BOOKHEAD

1 Problem Statement

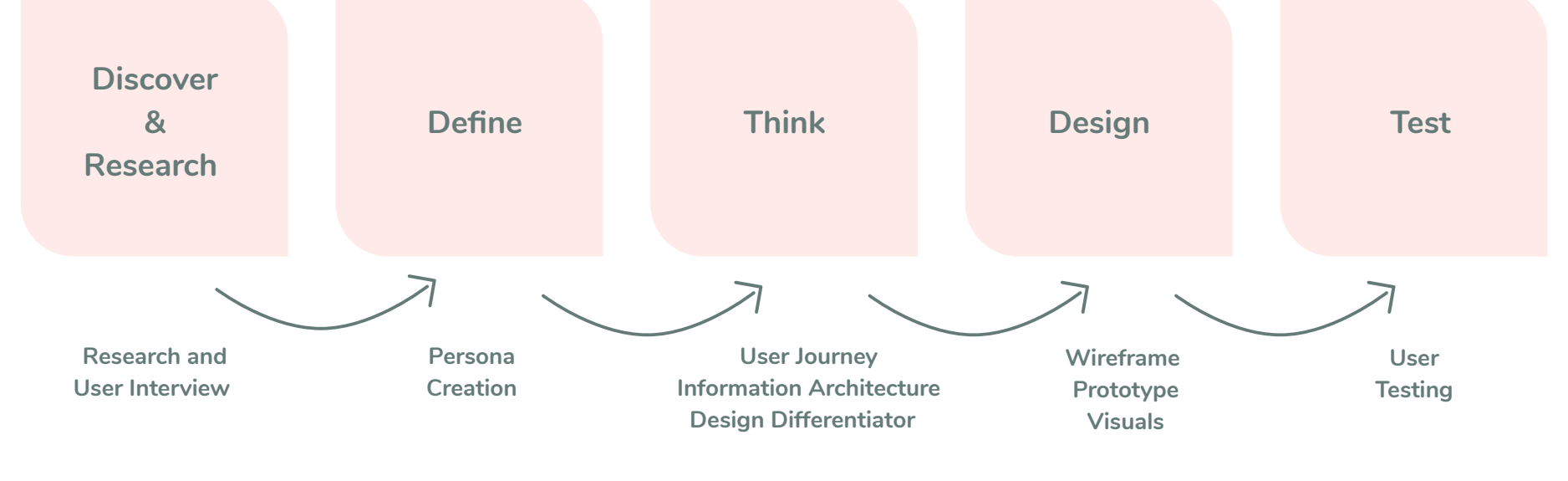
The library is an often-overlooked public resource. Most of the libraries have been trying to migrate them to cloud-based reservations, but due to poor user experience, they are not able to gain an equal amount of traction which they expect.

Few major reasons includes:
1. Cluttered User Interface
2. Difficult to search for books
3. Poor automated suggestions

2 Solutions

Introduction BOOKHEAD, A simple, eye-catching interface of an online bookstore that allows visitors to choose books quickly and provide customized book recommendations and book previews.

3 Design Process


Discover & Research
Define
Think
Design
Test
Research and User Interview
Persona Creation
User Journey Information Architecture Design Differentiator
Wireframe Prototype Visuals
User Testing

4 Typography

Aa **Roboto**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

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5 Interview Questions

01. Tell me about yourself?
02. Do you like reading in general?
03. Can you tell me what is your favorite book?
04. How do you get book? Do you prefer to buy or rent the book?
05. Do you prefer library or going to book store?
06. When did you visit library last time?
07. Do you like reading online books?
08. Have you purchase any book in last 6 months?
09. Do you find any difficulty reading online?
10. How do you get notified about the latest release of books?

