

# goodreads

By Team CanvasByte

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Team Members: Apurva Patil, Radhika Vartak, Aditya Dhage

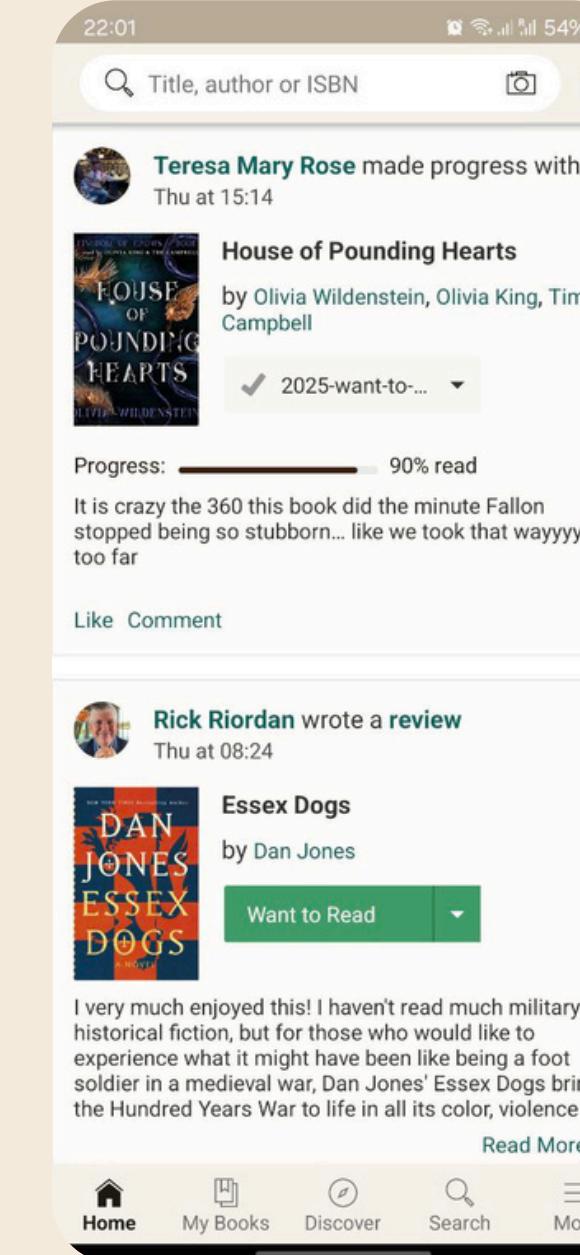
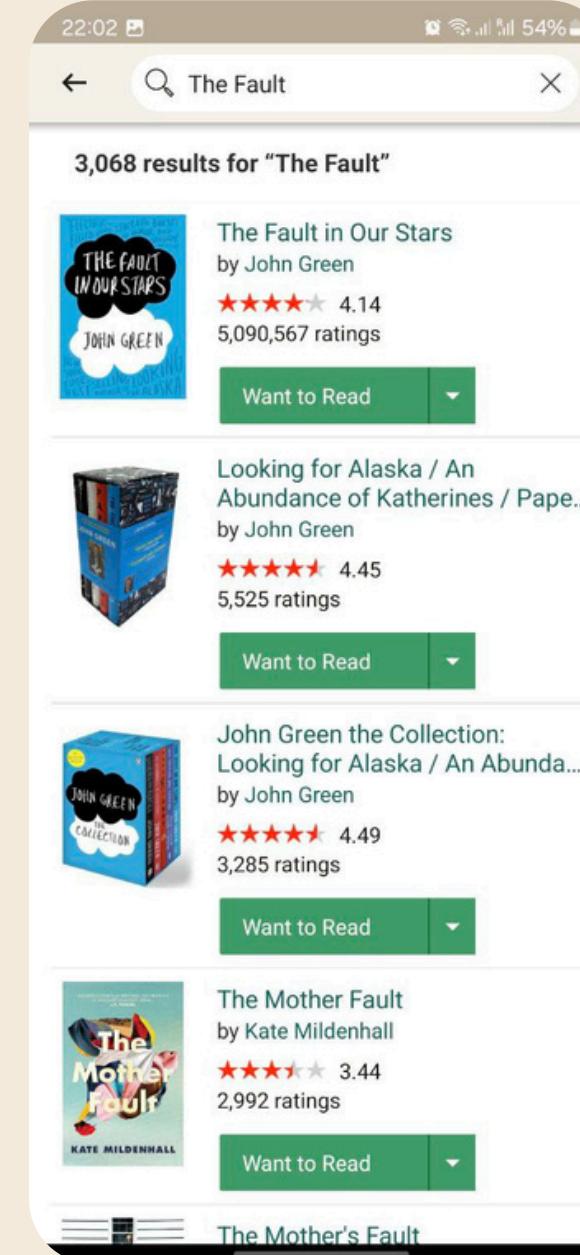
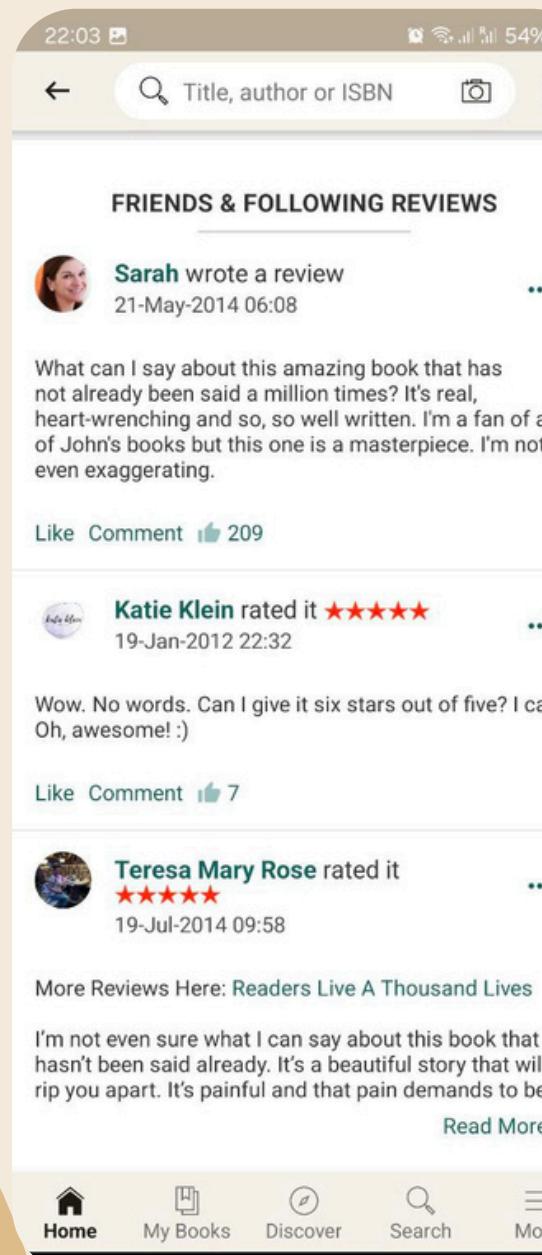
# Introduction

Goodreads App is a **platform** for authors and readers which enables readers to **find new books, rate and review** past reads, receive **personalized reading recommendations**, and engage with other friends and authors.

We primarily used Figma tool for re-designing the recommendations on Goodreads App.

# Why Goodreads?

- Goodreads has long been criticized for having a remarkably outdated and frankly terrible UX.
- This is how their current UI for mobile looks like.
- The UI can be greatly improved to be more consistent and aesthetic.

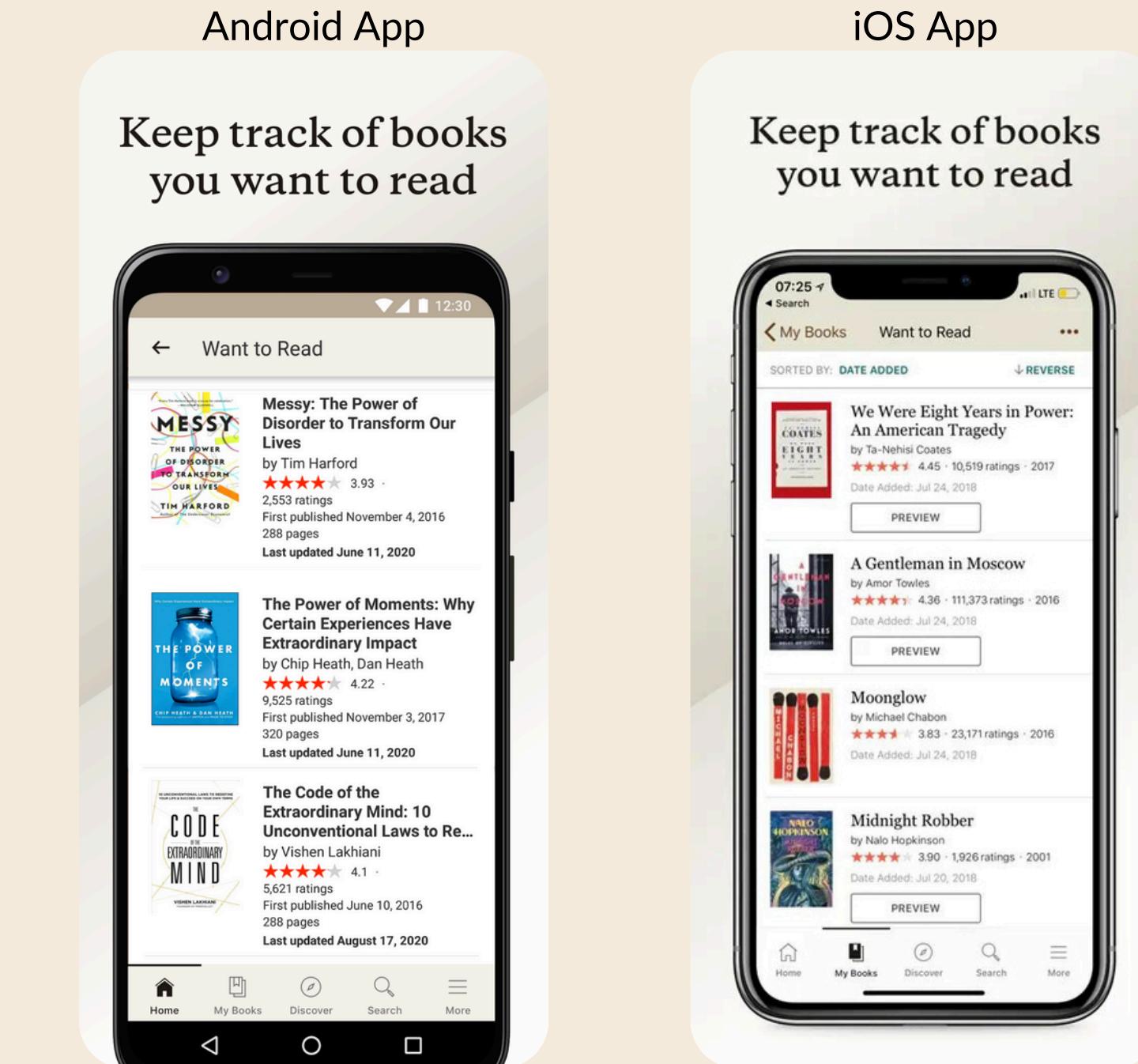


# Why Goodreads?

- Mobile app interfaces and capabilities are different for iOS and Android.
- Therefore, our goal is to bridge the gap between the Android and iOS applications and achieve a more uniform UI experience.

## Differences

- iOS app seems to have a cleaner UI as compared to Android app.
- iOS app comprises of more features than Android app.

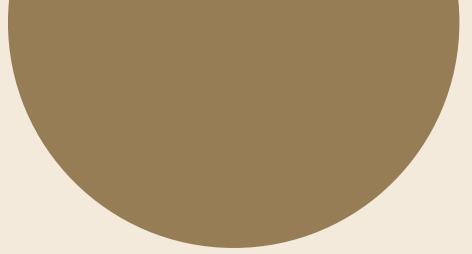


# Challenges we envisioned

- **User Resistance**
  - Most of the app users are already accustomed to the current design of the app.
  - So, making substantial updates could disrupt their established way of using the app. This can lead to frustration and even user abandonment.
- **Balancing New Features with Usability**
  - It was tempting to add a lot of new features during a redesign, but we realized that it is also important to strike a balance because too many features can clutter the interface and make the app harder to use.
- **Preserving Brand Identity**
  - The app's redesign had to be consistent with the overall brand identity.
  - As inconsistent elements could have made the app feel unprofessional and confused users.
- **Ensuring a Smooth Performance**
  - We also had to consider the app's technical performance, ensuring that the redesigned elements were technically feasible.

# Hypotheses to improve the UI

- **New/Existing users don't feel welcome to the app and move away.**
  - This hypothesis suggests that the current design of the Goodreads app may not effectively engage users, leading to user attrition.
  - If we implement a more personalized onboarding experience, then new users will feel more welcome and be more likely to engage with the app,
- **Disparity between the Android and iOS app versions, hence, Android app users may feel cheated.**
  - This hypothesis addresses platform consistency, suggesting that discrepancies between the Android and iOS versions of the app may lead to user dissatisfaction, particularly among Android users.
  - If we create a consistent UI across both Android and iOS platforms, then Android users will feel more valued and mitigate feelings of disparity within this user group.
- **Absence of personalization and customization options that can make the users feel disconnected.**
  - This hypothesis addresses platform consistency, suggesting that discrepancies between the Android and iOS versions of the app may lead to user dissatisfaction, particularly among Android users.
  - Introducing personalized features and customization options within the app will increase user engagement and strengthen user satisfaction, resulting in reduced user disconnection.



**USER  
INSPECTION**

**USER INQUIRY**

**DESIGNING  
PROTOTYPES**

**USER TESTING**

# **SUMMARY OF RESEARCH**

# Summary of Research

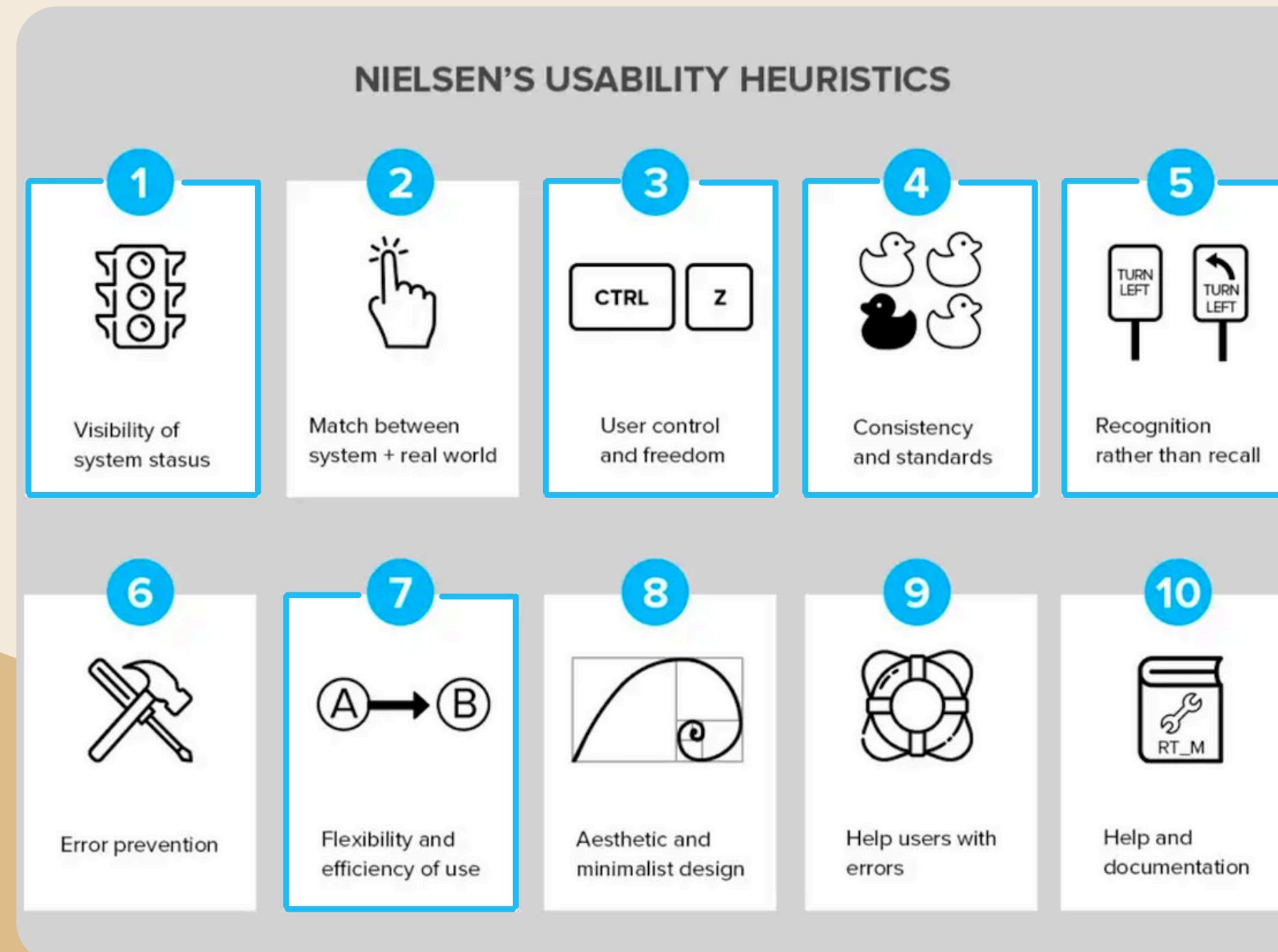
We conducted research including user inspection, inquiry through surveys, created affinity maps, personas, and conducted user interviews as a part of user testing based on the usability study to understand the users we would be designing for and their needs.

A primary user group identified through research were students, majorly driven in their studies having very less time to look for new books and were frustrated with the inconsistency across the App. This user group confirmed initial assumptions about Goodreads's readers, but research also revealed that inconsistency and time were not the only factors limiting users from using the app.

Other user problems included lack of user control on various features, data security concerns, difficultly in accessing and deletion of books through listing, unable to customize according to user preferences, further reducing the users of the Goodreads app.

# User inspection method and results

We performed a **Heuristic Evaluation** using Nielsen's usability heuristics.



