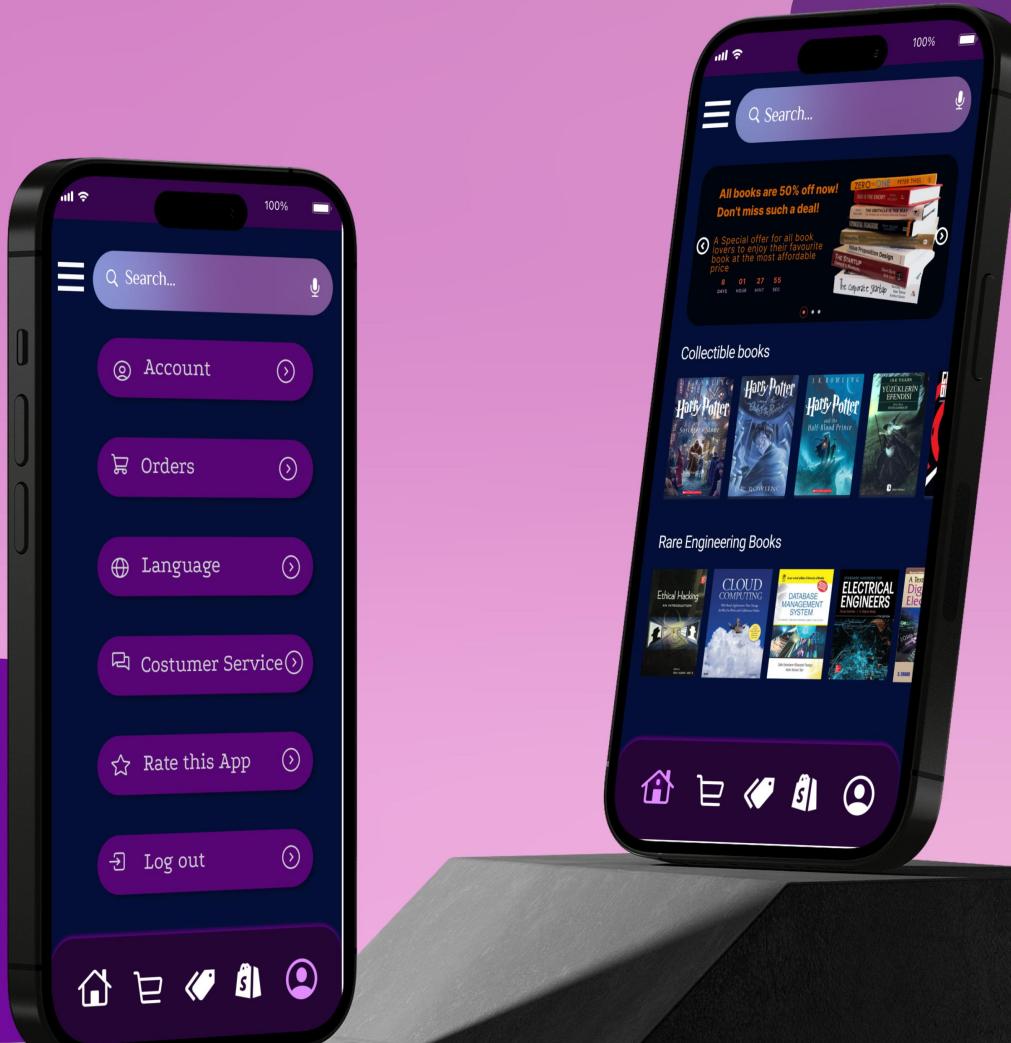
Reading for Relaxation

Access to Rare Books

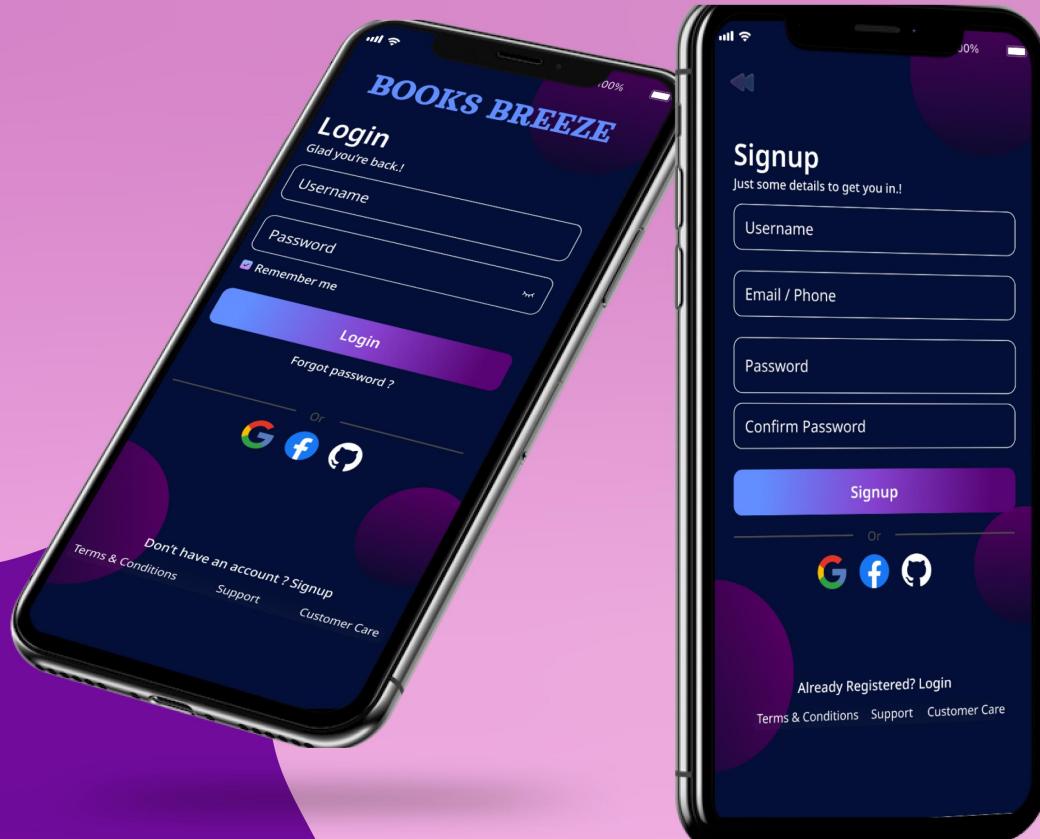
PAPER WIREFRAMES



HOME AND DETAILS SCREENS



LOGIN AND SIGNUP



OTHER FEATURES



The image displays three mobile phone screens illustrating different features of a digital platform:

- Auction Books:** Shows a grid of book covers for "Auction Books". Examples include "Harry Potter and the Half-Blood Prince" by J.K. Rowling, "Science And Technology" by Ravi Agrawal, "Information Technology" by Sanjay Sreeniv, "Web Technologies" by Gopal Colombe, and "Rich Dad Poor Dad" by Robert T. Kiyosaki. Each book entry includes a price, a star rating, and a "Buy Now" button.
- Feedback:** Shows a confirmation message: "✓ Thank you Vipul, Your order has been placed". It features a profile picture of a man, the title "Rich Dad Poor Dad", and a 5-star rating. Below it is a feedback form with the placeholder "Type your feedback here!" and a "Complete" button at the bottom.
- Order Summary:** Displays an order for "Rich Dad Poor Dad" by Robert T. Kiyosaki. The total price is ₹259. The screen shows delivery details: "Delivery to 905, Melshana Nagar Society, Mumbai-400606" and "Delivery Time - by 11:59 PM, Aug 31, 2025". It includes a "HALF PRICE COUPON" section with a 50% discount, payment method selection, and a "Confirm" button.