6 User Research

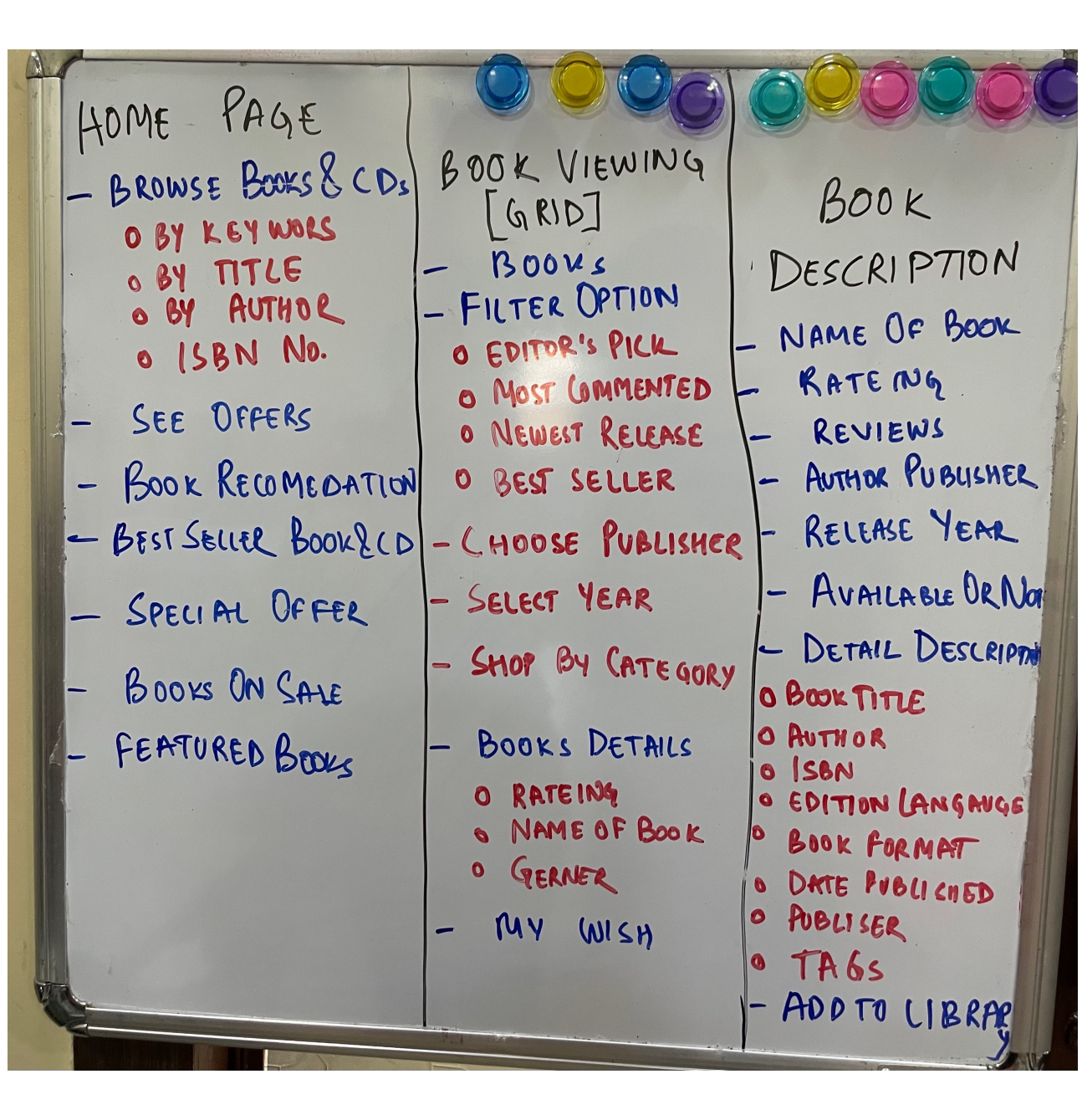
Likes

Through this research, we found out that:
- users love shopping at the physical store since they can read the books
- browse the books which are displayed on the shelves.

Pain Points

While the experience at the store is good, this is not the case when they shop online. For instance:
- They can't read the content of the book that they are intending to purchase.
- They are not happy with the online recommendation system.