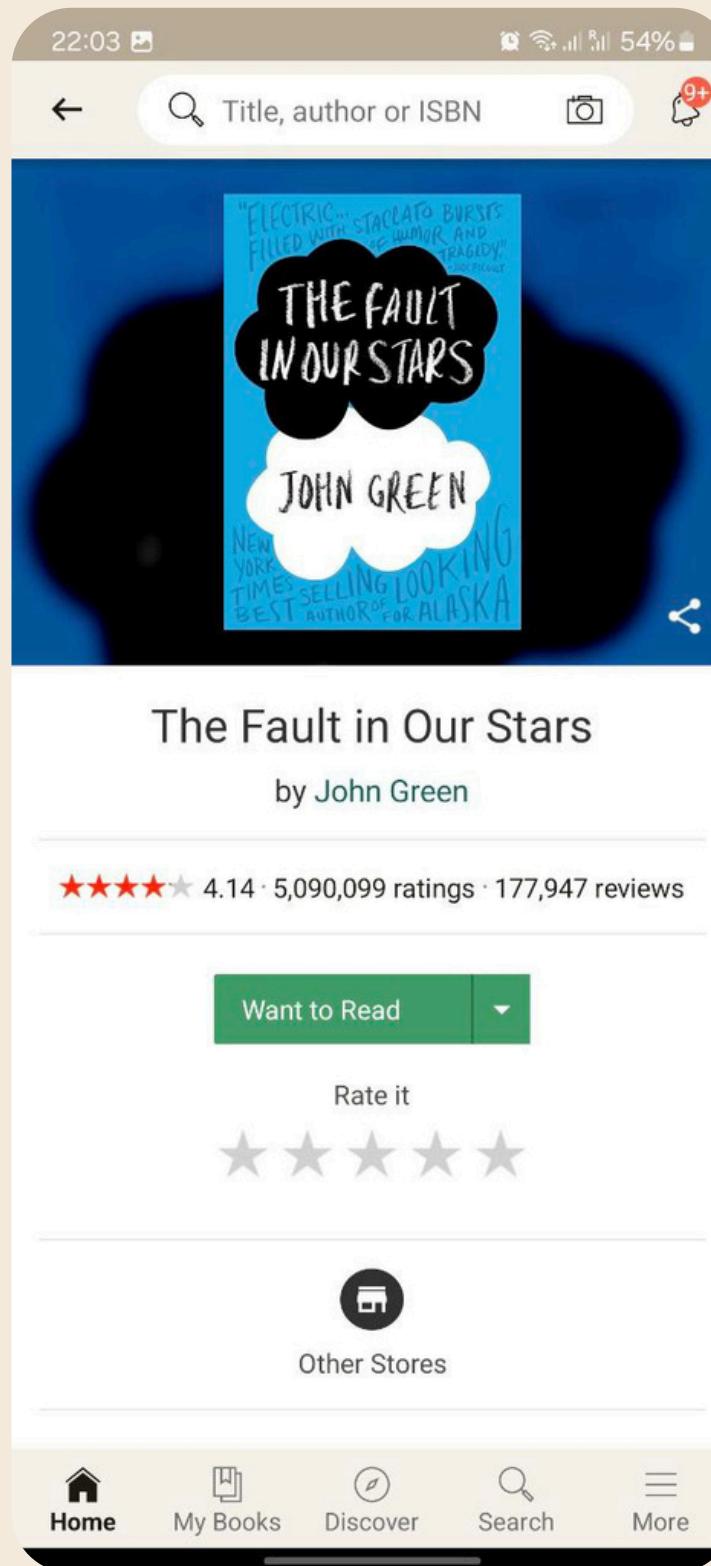
We have focused on following 5 principles:

- **Visibility of System Status**
- **User Control and Freedom**
- **Consistency and Standards**
- **Flexibility and Efficiency of Use**
- **Recognition Rather Than Recall**

# 01

## Visibility of System Status

Task : “Give a rating to a book and then remove the given rating.”



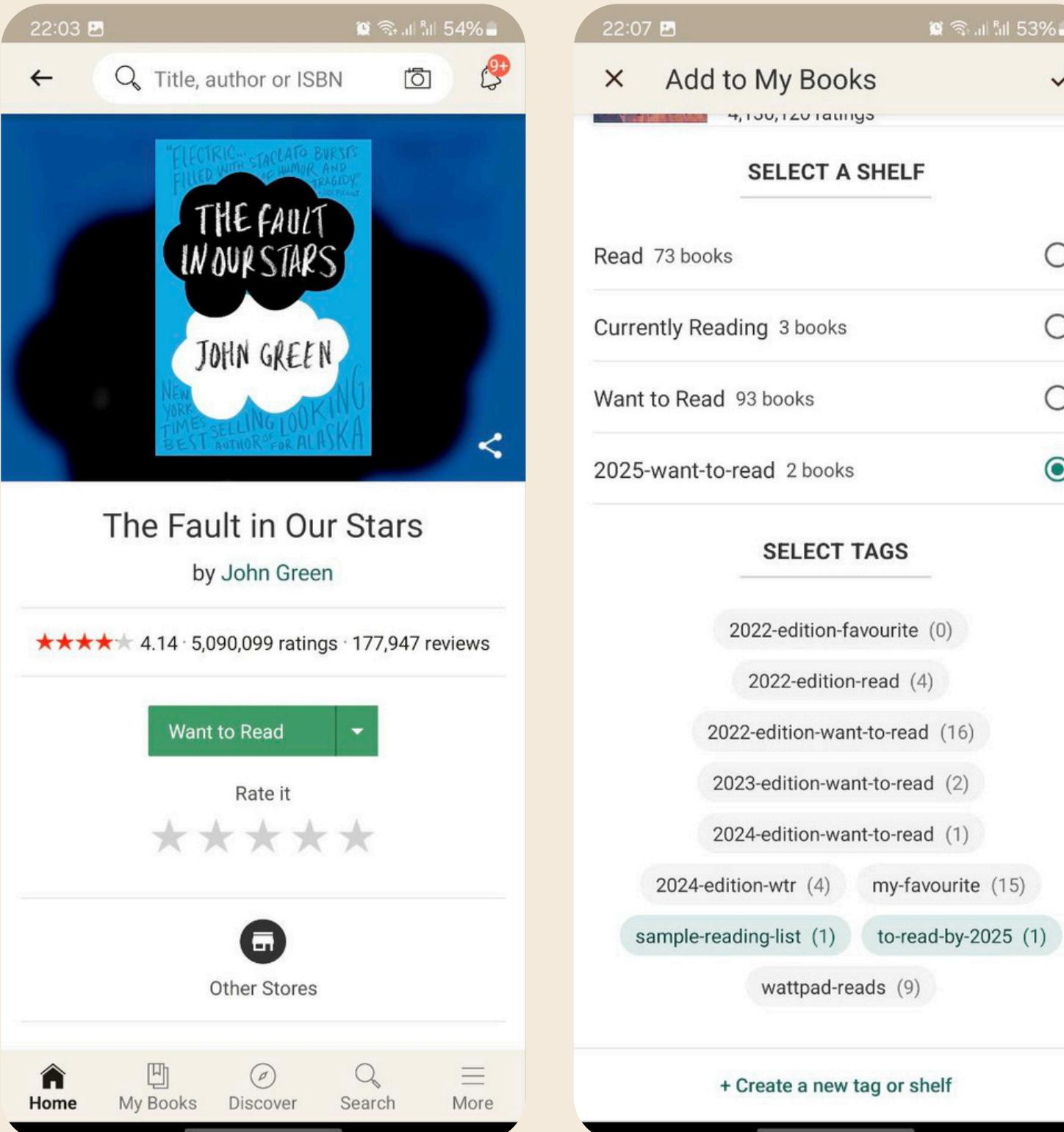
### Result

- Insufficient feedback on the system's status after rating a book.
- Removing a rating is difficult due to unclear and unintuitive processes.
- The Goodreads app lacks adequate visibility, feedback, and options related to rating actions' status.

## O2

# User Control and Freedom

Task : “Add a book to the reading list and assign tags to the book.”



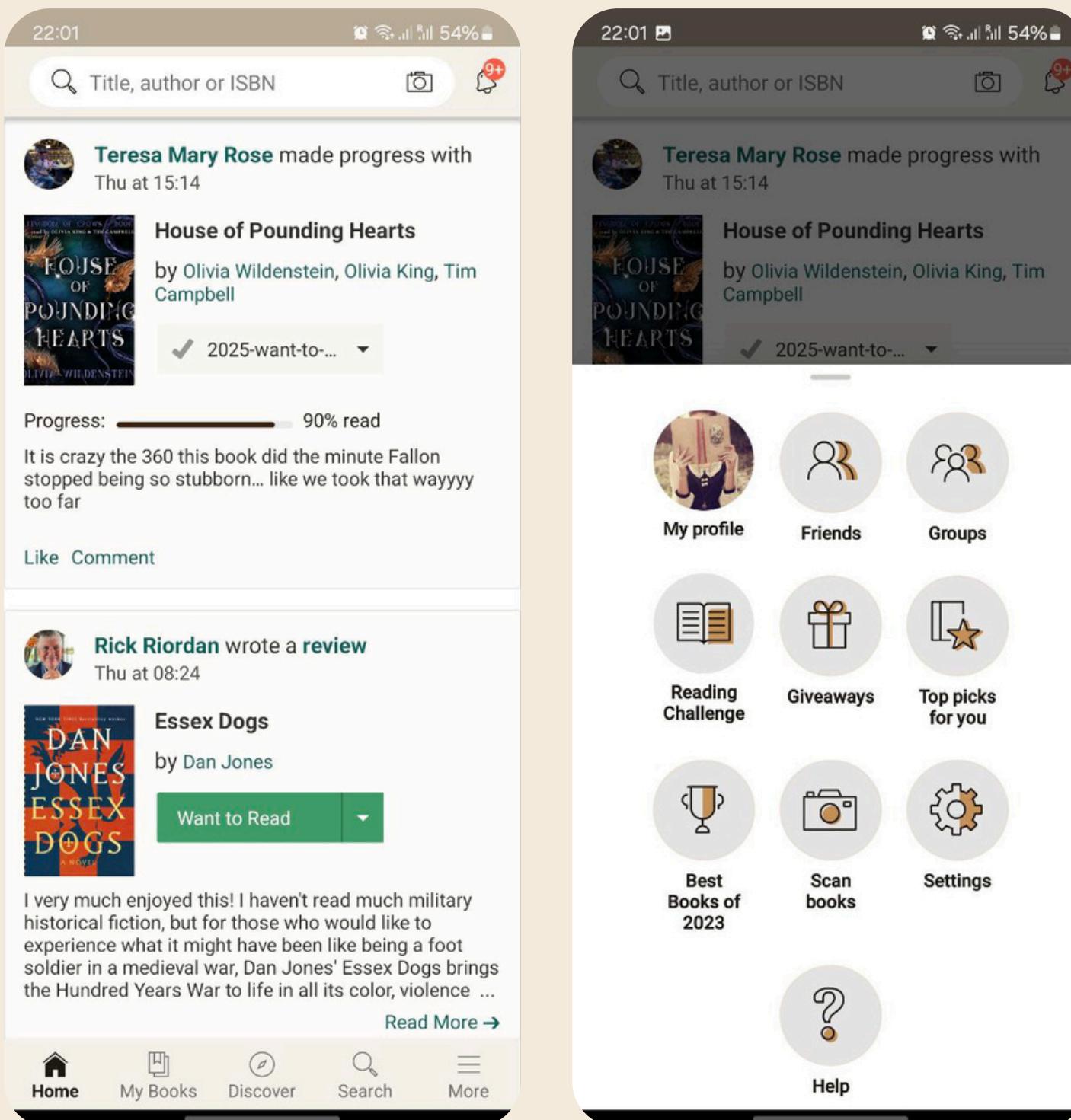
## Result

- Adding a book to the reading list or assigning tags was cumbersome.
- There was a risk of the book being added to the wrong default shelf instead of the intended one.
- This step was tedious for those who wanted to quickly add a new book to a specific shelf or assign a tag without additional steps.

# O3

## Consistency and Standards

Task : “Access your profile.”



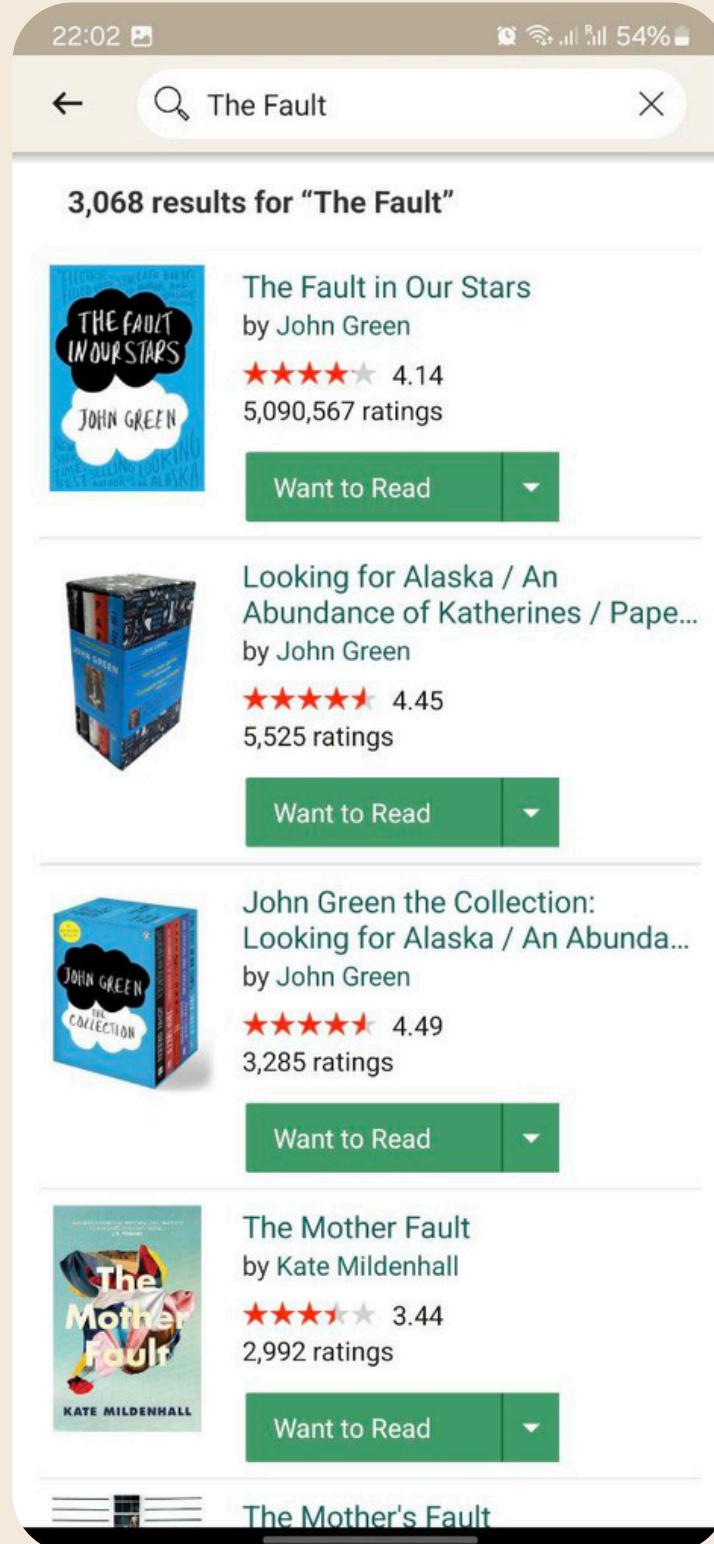
## Result

- It took a while to locate the profile icon.
- People are more accustomed to finding the profile icon to be present on the top right corner of the screen, which contradicts current industry standards.

# 04

## Flexibility and Efficiency of Use

Task : “Search for a specific book.”



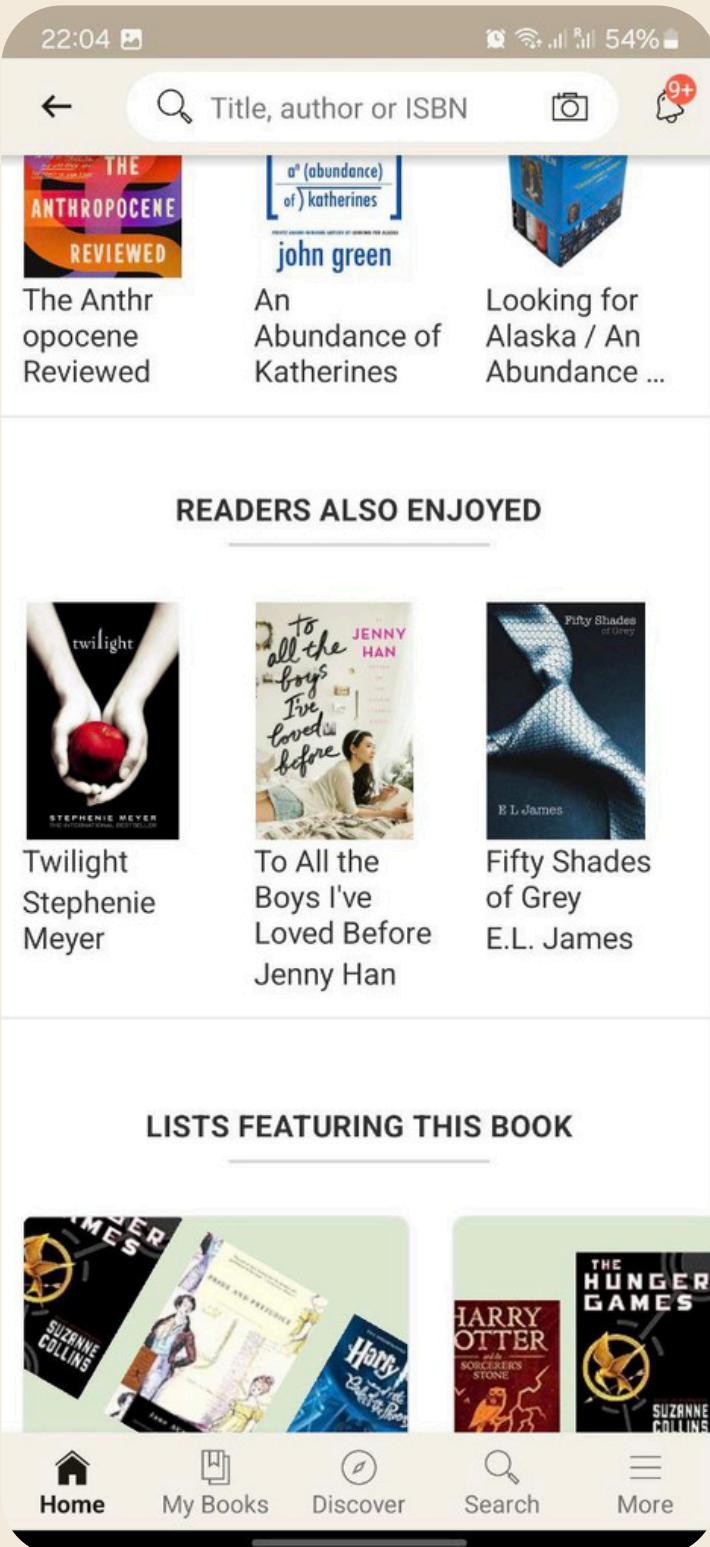
### Result

- Lack of advanced search filters, like genre or publication year, to refine their search results.
- This limitation decreases the efficiency of the search process for users.

