

# BookStore White Paper

## Overview

- a) BookStore is a book store business.
- b) Our aim is to make it as fast and easy as possible for casual and experienced readers to purchase books.
- c) We sell books.
- d) Our target audience is any reader.
- e) The key motivations as to why we expect people to visit our website is due to our intuitive UI that allows users to search or filter for books. We expect to attract them through that and using a relaxing color scheme of the website so that it feels homely to visit.

## Details

- f) Users will be able to find specific information of a book (author and price).
- g) Users are assumed to be familiar with books; no introductions needed.
- h) Users are not looking for time sensitive information, they are simply looking for the book they want to buy.
- i) Users are not expected to discover information to determine if they want to purchase a book or not; the rating, and price of a book will be viewable immediately.
- j) Users may need to contact for customer support (e.g. returning a product), this can be done through email or phone call. No in-person visits.
- k) Users are assumed to be familiar with how online stores work; therefore, no introductions to the concept are needed.
- l) Users are assumed to know what the product is (i.e. books).
- m) The most important features we offer are a genre selector and searching by title.
- n) What differentiates us is the visual clarity of a website, and making it as easy as possible to find the book you want to read, as well as speedy customer support.
- o) Once people have purchased their book from us, one question they may have is when their product will be delivered.

## **Visual Hierarchy / Grouping**

- All pages have a sticky navbar at the top so users will always know how to access the other pages
- Homepage has huge welcome text and rotating selection of book images to immediately recognize what this website is for
- Books page has the list of books you can purchase as the main focus by having it take most the space of the page. The search and genre filters are on the top to the side so they do not intrude too much on the products but are still easily accessible if needed.
- The cart page similarly only displays the items to purchase so it is the only thing drawing the users attention
- The help page starts by listing all the contact information, then users can scroll for FAQ, so that users at the very least can always easily find how to contact us

# Barnes and Noble White Paper / Analysis

Link to page: <https://www.barnesandnoble.com/>

## White Paper / Analysis

- a) It is essentially a book store.
- b) It seems to be to provide a centralized means of getting any type of book, be it physical, audio, or electronic.
- c) Barnes and Noble sells physical books, e-books, and audio books, along with some toys and games.
- d) The target audience seems to be general readers
- e) A key motivation seems to just be the volume of what it stocks, and an attractive feature is how easy it seems to be to find what you want
- f) It seems to give users specific information on a product (e.g. author, ratings, price)
- g) It seems to assume users know how to navigate online stores, and what books are
- h) Users are not looking for time-sensitive information
- i) Users do not really need to discover any information, as almost all relevant information is provided at once
- j) There does not seem to be any way to contact Barnes and Noble
- k) It seems to assume users are familiar with the Barnes and Noble brand; no introductions
- l) It seems to assume users are familiar with the product being offered
- m) How organized the website is, making it easy to find what you want, along with the sheer variety being offered at the same time.
- n) It seems they offer signed versions of books which are exclusive to Barnes and Noble.
- o) It seems like users would not have any questions after achieving the goal that ent them to the site.

## Visual Hierarchy

- Barnes and Noble homepage has a huge colorful banner that cycles through various books you can pre-order at the top, giving it a large focus to get people to click it.
- It has a very clean, organized, navbar at the top making it easy to find what you want
- Near the top and at the bottom it repeats various categories users can pick to explore, so users do not have to scroll all the way back up after they are done reading through the home page.
- It lists many books in different categories, starting off with an offer so users are guaranteed to see it, as they may gloss over the later categories as a they skim through the page.

## Wireframe