7 Whiteboarding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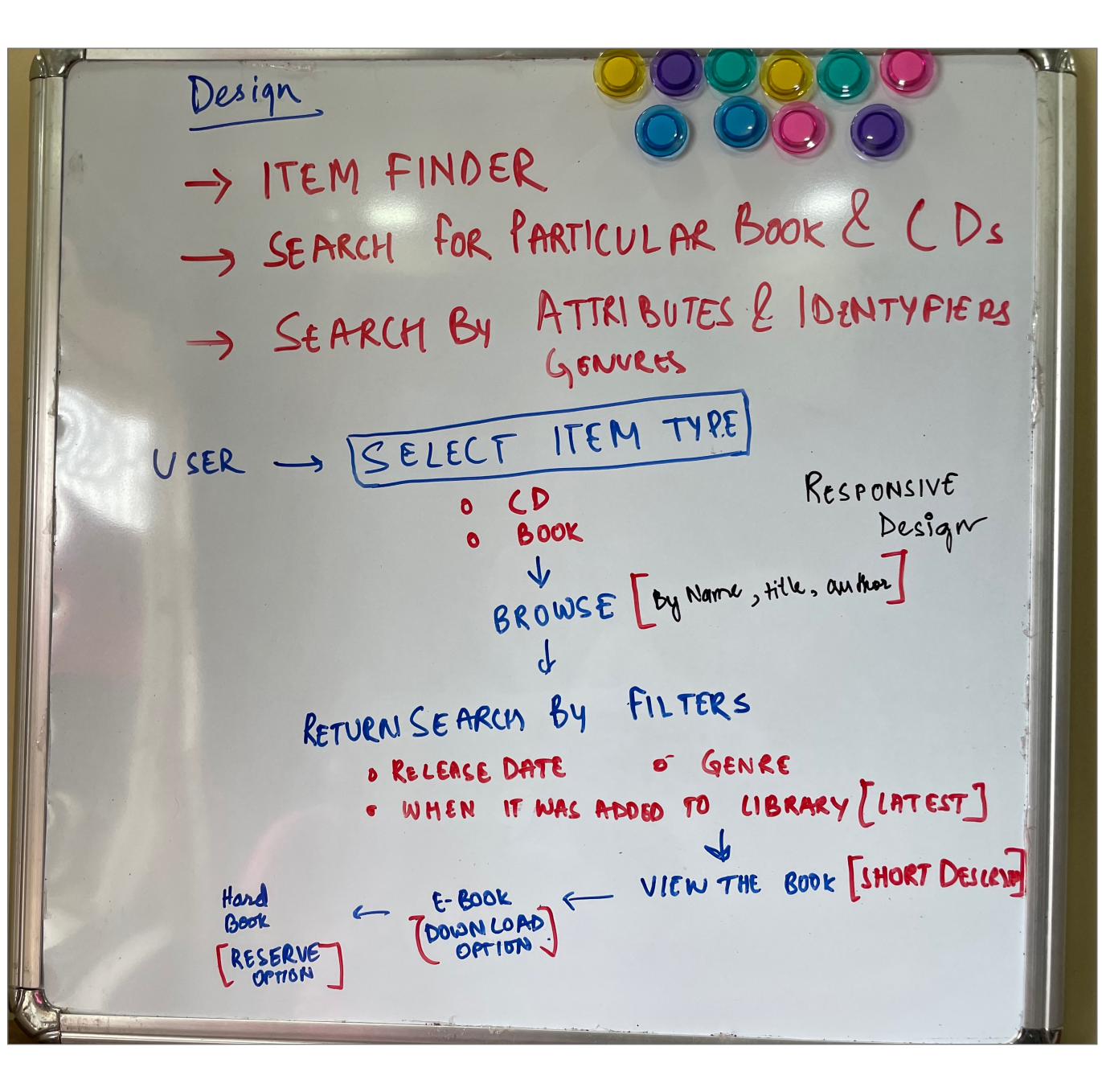
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→ SEARCH