# 05

## Recognition Rather Than Recall

Task : “Navigate to the section displaying similar books.”



### Result

- The recommended book title and author name are displayed in identical font style, size, and color, making it difficult to distinguish between the two pieces of text .
- Users may forget which text corresponds to the book title and which to the author's name when they encounter the same section again.

# User Inquiry

Conducted:

- A Survey
- With 15 users across the globe, encompassing diverse age group and ethnicities

Based on the data collected:

- Identified Pain Points
- Affinity Diagram
- CodeSet
- Qualitative Thematic Analysis
- Persona



# Survey

Aim of conducting survey was to identify areas of strength and areas for enhancement to enhance user satisfaction and engagement with the platform.

Participant Statistics Table Link:  
[GoodReads Participant Statistics](#)

Reasoning behind survey questions:  
[Survey Questions Reasonings](#)

1	Timestamp	What type of phone are you using?	Have you ever used the Goodreads mobile app?	What is the main reason for using Goodreads?
2	2/17/2024 8:37:21	Android	Yes	Discovering new books
3	2/17/2024 19:10:46	Android	Yes	Discovering new books
4	2/18/2024 13:54:03	Android	I know Goodreads, but just the website	Reviewing the books
5	2/19/2024 4:12:18	Android	Yes	Discovering new books
6	2/19/2024 11:08:36	iOS	I know Goodreads, but just the website	Reviewing the books
7	2/19/2024 21:25:49	Android	Yes	Reviewing the books
8	2/21/2024 16:45:57	Android	Yes	Discovering new books
9	2/21/2024 23:19:30	Android	Yes	Discovering new books
10	2/22/2024 6:33:42	iOS	I know Goodreads, but just the website	Discovering new books
11	2/23/2024 22:52:53	iOS	Yes	Reviewing the books, reading new books
12	2/23/2024 22:58:04	Android	I know Goodreads, but just the website	Reviewing the books
13	2/23/2024 23:01:44	Android	---	Discovering new books
14	2/24/2024 14:50:00	---	---	Discovering new books
15	2/24/2024 19:07:11	---	---	Discovering new books



## Goodreads Mobile App Redesign Survey

We're seeking your valuable feedback to enhance the experience with the Goodreads app! Your input will help us reimagine and redesign the app to better serve readers needs. Share your thoughts, suggestions, and preferences to make Goodreads app more enjoyable platform for book lovers worldwide.

Please be ensured that your feedback would be anonymous.

# Affinity Map

## Consistency of User Interface

"I wish this feature was not at this place"

Always → 3

Sometimes → 4

6/9 found it hard to find a feature on the goodreads app.

5/9 found the app layout confusing

"On clicking the burger menu, a list would have been preferred instead of icons in grid view, just like other apps".

## Filters & Advanced Search

"Current filter options for exploring news books are not adequate"

7/14

"Unable to apply filters".

6/14 did not find filters to apply on the reading lists

### Search:-

"Some suggestions regarding the trending books to search."

"I don't know what to search for"

2/14 → confused

8/14 users did not feel a sense of privacy while using the Goodreads app.

3 wants securenness for reading lists.

"Customized private reading lists visible only to me"

3/4 -responses

"Require securenness for reading lists"

12/14 users would like to have social media integration: Ability to share the quotes from the book.

4/14 users would like to create custom reading books lists

3/14 users would like to track their reading progress

## Book-recommendation

\* "I often discover great books via recommendations"  
6/14 users :)

\* "The recommended books rarely match my interests!"  
2/14 users :c

## **Code: Filter**

Ease of use while application of filters  
on the book reading list page

*"The filter options are not to be found."*

*"Unable to apply the filters."*

## Code: Privacy

Concerns related to user privacy and data security while using GoodReads App

*"I feel my privacy is compromised on the app."*

*"I want my reading lists to be visible only to myself."*

Code	Description	Example Quote	# of occurrences
User Interface - Consistency	It relates to uniformity and coherence of app's interface across different features. And defines the consistency of design elements, layout, navigation pathways, or terminology throughout the app.	"The user interface is clean and easy to navigate."	4
		"I wish this feature was not at this place."	3
		"Finding it hard to locate the feature I am looking for."	6
		"The app layout is confusing and cluttered."	7
Filter System	Focus on filter system's functionality, effectiveness, and usability with regards to ease of use in applying filters and relevance of filter options.	"The filter options for book searching are limited."	7
		"Unable to apply the filters."	1
		"The filter options are not to be found."	6
Search Experience	It looks on accuracy of search results, speed of search queries, intuitiveness of search features, and suggestions for enhancing the search experience.	"The search function is fast, users are able to find books."	12
		"Some suggestions regarding the trending books to search."	2
		"Confused: I don't know what to search for."	2
Privacy	It refers to concerns, feedback, or suggestions related to user privacy and data security while using the app.	"I feel secure using the app, my data is protected."	6
		"I feel my privacy is compromised on the app."	8
		"I want my reading lists to be visible only to myself."	3
New Feature	It involves suggestions regarding potential new features that could be added. Users may propose ideas for enhancing functionality, improving user experience, or introducing new ideas to meet evolving needs.	"Social media integration - ability to share the quotes."	12
		"On clicking the burger menu, a list would have been preferred instead of icons in grid view, just like other apps"	1
		"Unable to view book cover in full screen, image is not zoomable"	1
		"I would like a feature to create custom reading book lists."	4

Themes	Sub-themes based on codes	Sub-codes	Why as
<b>User Experience and Engagement</b>	User Interface Consistency		It influences the overall user experience with regards to navigating the coherentness of the app, fostering user's app usage.
	Filter System Efficiency		The effectiveness of the filter system contributes significantly to user engagement by facilitating personalized book discovery.
	Enhanced Search Experience		An efficient search experience is crucial for user engagement as it allows users to quickly find desired books.
<b>Security</b>	Privacy for reading lists		It addresses users' worries about their personal data while using the app, which is fundamental for establishing trust.
<b>New Feature Development</b>	New features	1. List view on More 2. Quotes sharing 3. Zoomable book cover 4. Custom reading list	This sub-theme lists specific features that users have suggested to add. These suggestions indicate areas where users perceive potential for improvement or expansion of the app's capabilities.

# Persona



*“Exploring the world at my fingertips while reading new books on the go.”*

## Goals / Needs:

- 1. Quick Filtration:** With her busy schedule, she requires tools that allow her to quickly find relevant information.
- 2. Data Security:** As her sensitive work and high-profile status, she demands utmost privacy from the platforms she uses.
- 3. Consistent User Interface**

## Frustations:

"I want to have complete privacy to maintain my personal settings while reading on the app."

"Uh! Finding it hard to locate the feature I am looking for."

"I would like a feature to create custom reading book lists."

**Name:** Sophia Evans  
**Age:** 45  
**Occupation:** Vice President, MNC Firm  
**Location:** New York

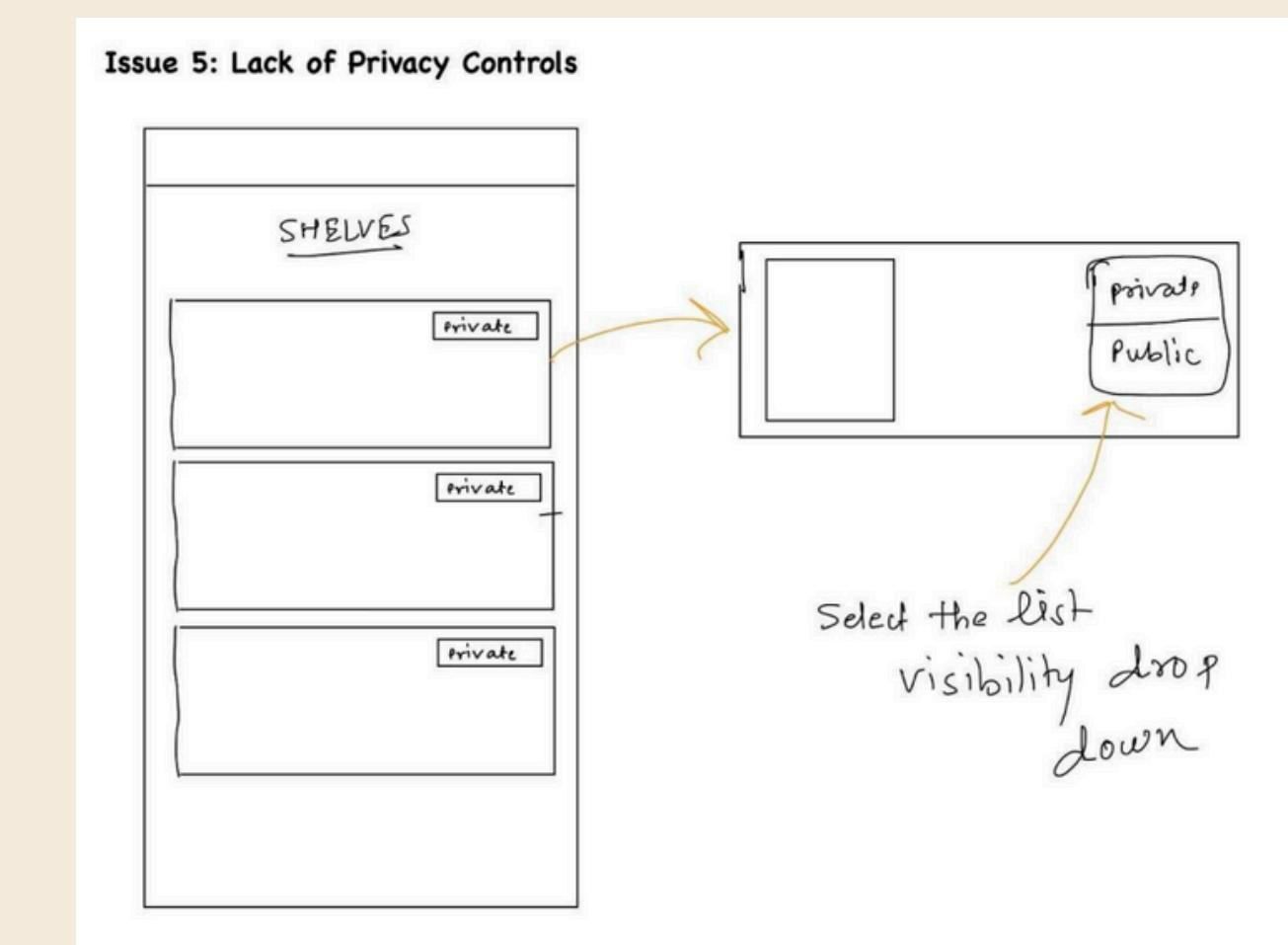
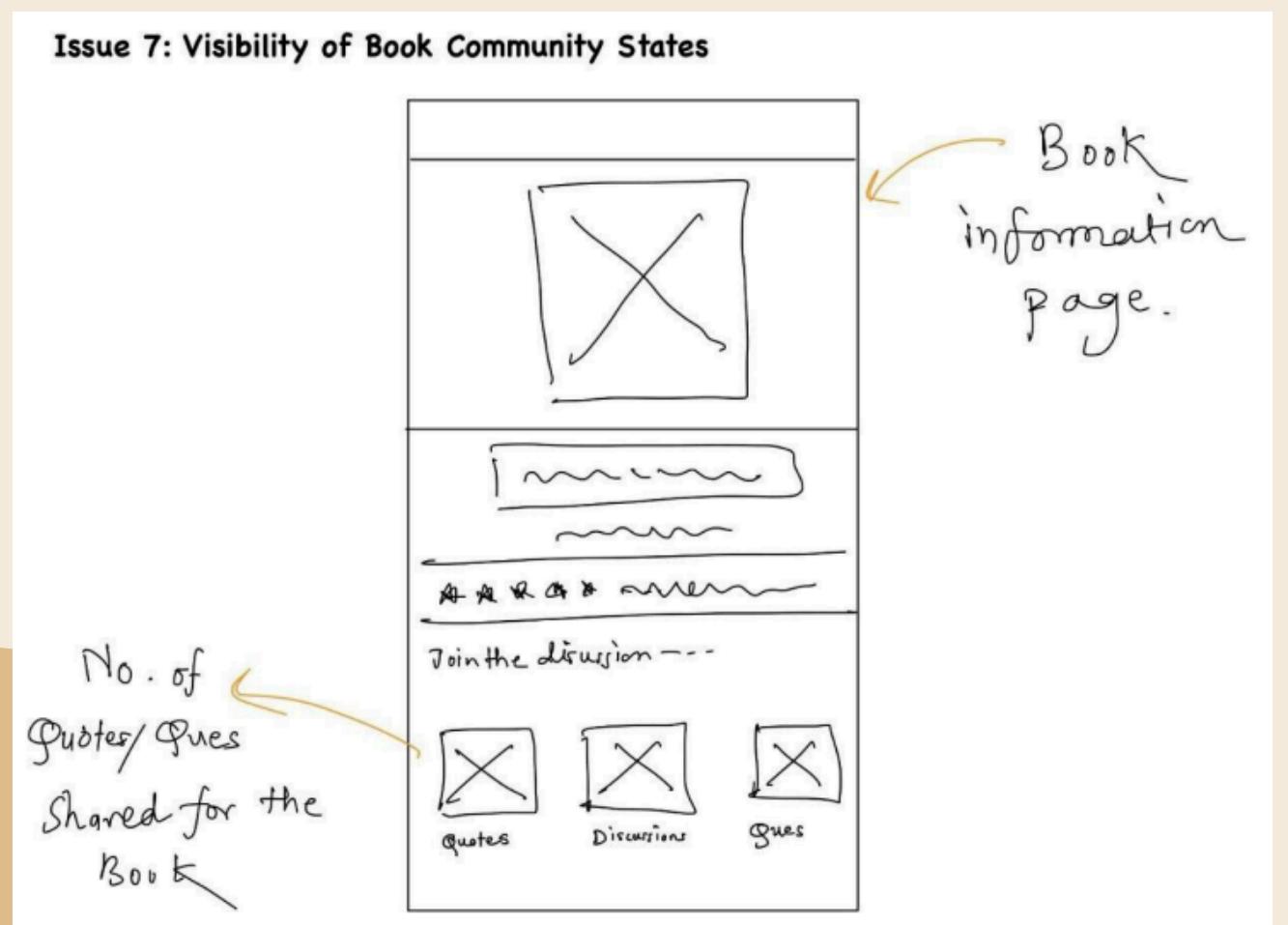
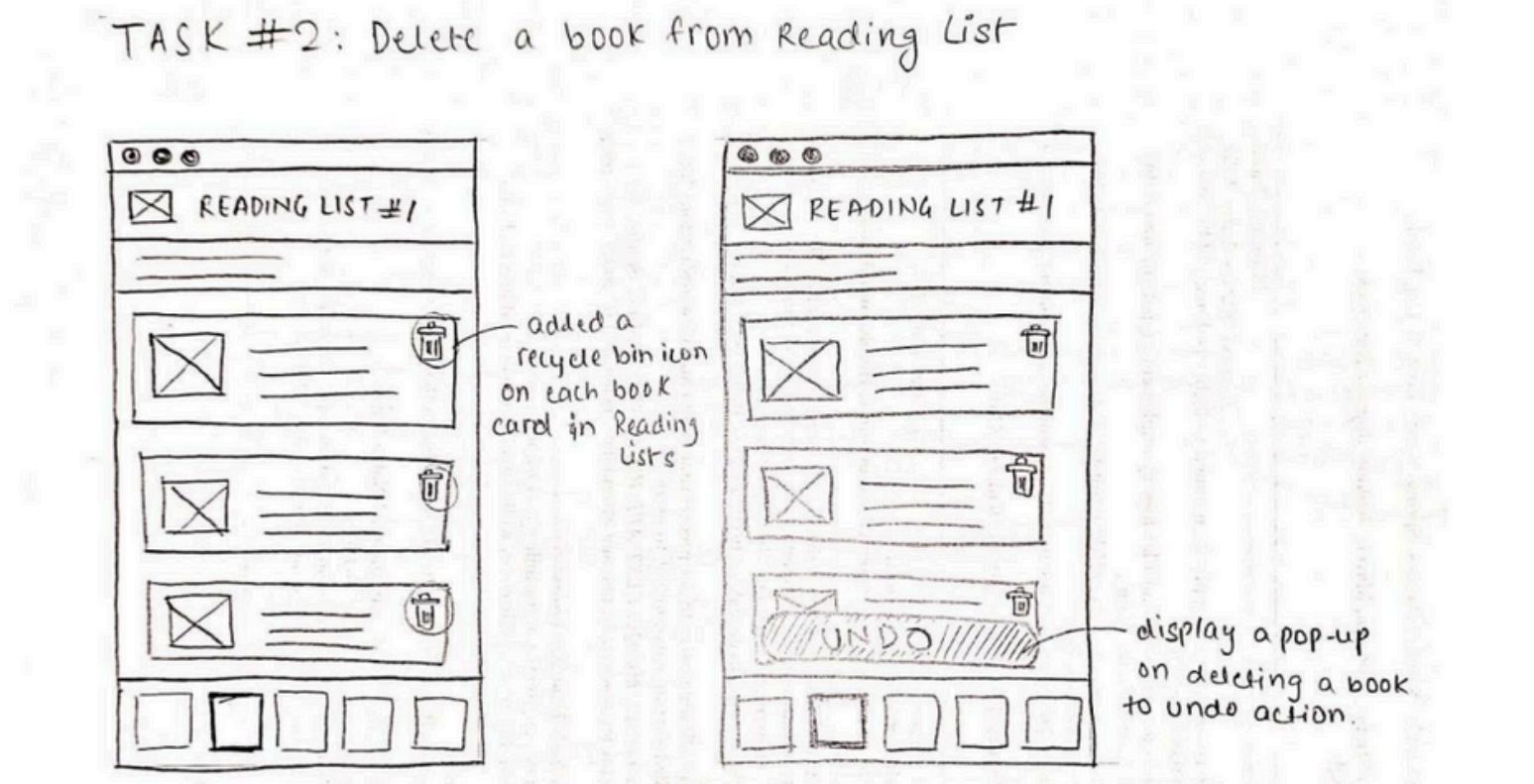
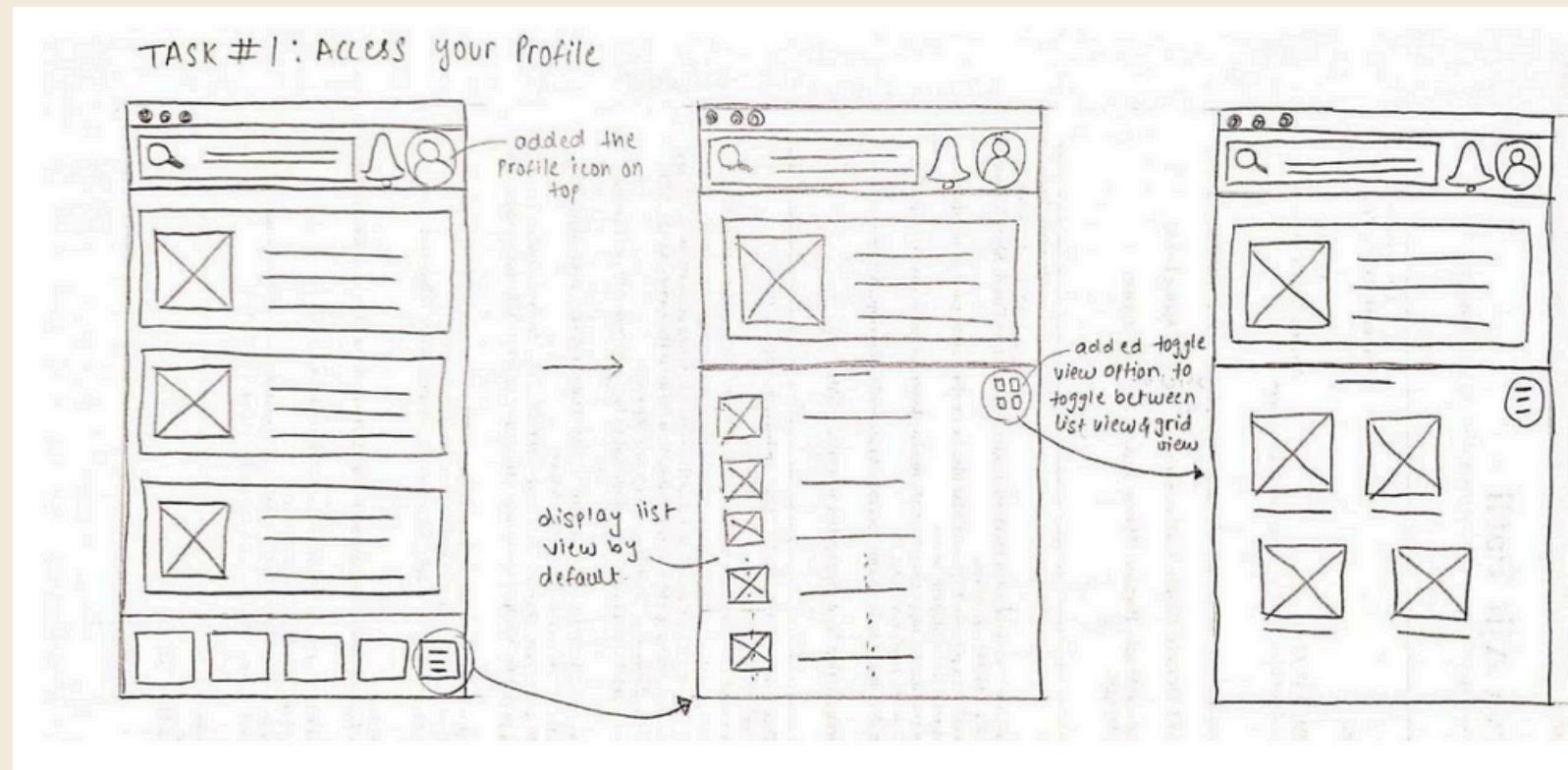
Evans's role demands a high level of confidentiality, discretion, and professionalism, and she takes great care to maintain her privacy both online and offline. Despite her demanding schedule, she stays up-to-date with the latest technological advancements and expects technology to support her in her professional endeavors. Evans utilizes Goodreads to discover new books during her limited leisure time. She appreciates the platform's ability to provide quick search options. However, she finds the inconsistencies in the user interface frustrating and hopes for improvements in UI consistency to enhance her overall experience.