BY ATTRIBUTES & IDENTYFIERS GENURES
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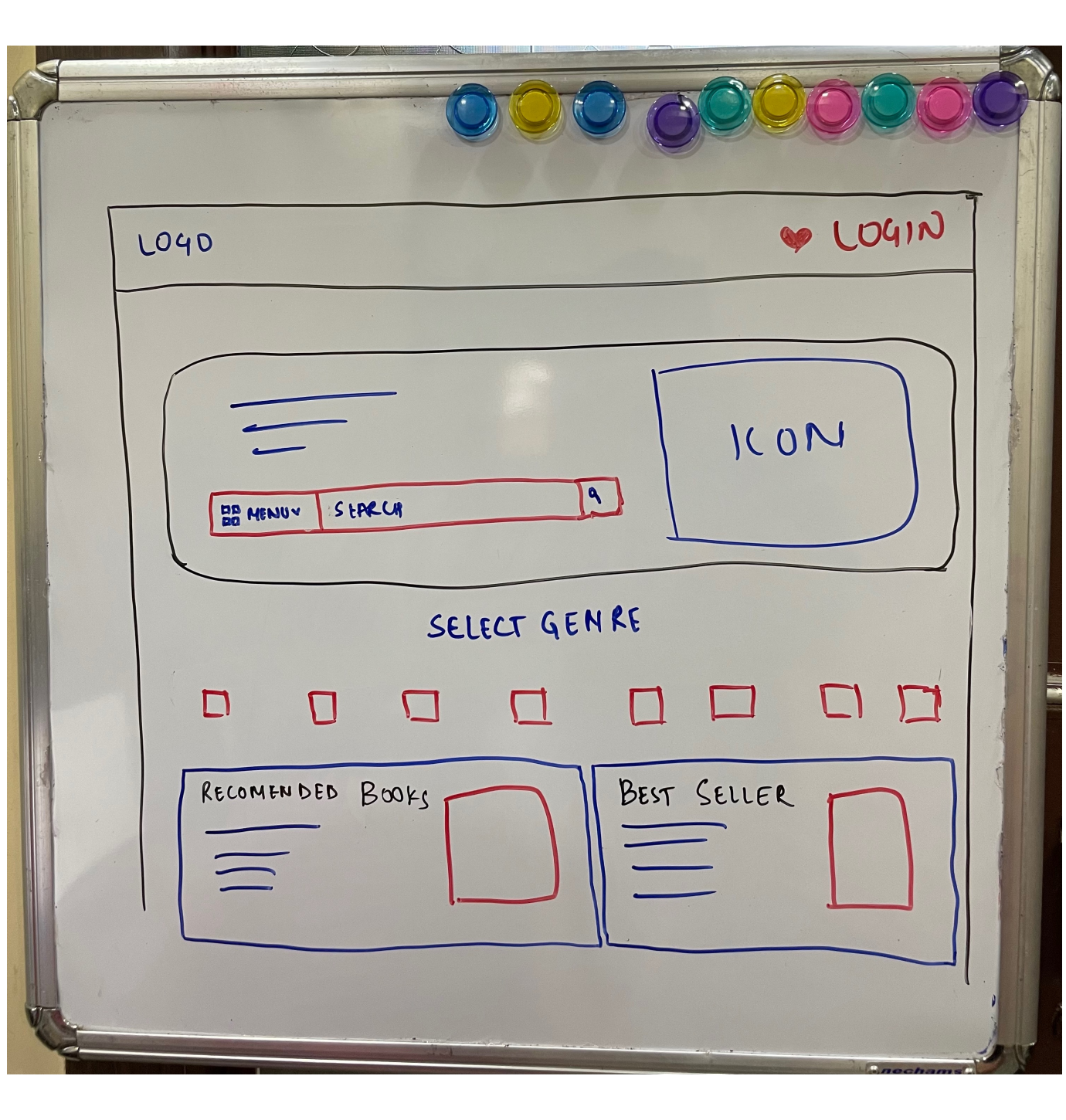
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