# Design Fixes Recommended

- Paper Wireframes
- Fixes Redesigned
- High Fidelity Prototypes

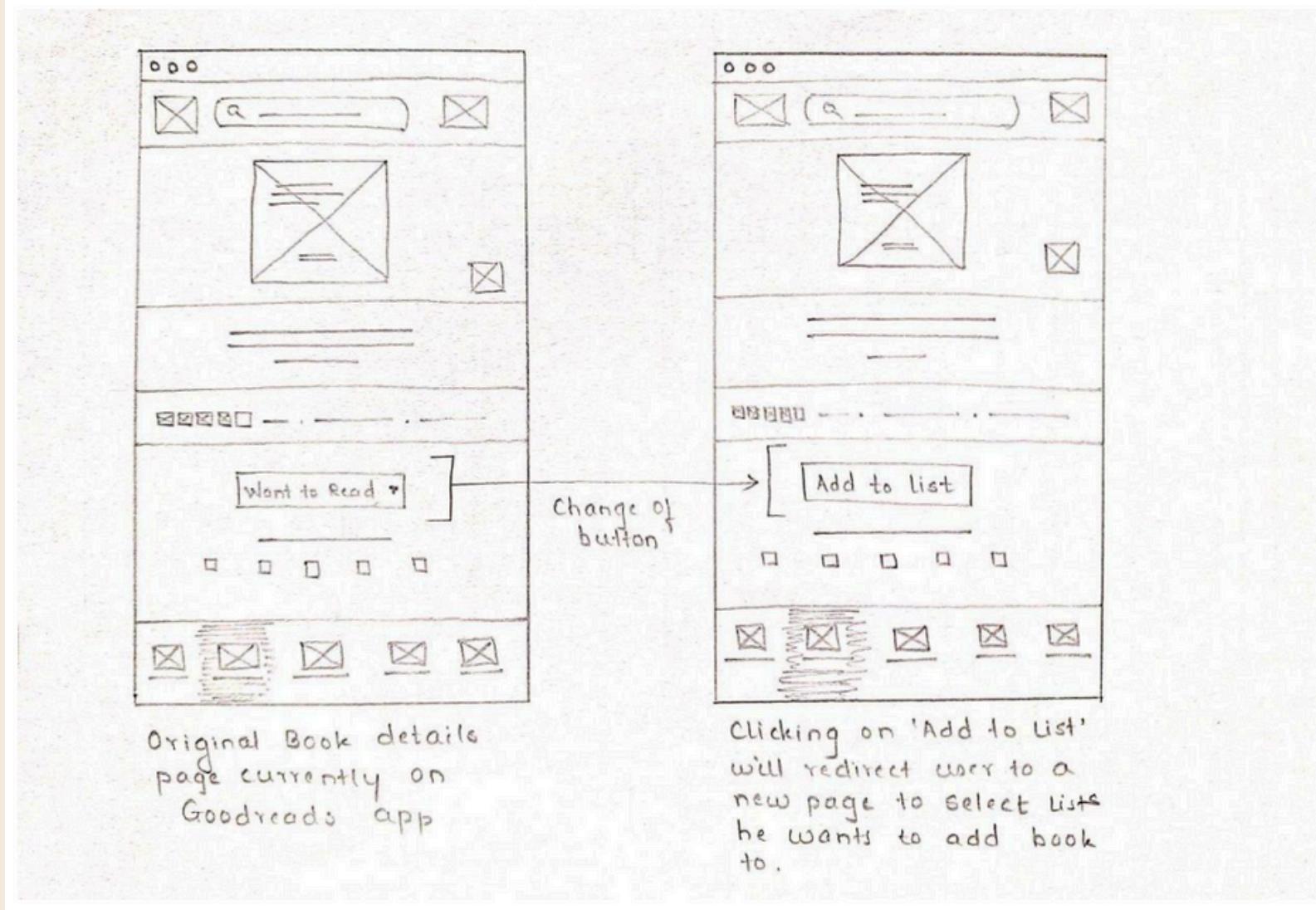


# LoFi Prototypes

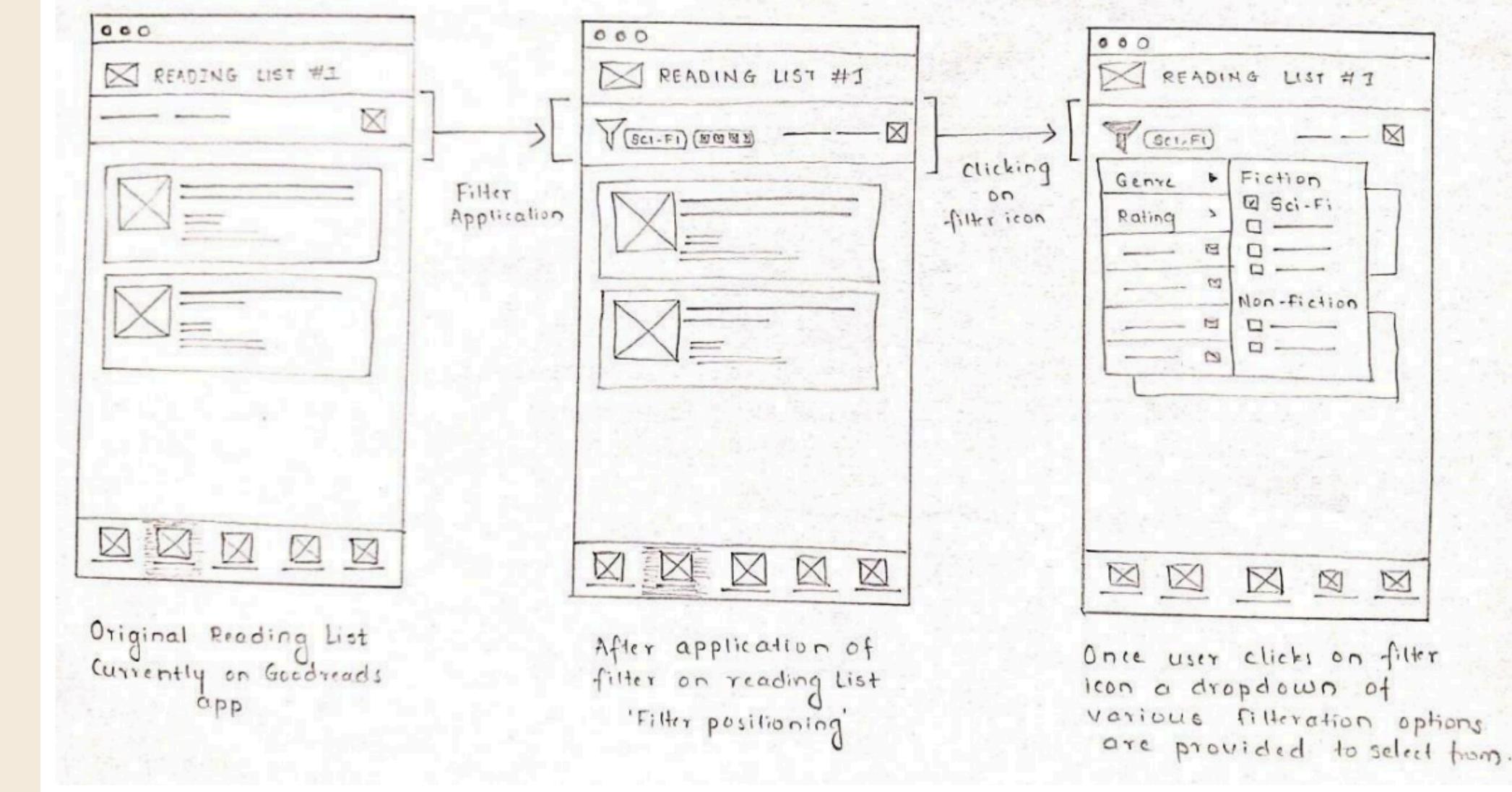


# LoFi Prototypes

## Book Adding and Tagging

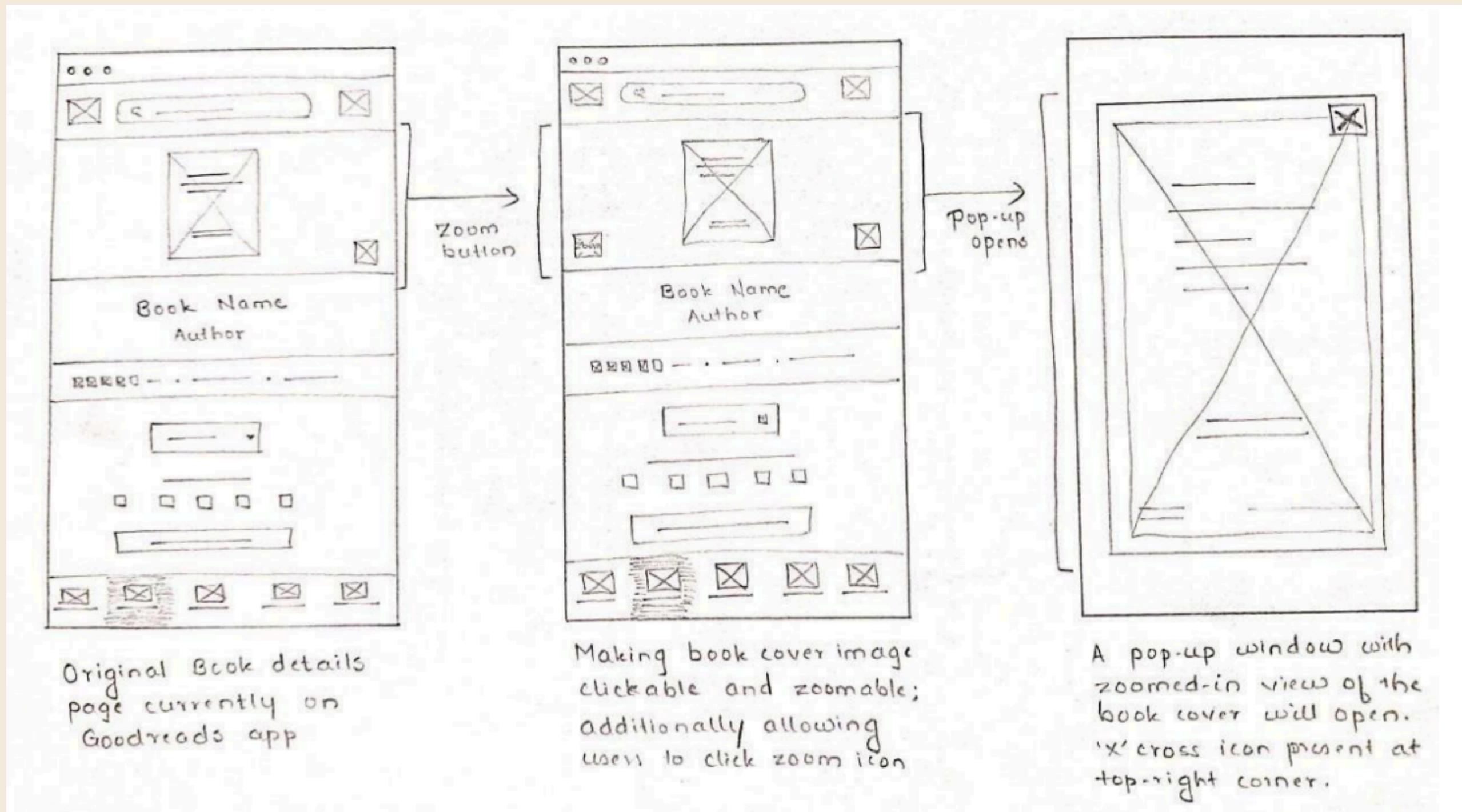


## Filters for Shelf



# LoFi Prototypes

## Zoomable Book Cover



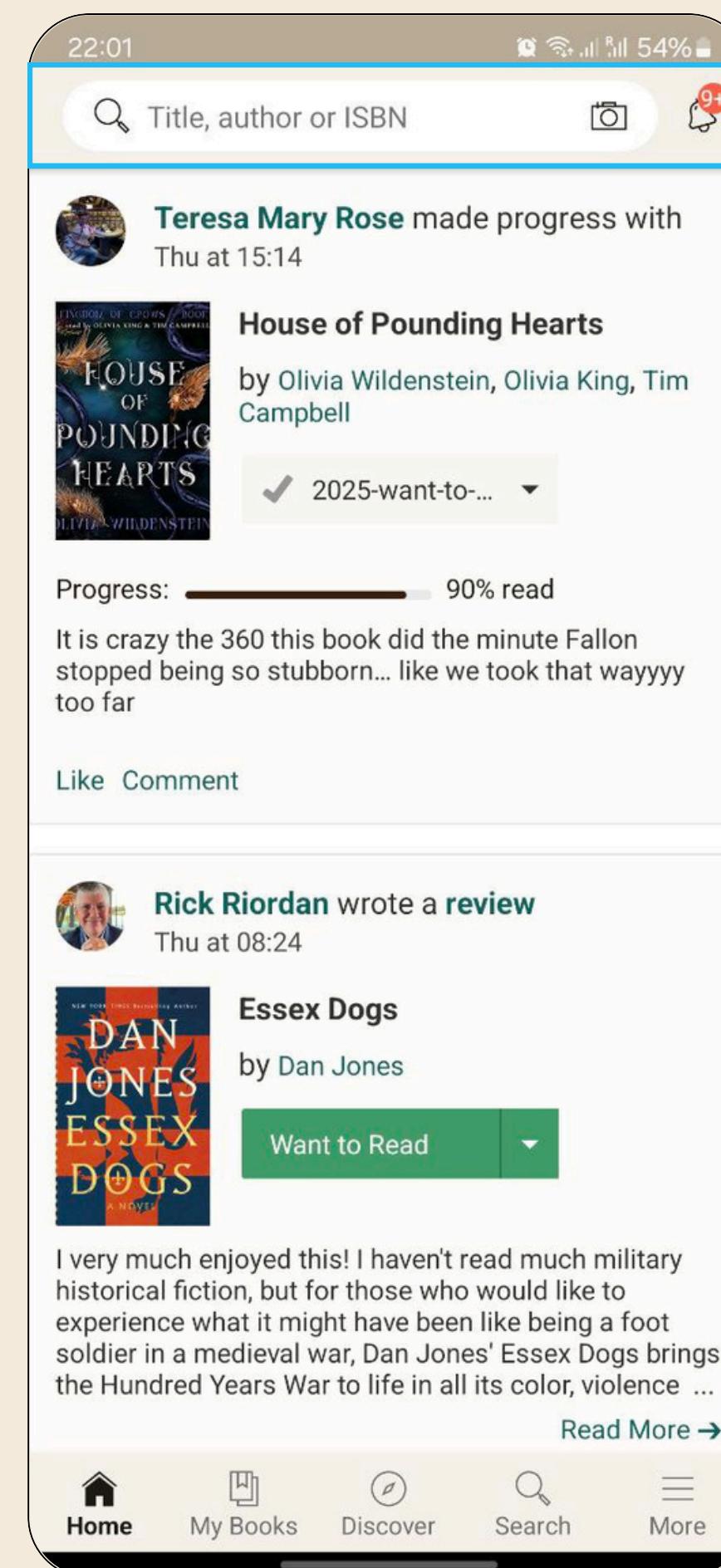
# High Fidelity Prototypes

## FIX #01

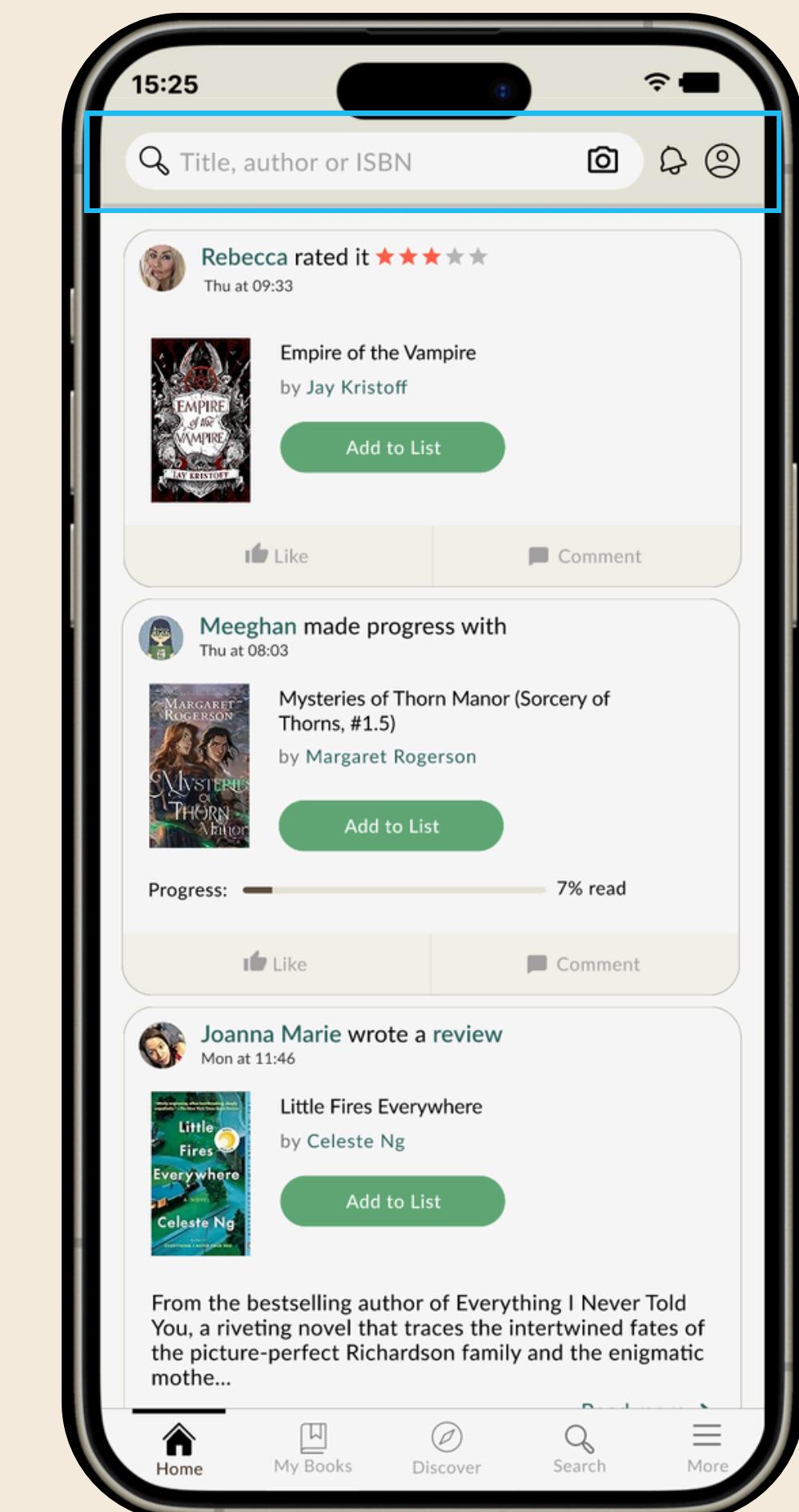
Place the profile icon on the home screen to increase visibility.

- Having accessibility to the user profile will make the application feel more personal.
- We proposed a solution to add the User Profile icon on the top-right corner of each screen to ensure consistency across the whole system.

Old UI



New UI



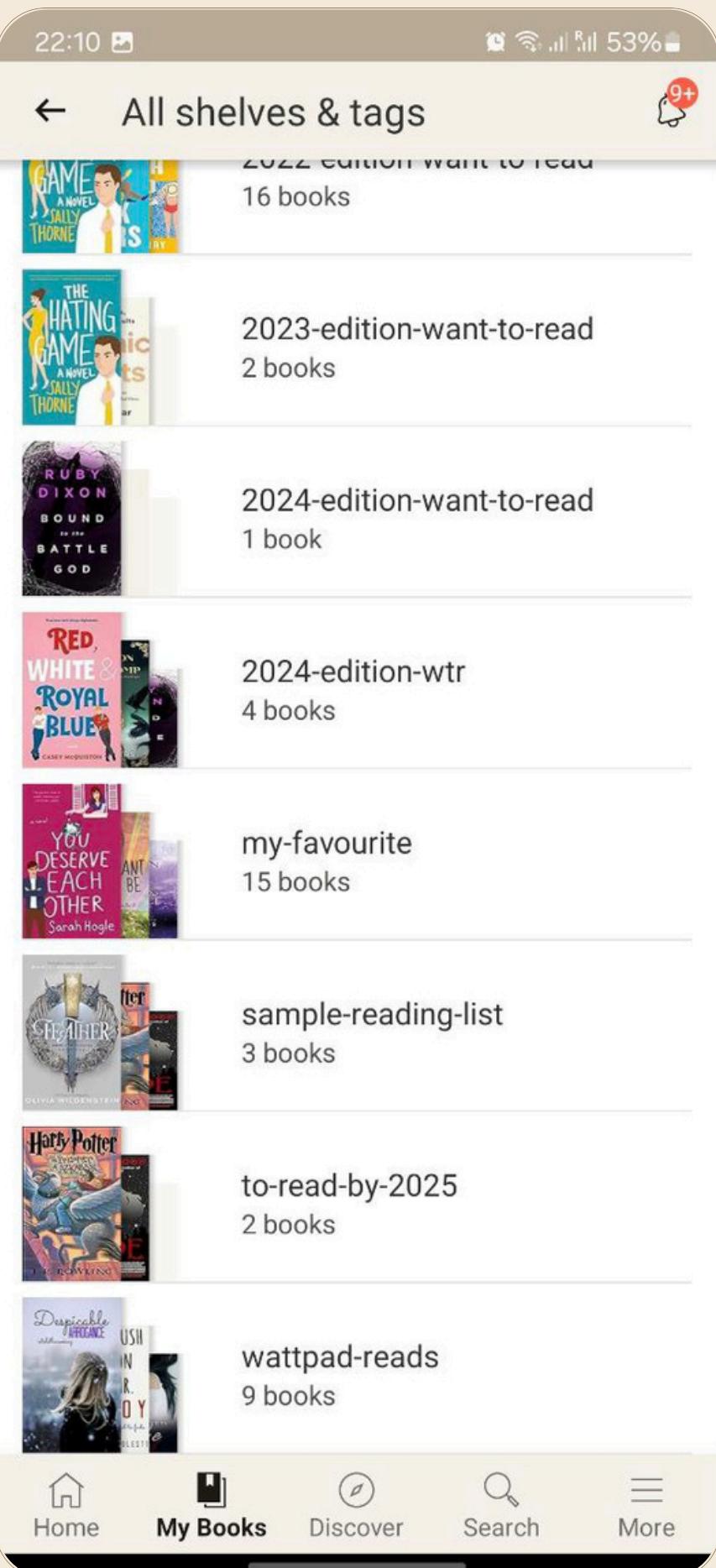
# High Fidelity Prototypes

## FIX #02

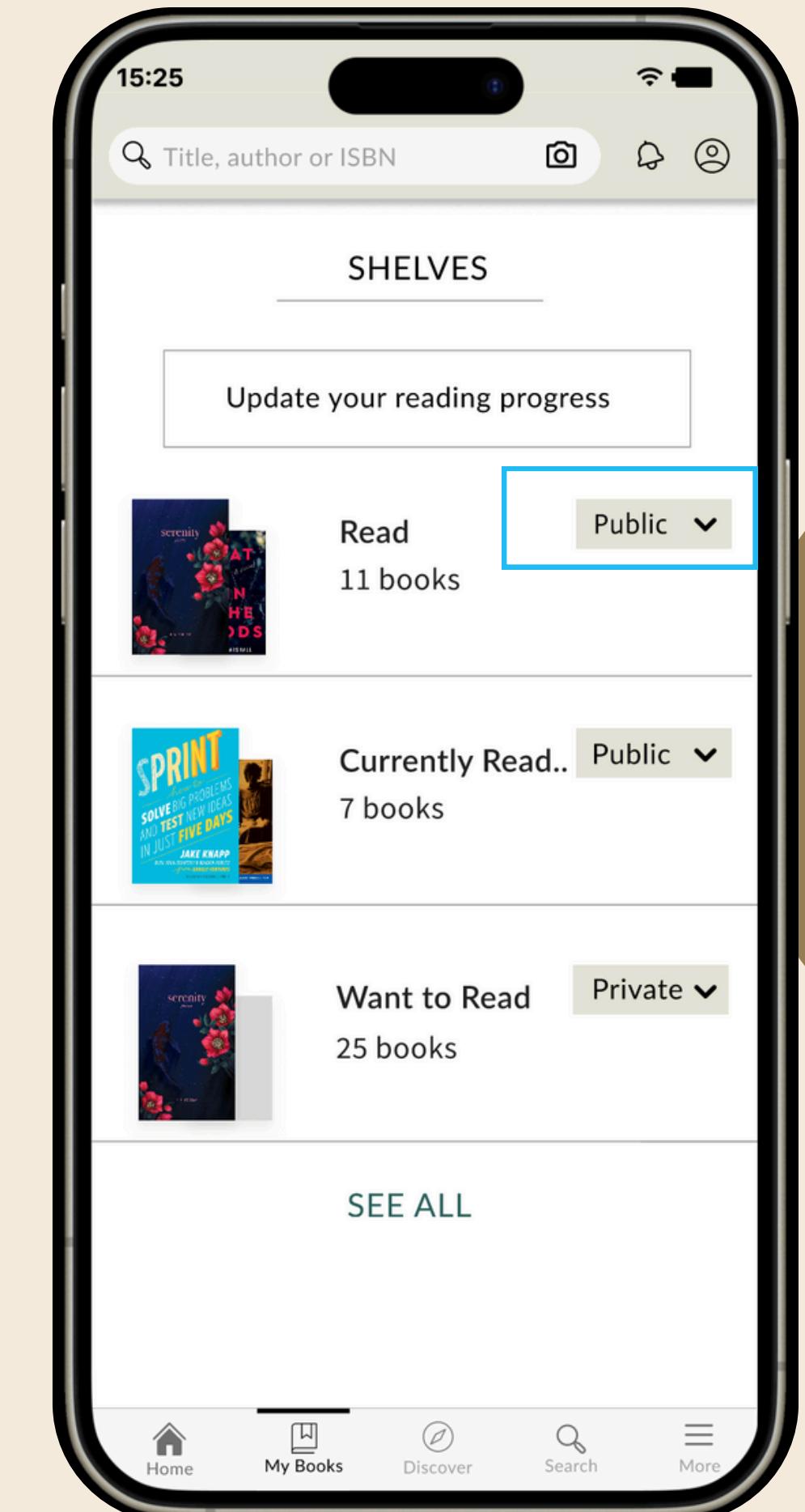
### Add Privacy Settings to Reading List

- Having better control over your book listings will make users feel more secure and comfortable with the application, fostering more app usage.
- In the My Books tab, the shelves individually should have icons indicating whether the list is private or public and a quick toggle button to change the privacy should be present.