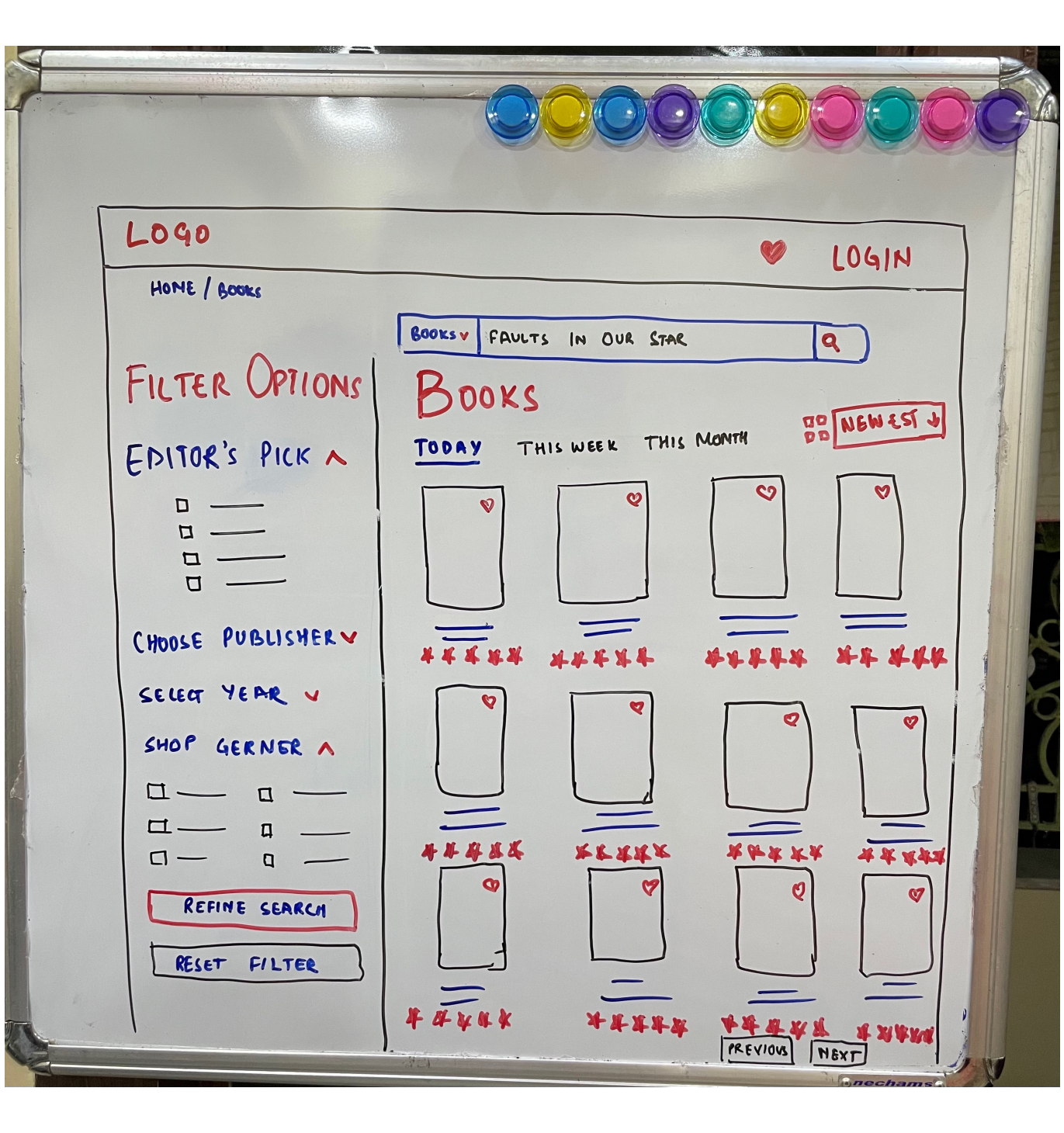
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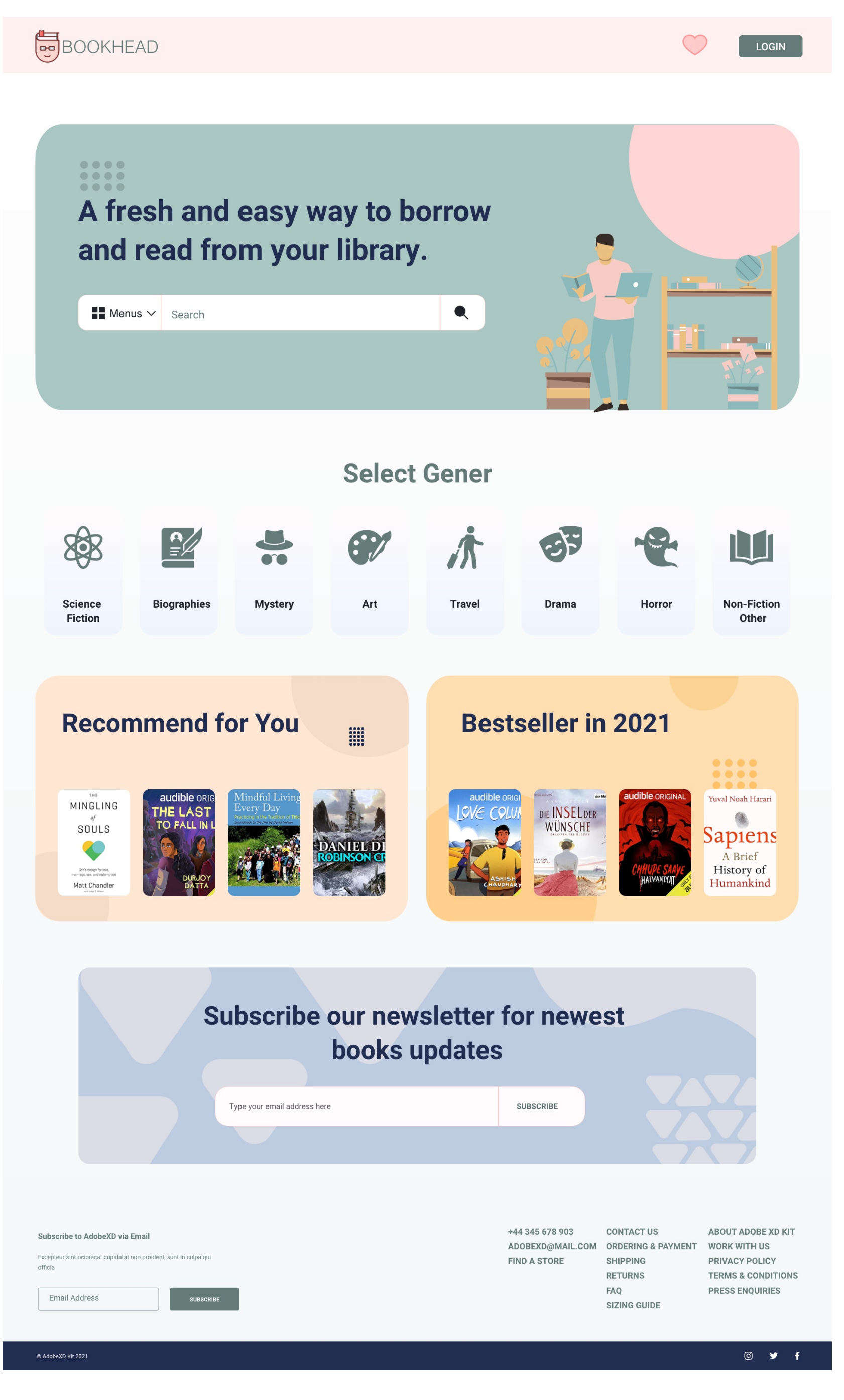
7 User Journey

	Before	Search	Browse
Doing	Receives mail	Logs on to the website and use the search bar to find a particular Books or CDs	See the basic recommendation for books and CDs
Thoughts	Can I get the best offers? Is this book/CD really good?	Let's only reserve book and CDs which I know about	What are other books/CDs I can reserve?
Feelings	Happy	Neutral	Sad
Pain Points	Doesn't know about the new book/CDs launches	No search filters Unable to find the book	Cluttered UI Difficult to navigate between pages
Opportunities	Frequent Notifications regarding the new book and CD launches	Intelligent Books & CDs search bar based on common search queries Improving mobile & web usability.	Intelligent book recommendations based on user history, preference, etc.Streamlining the book finding process and make it easier for customers to navigate the website

8 Visuals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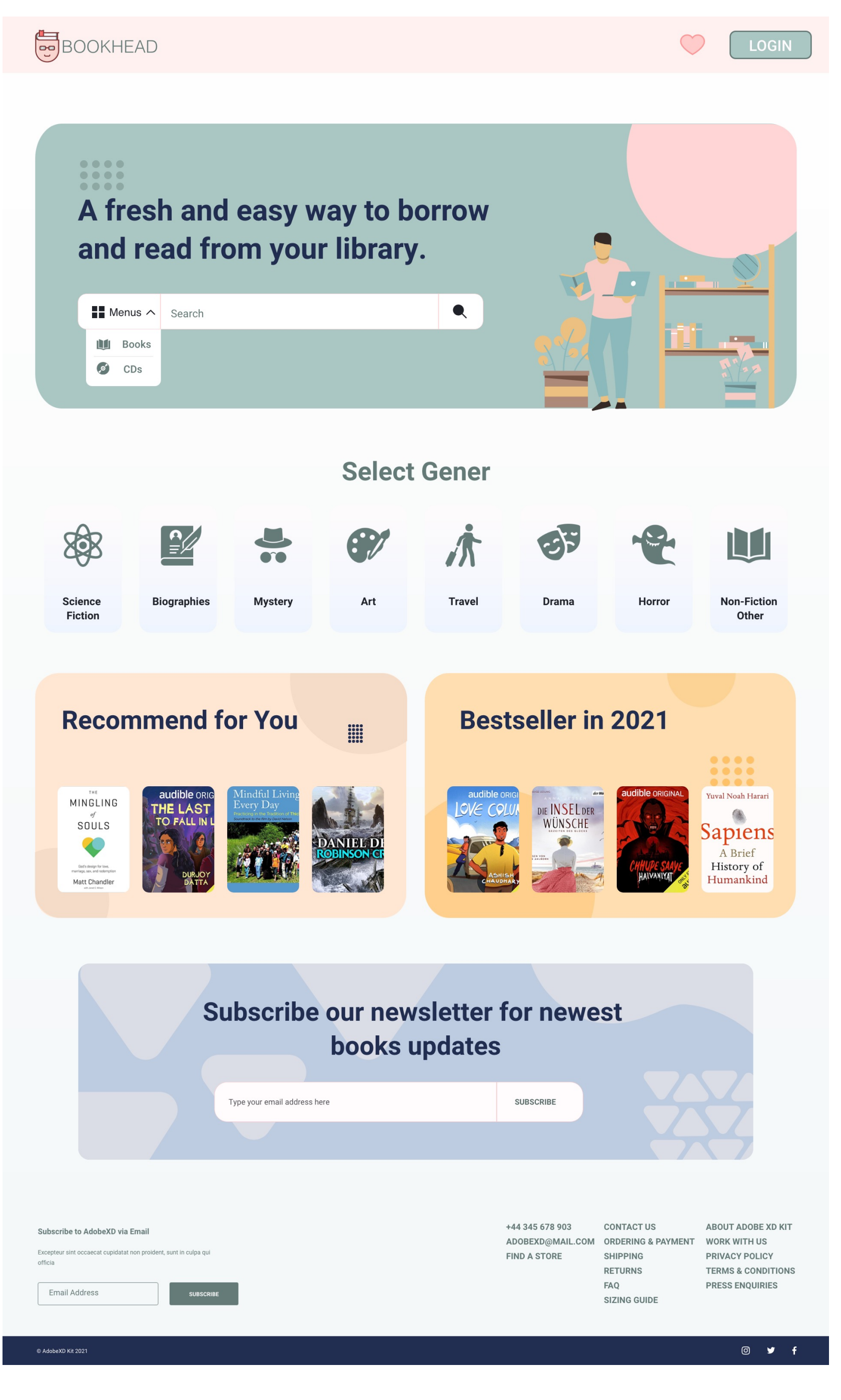
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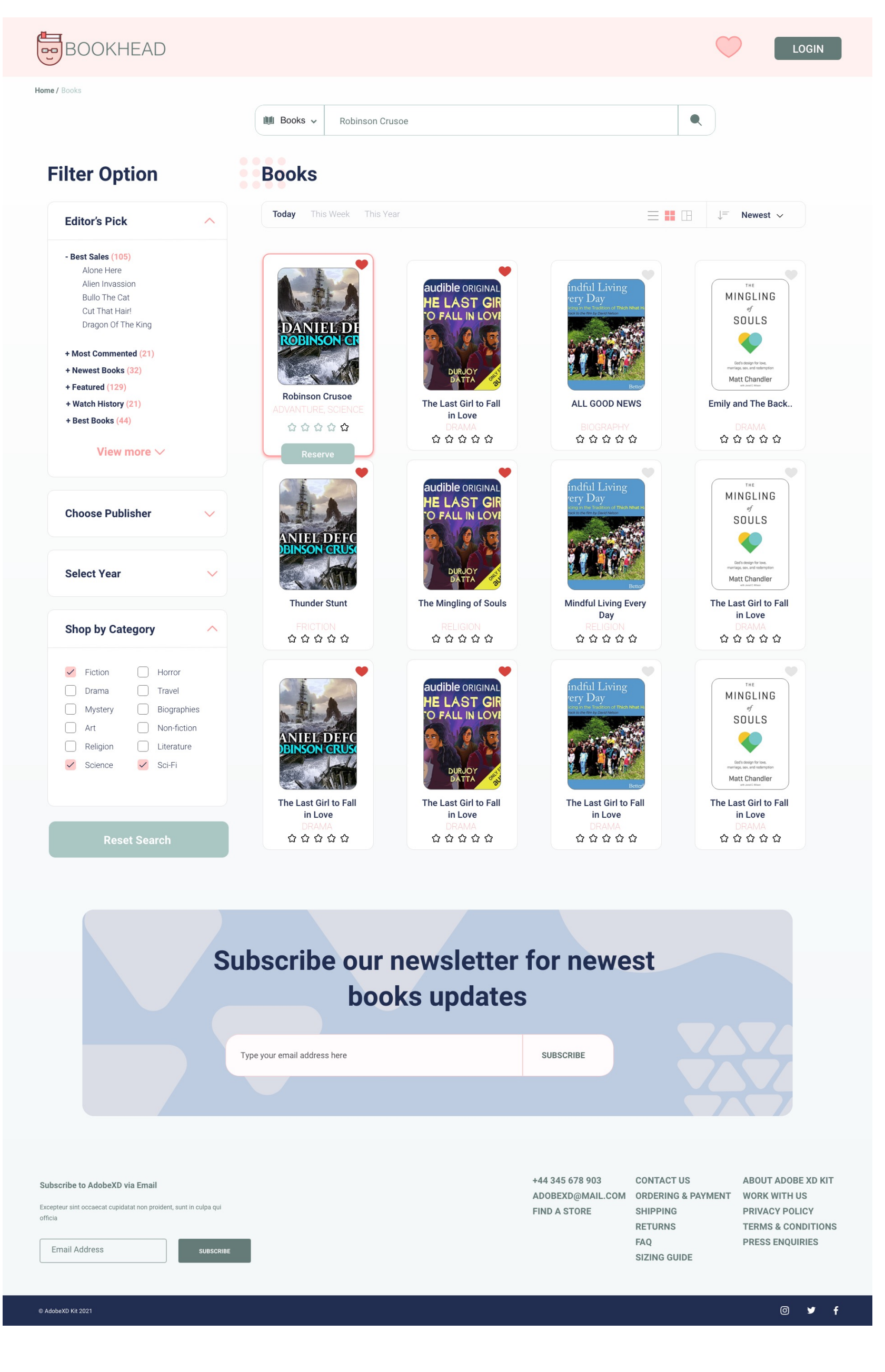
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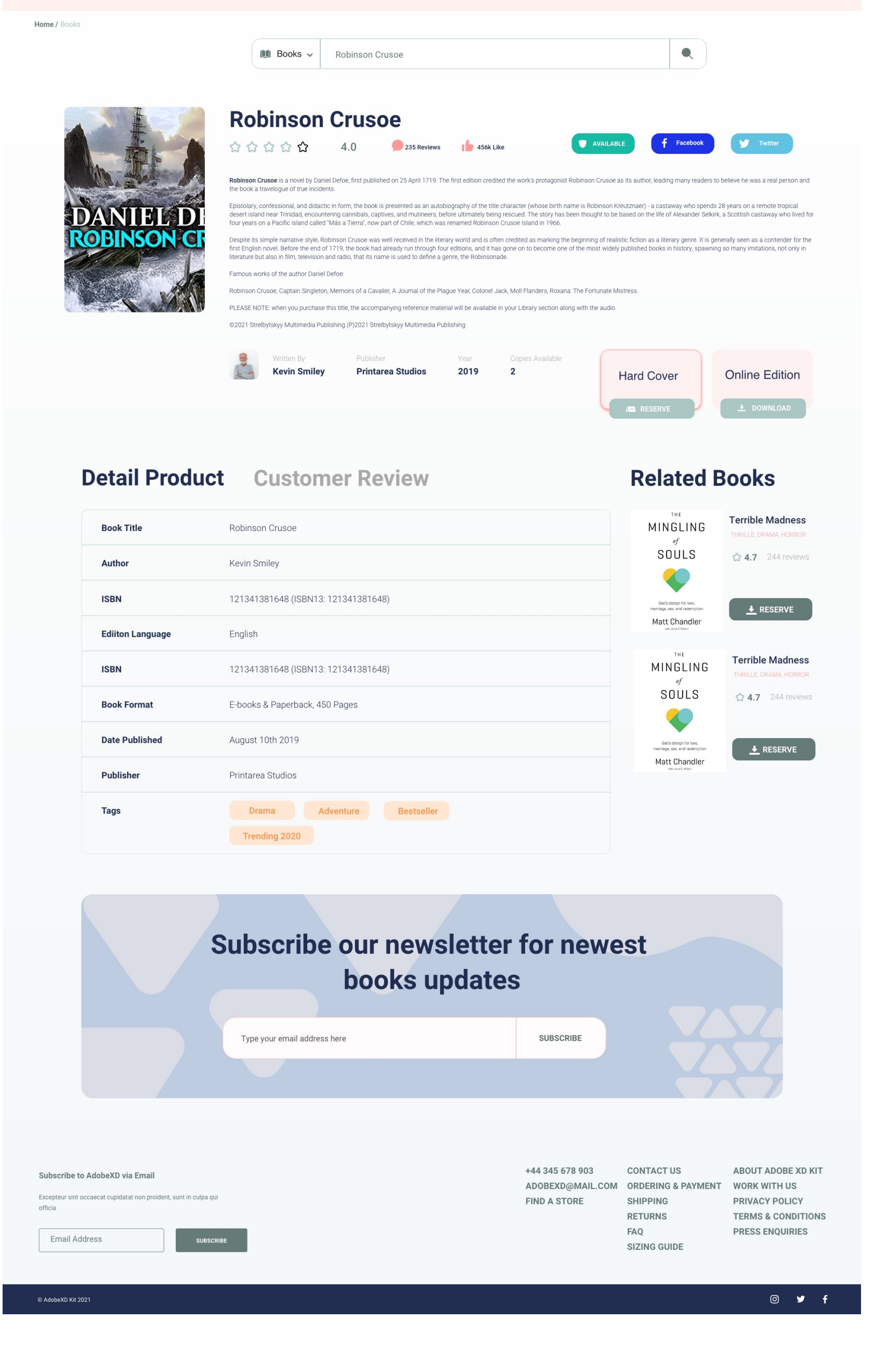
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Robinson Crusoe