Old UI



New UI



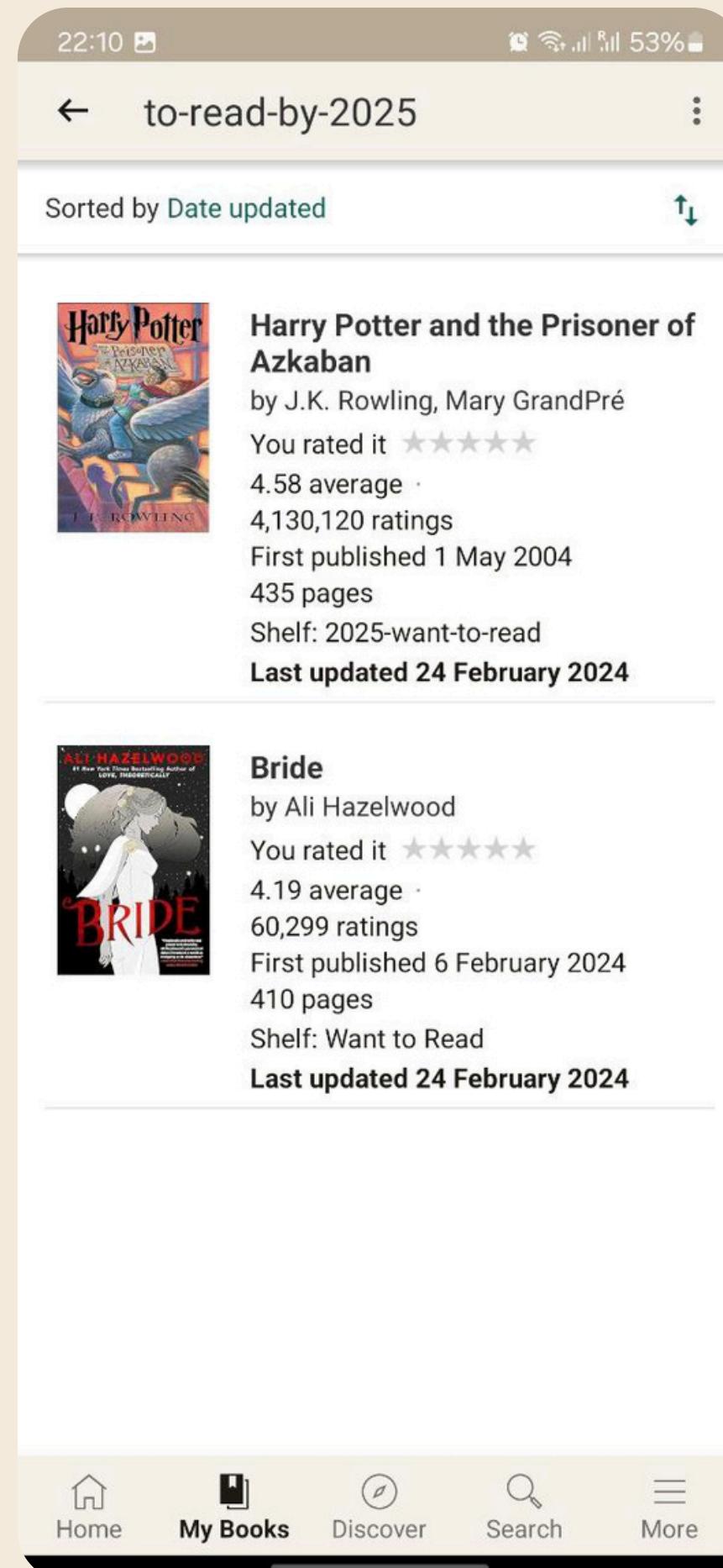
# High Fidelity Prototypes

## FIX #03

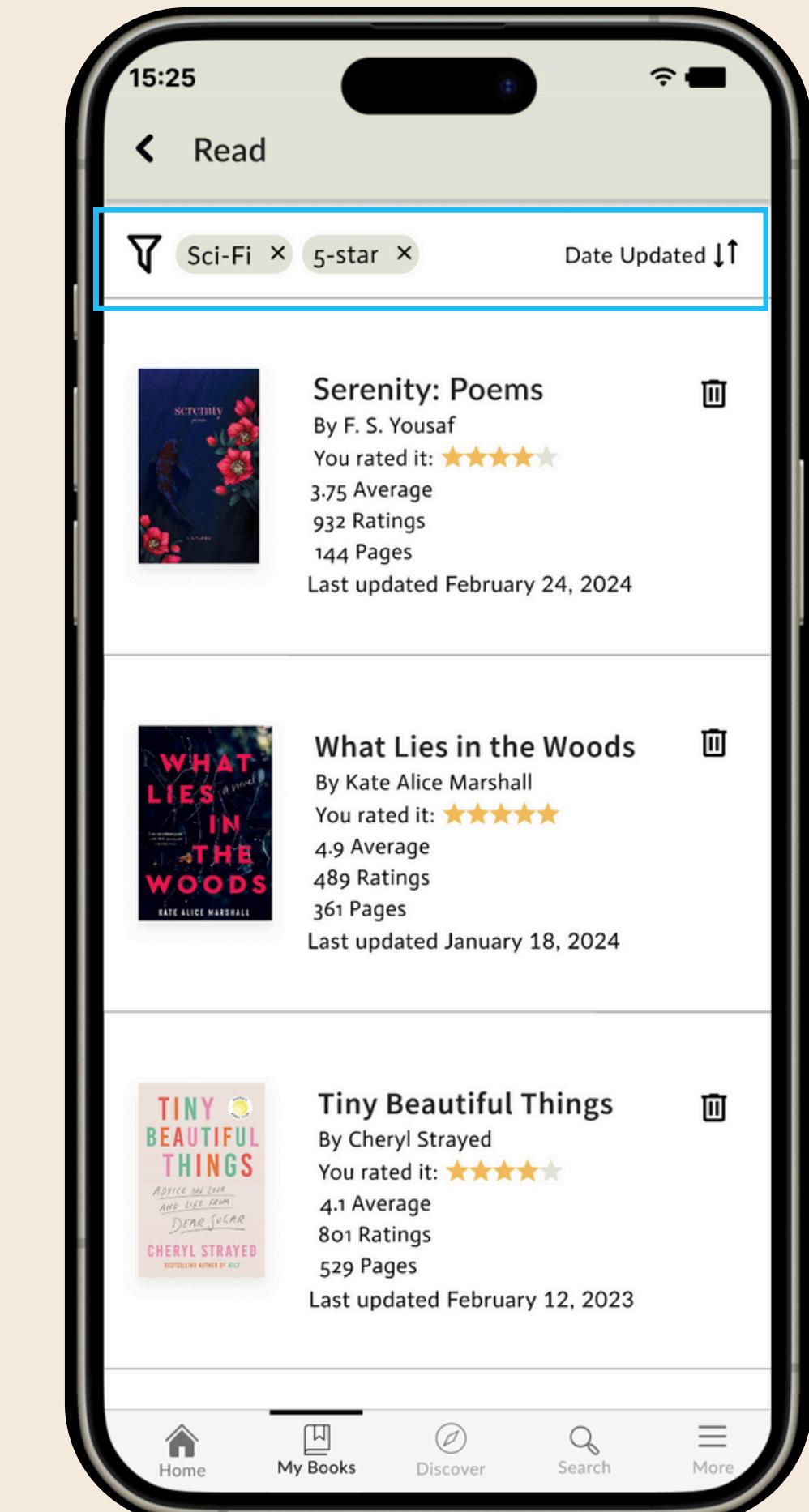
### Add advanced filter options for the Reading List

- A filter dropdown icon is provided to apply the filters. Applied filters are visible besides the filter icon. They filter out the book's listings based on user preferences.
- Filtering books based on sections was expected by the users, for quick access, as there may be hundreds of books in the listing, consuming user's time.

Old UI



New UI



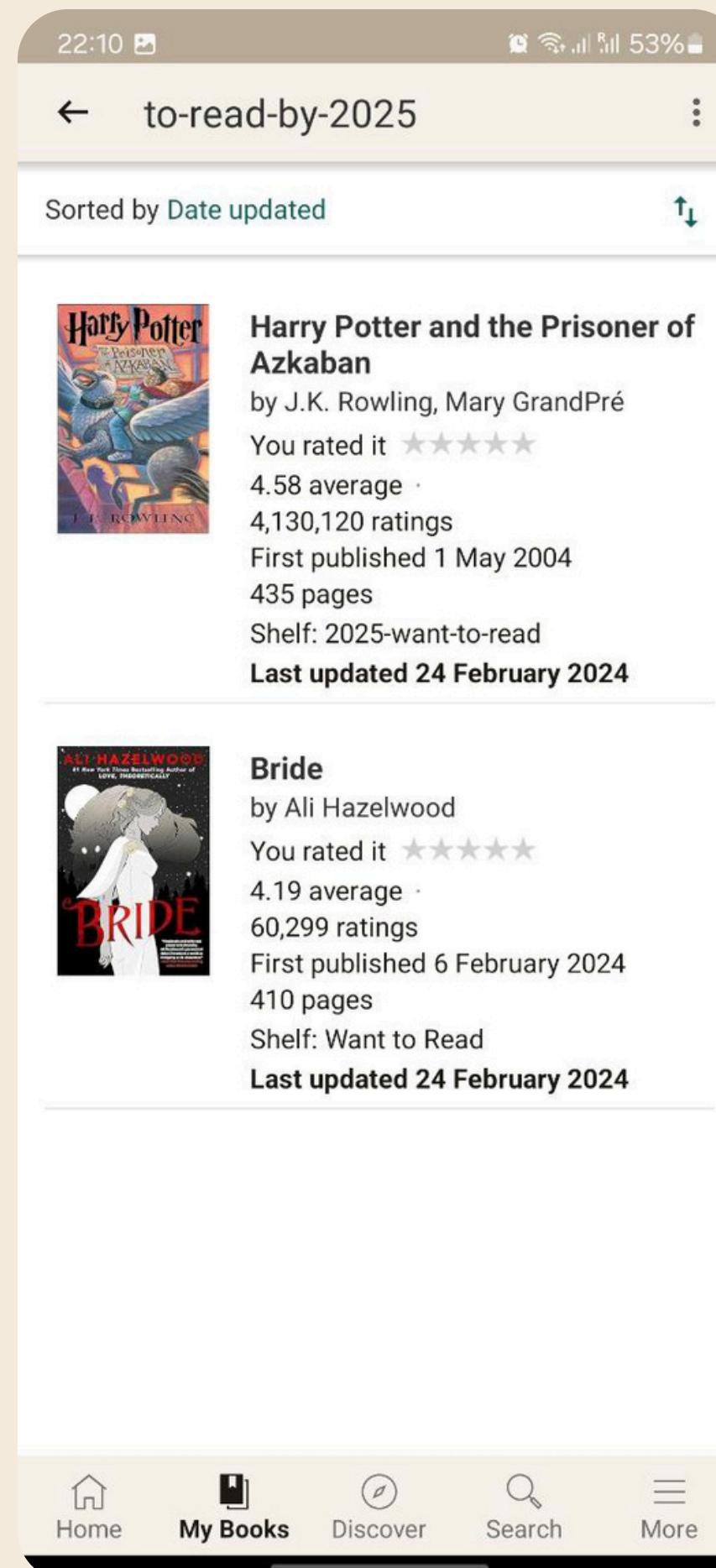
# High Fidelity Prototypes

## FIX #04

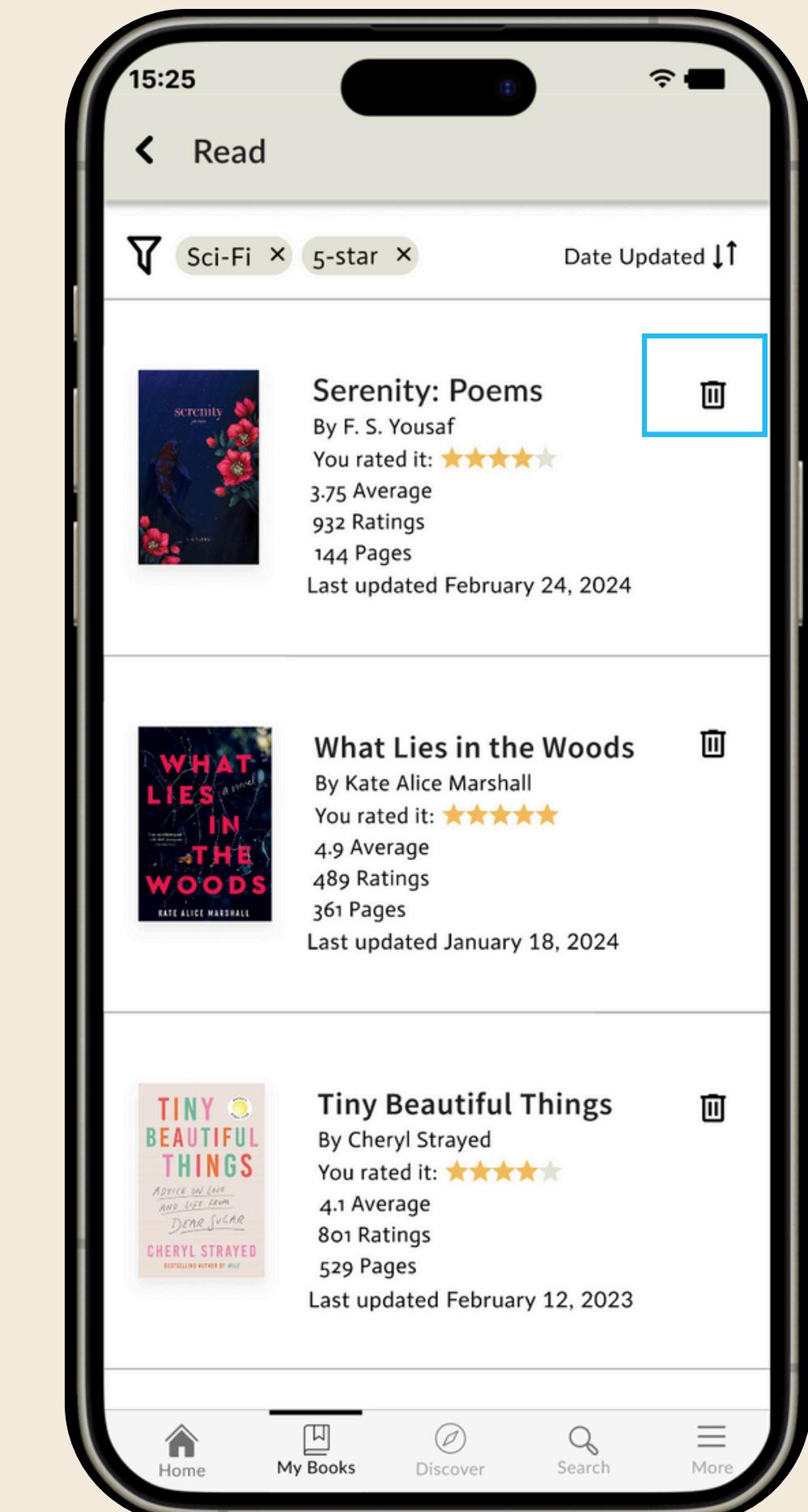
### Add delete icon to books in Reading List

- The users should be able to recover from accidental mistakes.
- Added a button to delete a book from a list view itself enables ease of execution for the user.
- Also, if there is a miss in the click having a popup that shows an undo for the delete will enable user to recover from mistake.

Old UI



New UI



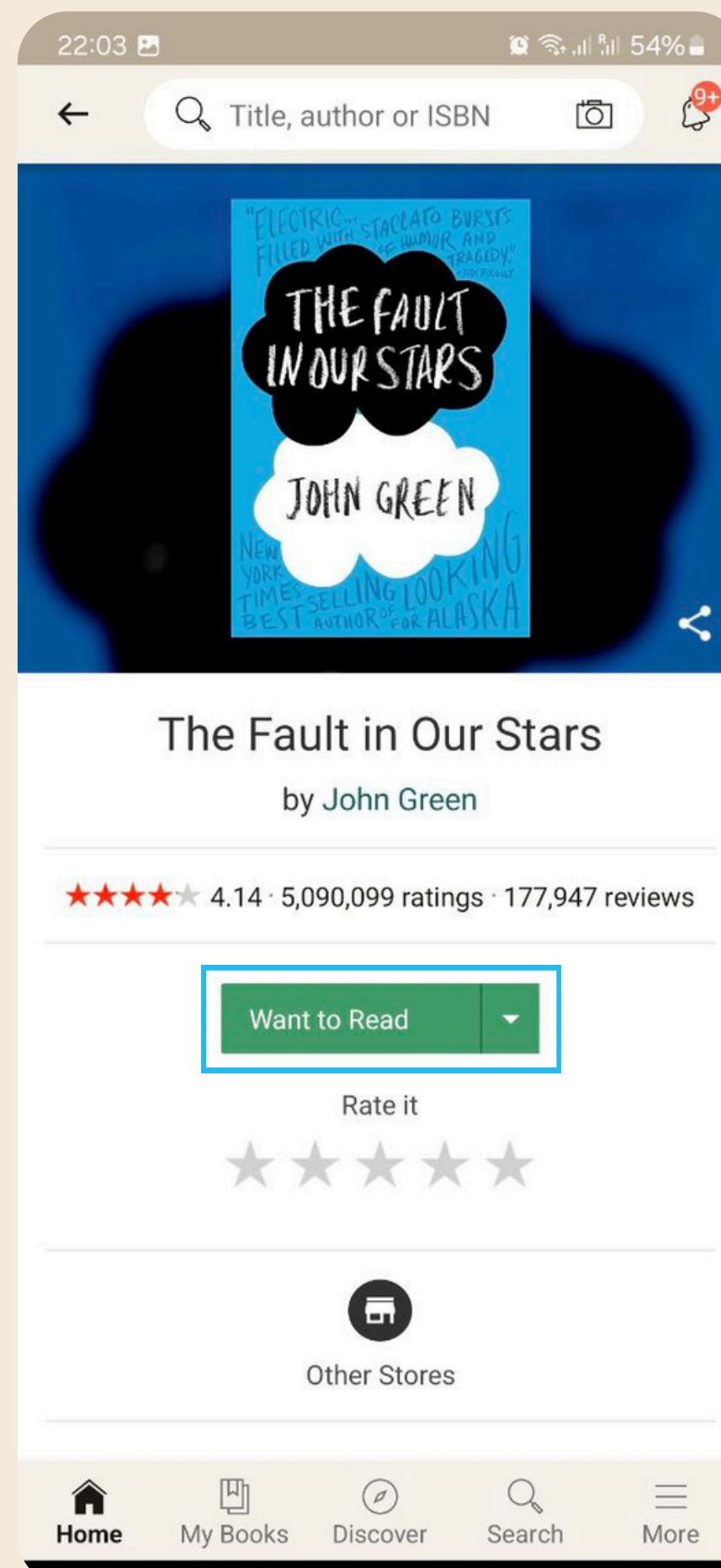
# High Fidelity Prototypes

## FIX #05

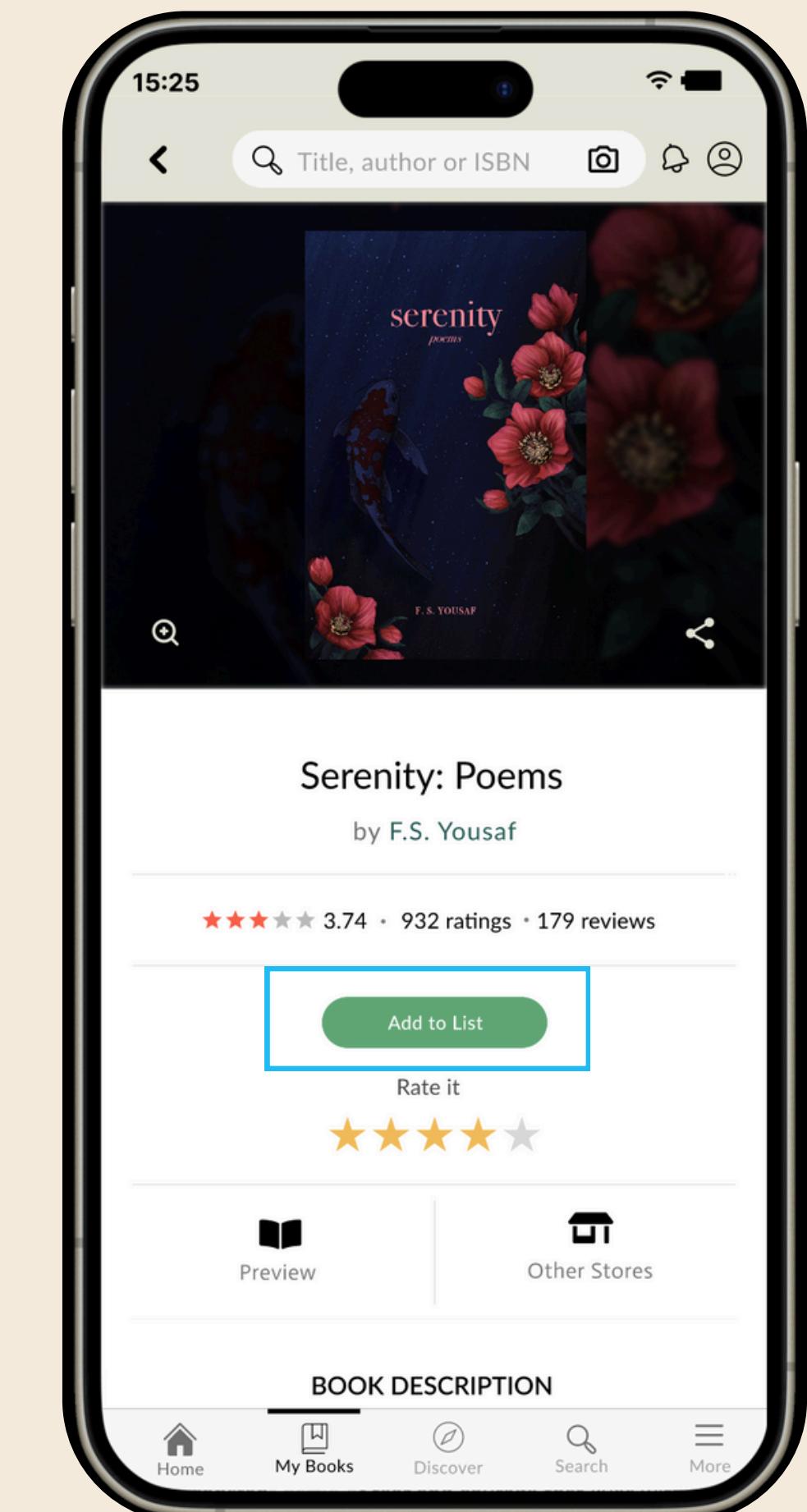
### Replace default button for adding book to Reading List

- The accidental addition of a book to the default list can be prevented.
- To avoid user confusion between the default list button and a drop-down, instead make use of a single button that will redirect us to the options page to select the appropriate reading list and tags, enabling users to add books as per their preference list and correct mistakes if any without dragging the task a lot.

Old UI



New UI



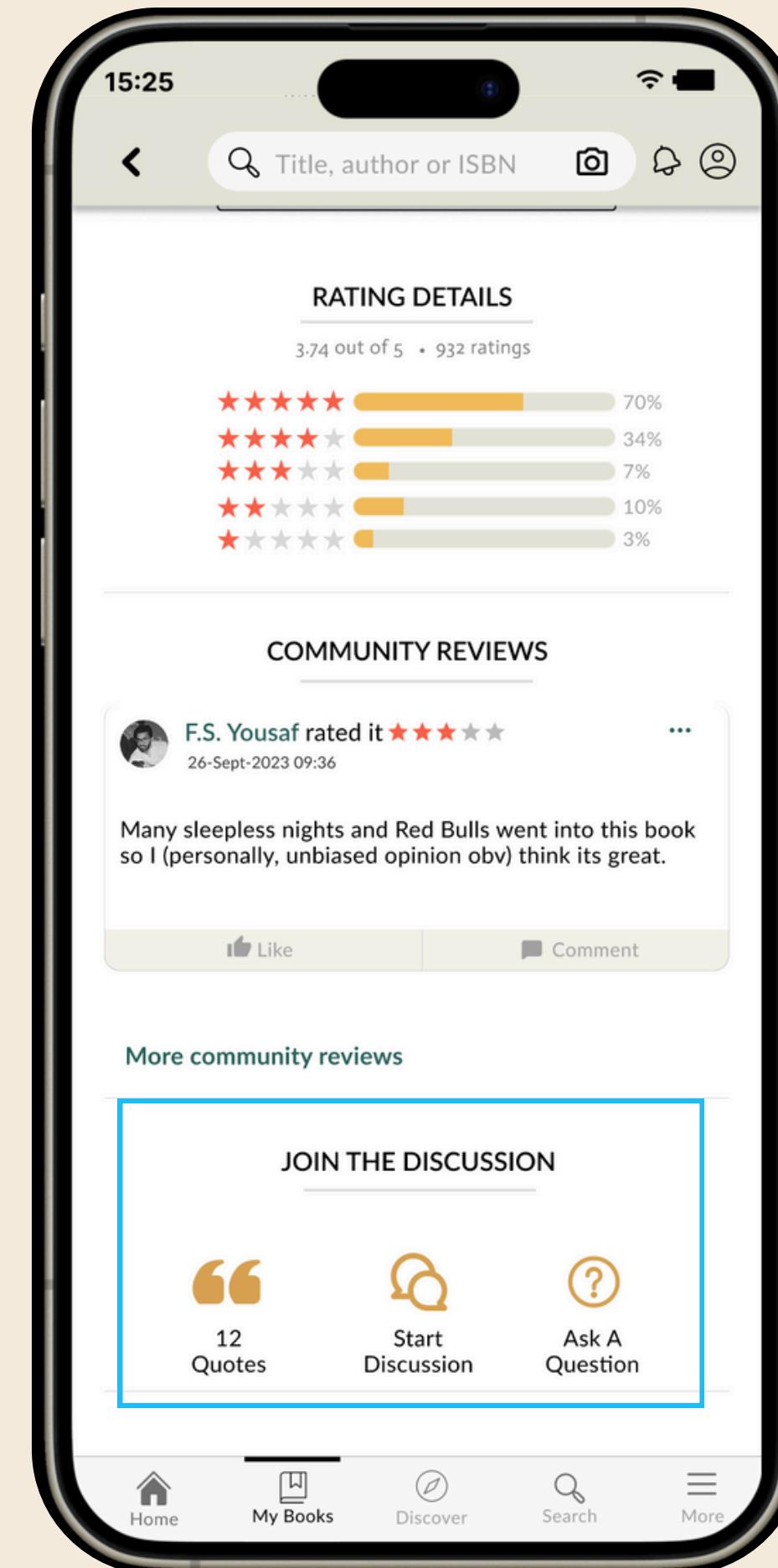
# High Fidelity Prototypes

## FIX #06

### Integrate website feature to the app

- To display the quotes sharing, and discussion forum as currently present on the webpage. This information is also vital for community engagement on the app.
- Integrating the same on the app ensures consistency across multiple interfaces, providing users a uniform experience regardless of the platform they are using.

New UI



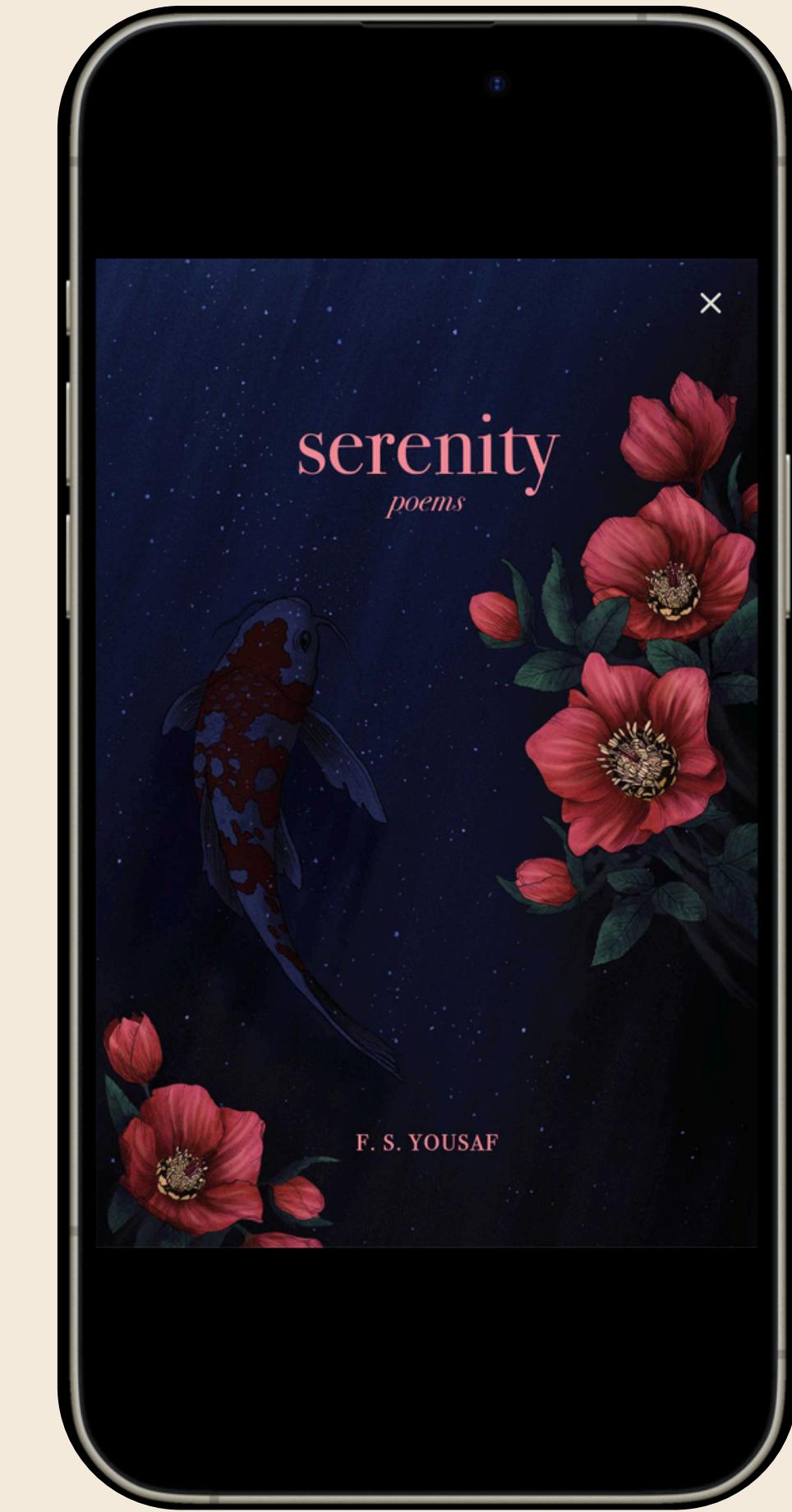
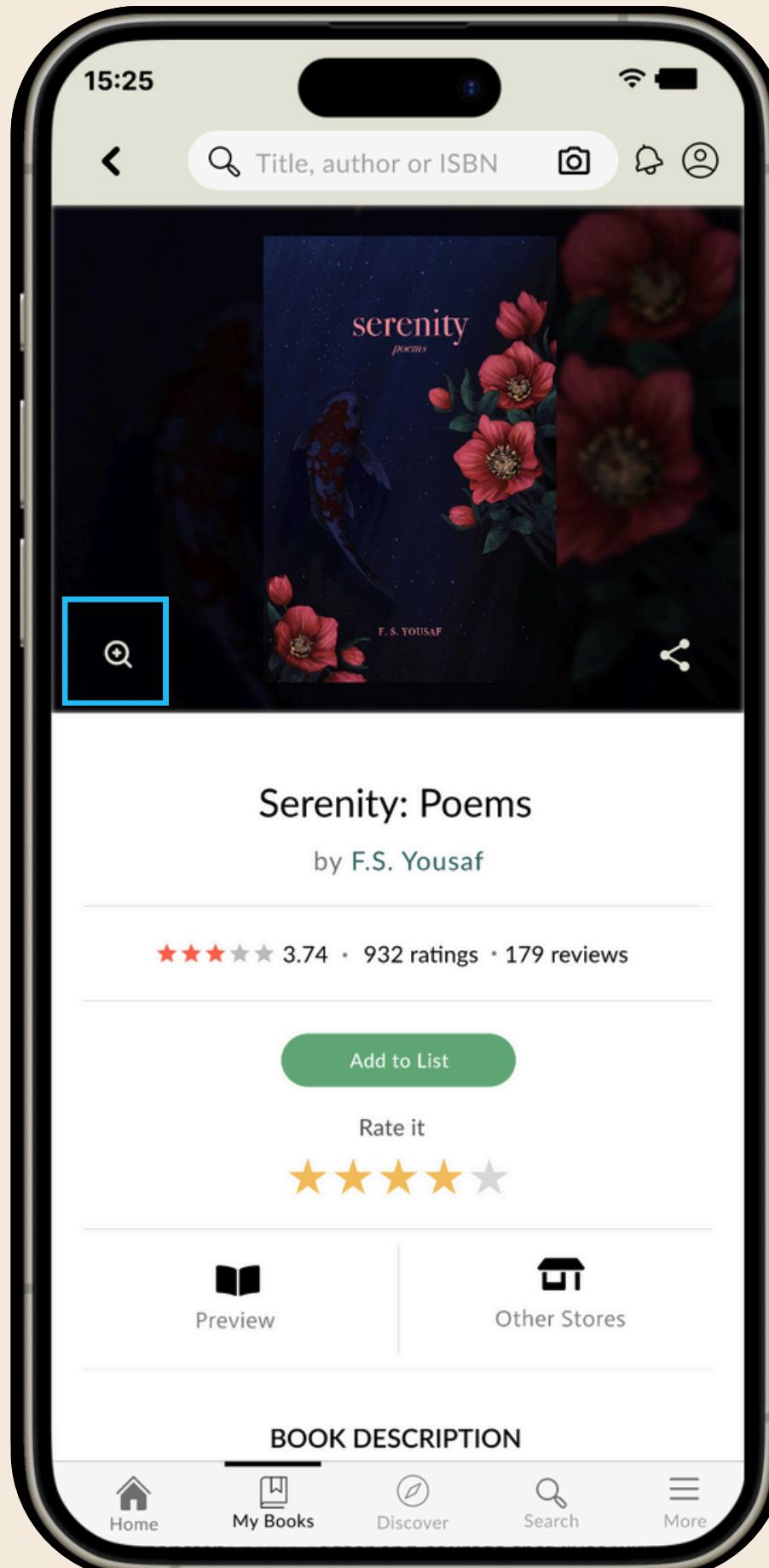
# High Fidelity Prototypes

New UI

## FIX #07

### Add zoomable book cover

- To incorporate a feature in the Book Details Page, allowing users to zoom in on the book cover to read its contents.
- When the user clicks or holds down on the book cover, a pop-up will appear, displaying a magnified view of the book.
- We also provided a zoom icon, to let users know that zoom functionality exists.



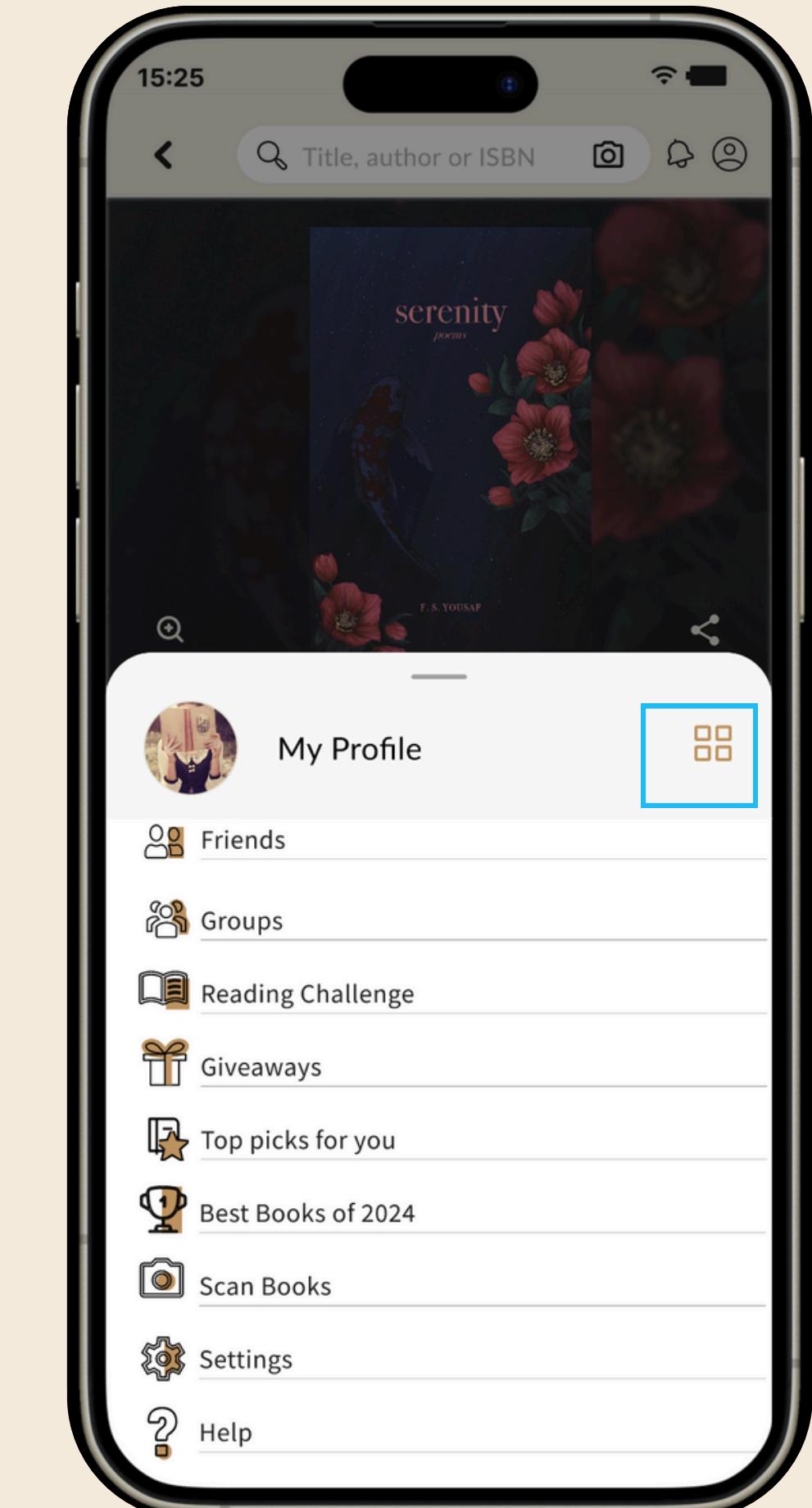
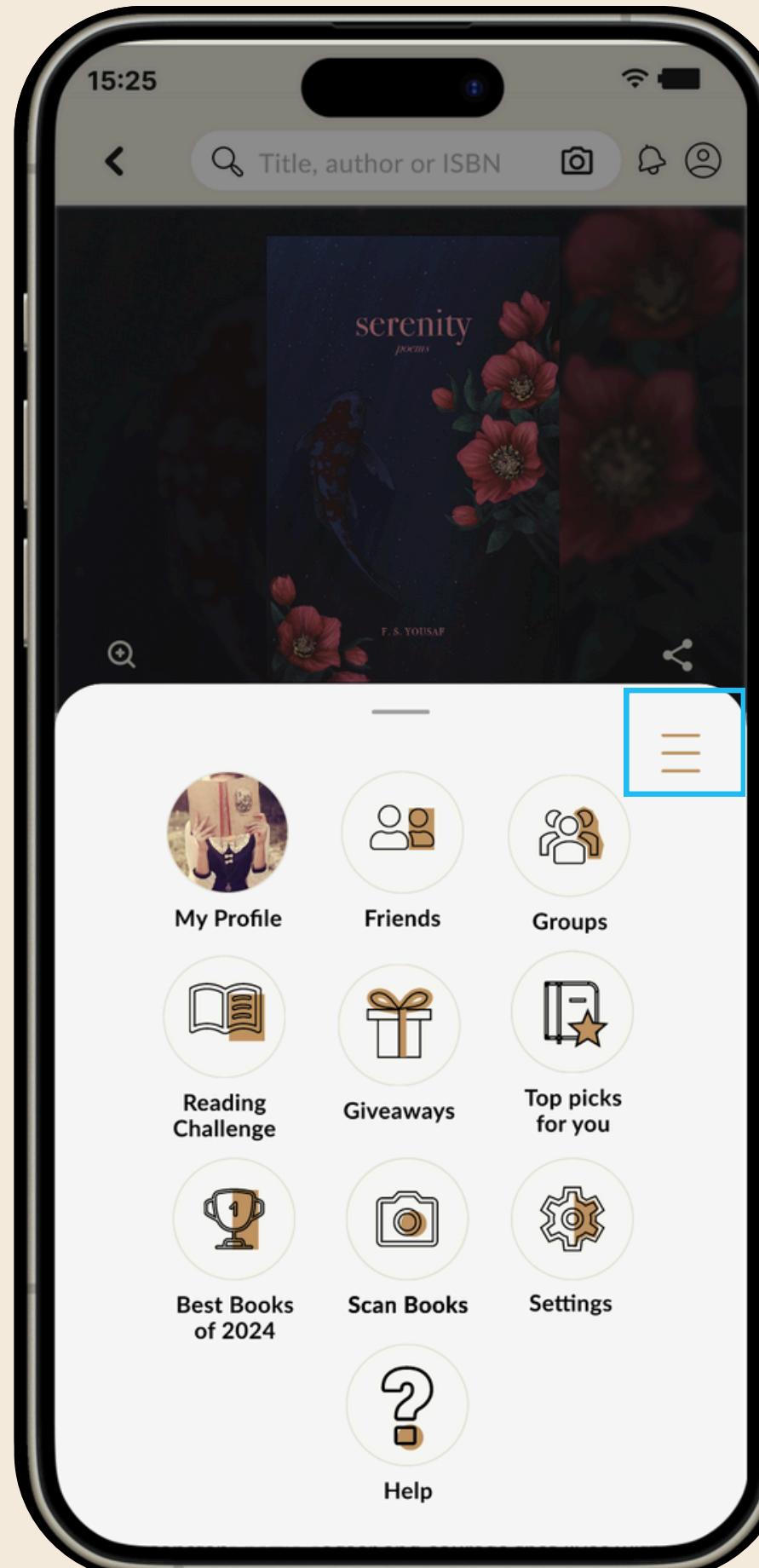
# High Fidelity Prototypes