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Hard Cover
Online Edition

Detail Product Customer Review

Book Title	Robinson Crusoe
Author	Kevin Smiley
Edition Language	English
Date Published	August 10th 2019
Publisher	Printarea Studios

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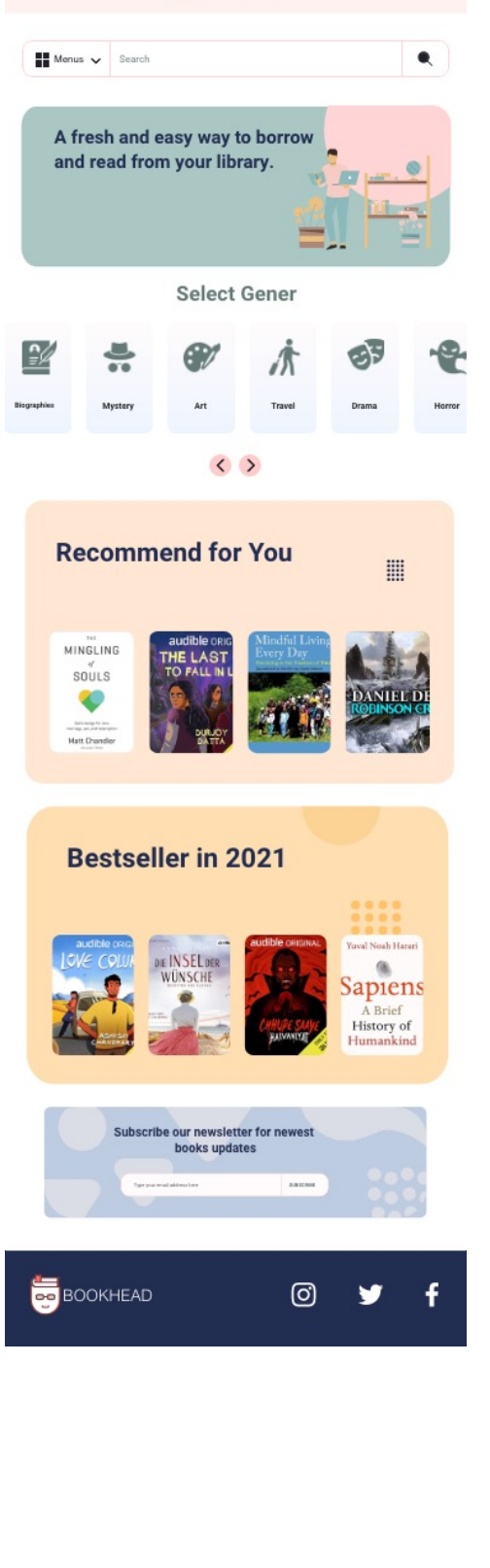
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