New UI

## FIX #08

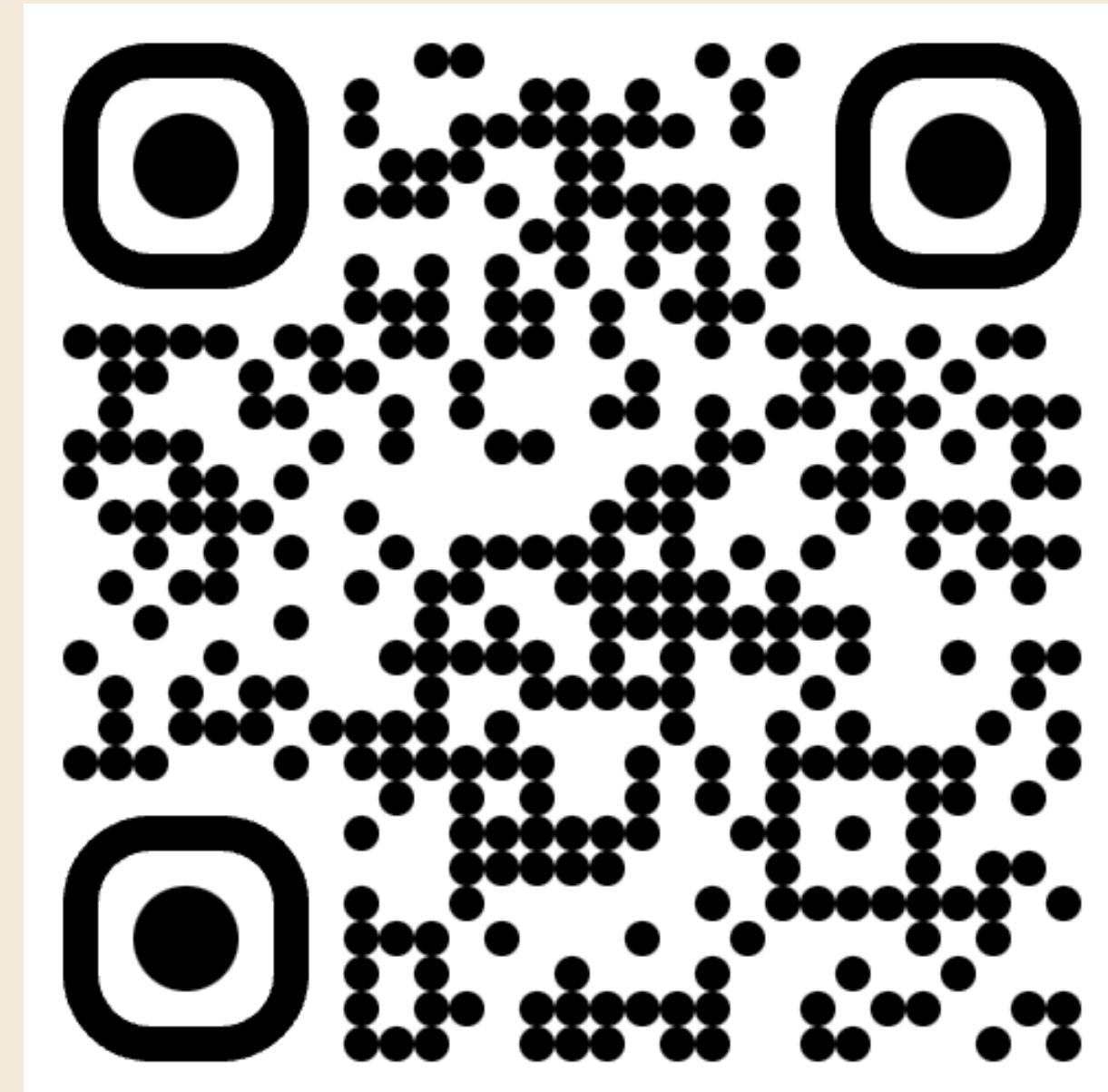
### Revamped Hamburger Menu

- The "More" menu maintains old layout, with the added functionality to convert it into a list format.
- This approach aims to satisfy both old and new customers' perspectives, ensuring consistency and adherence to standards.



# Prototype - 1

Please scan the QR code to interact with our prototype!



<https://shorturl.at/K1248>

# User Testing

Conducted:

- A Pilot Testing
- 4 Moderated Interviews

Included:

- Design Gallery Reviews



# Tasks

During the interview, users were asked to perform following tasks as enlisted in the Usability Study:

Prompt 1: Once you open the app, explore the app and navigate to your profile to change your profile picture.

Prompt 2: Explore the homepage and add a book to your "want to read" list and make the list private.

Prompt 3: Find a book and try to delete the same. Click on any other book to check the details page, and zoom in on the book cover.

Prompt 4: Open your "Read" list, and apply a filter by the genre "Self Help".

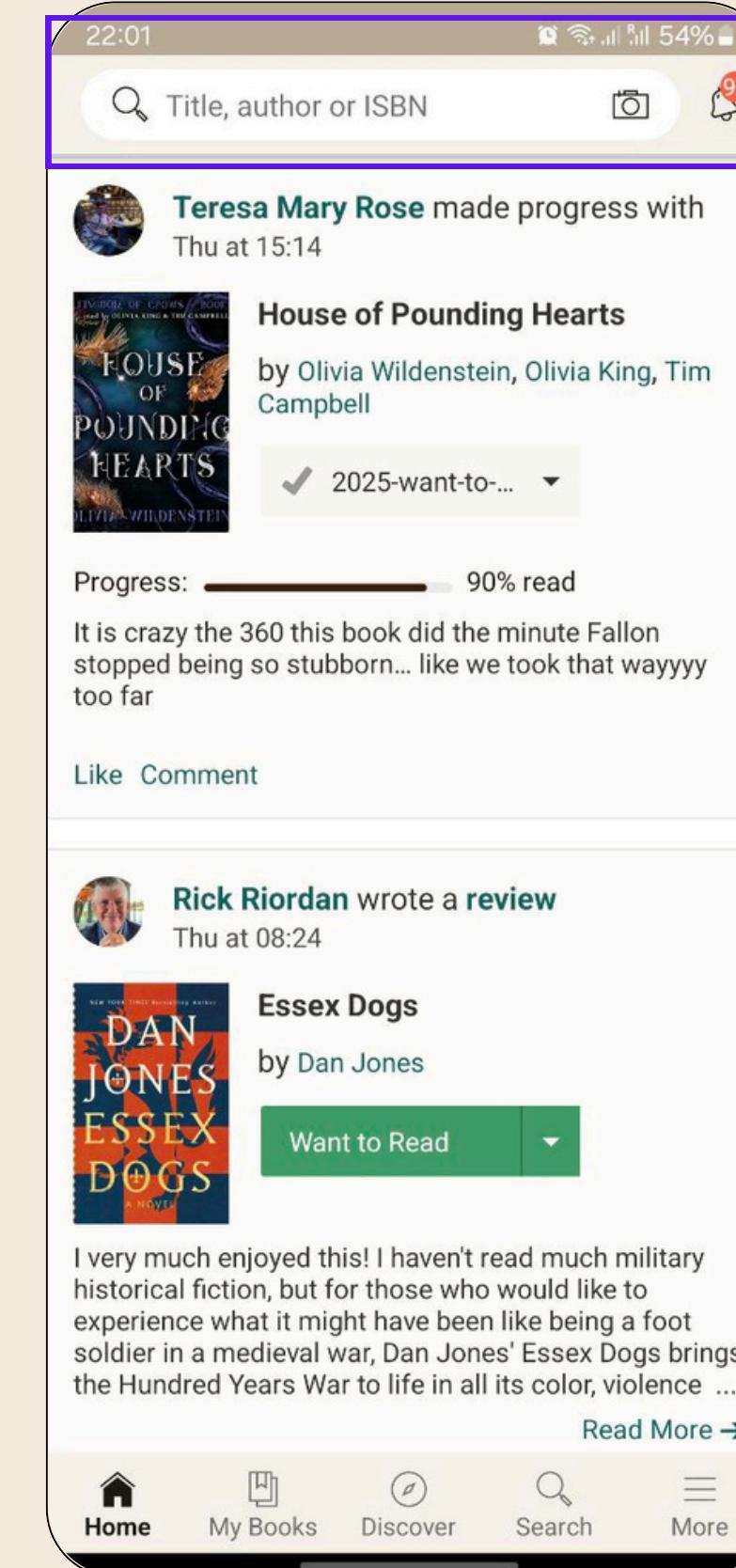
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# Task 01: Changing Profile Picture

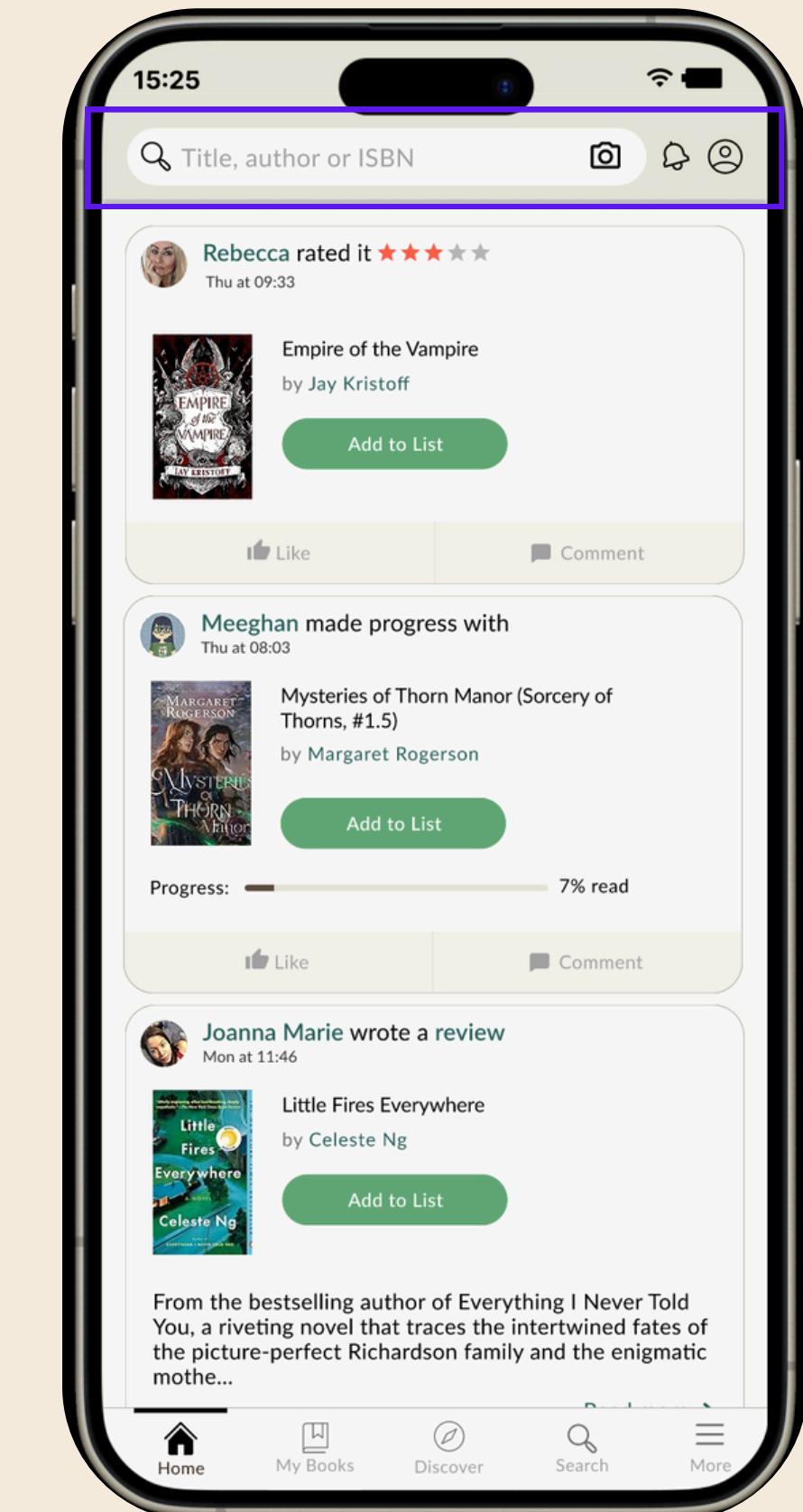
*"Ah! This seems pretty straightforward and easy"*

*"I don't think I require a grid view, listing is just fine"*

*"Good to have easy access to profile from home page"*



Prior designs



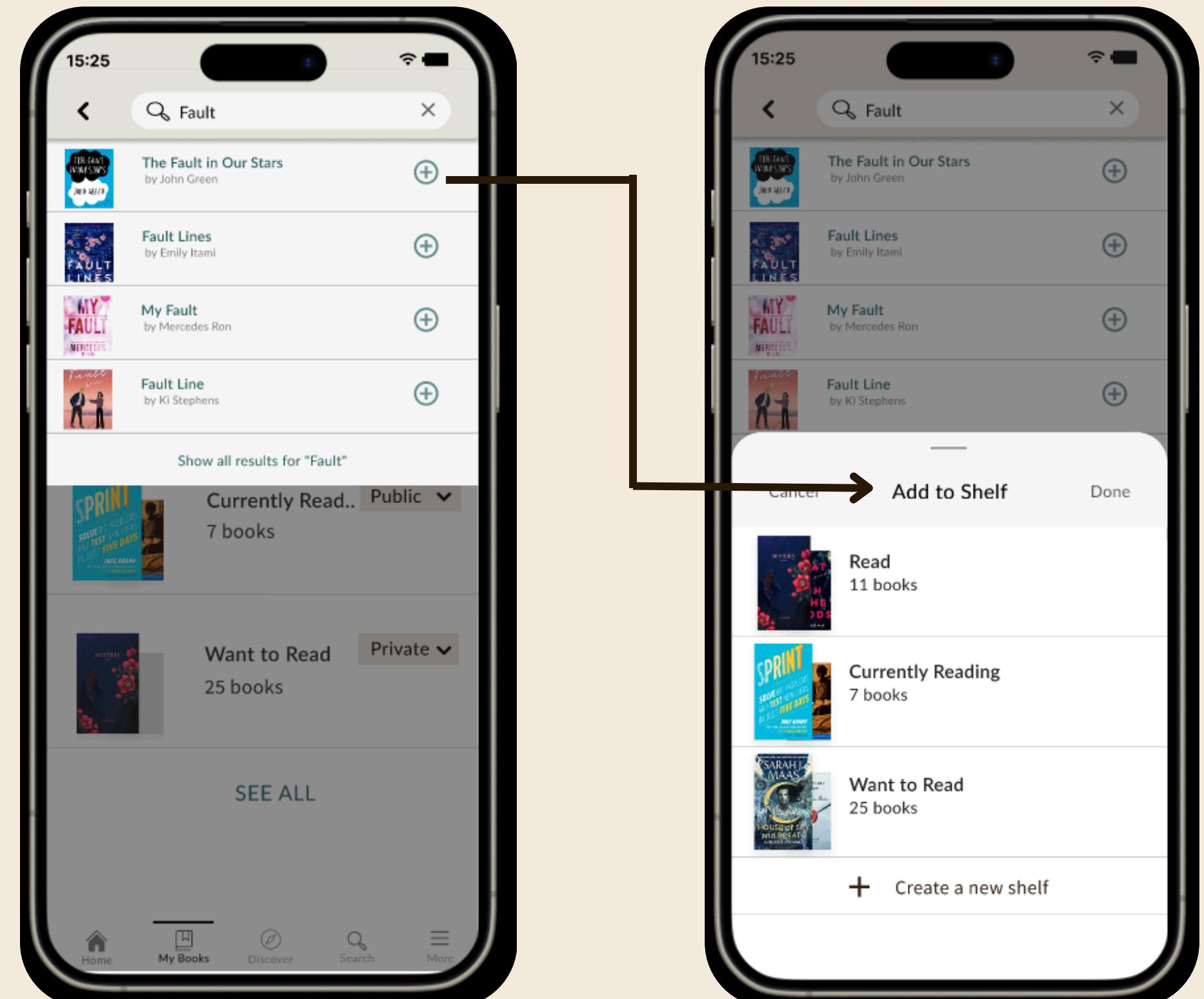
Fix Suggested -  
Profile Icon Position

## Task 02: Adding book to a list and making it private

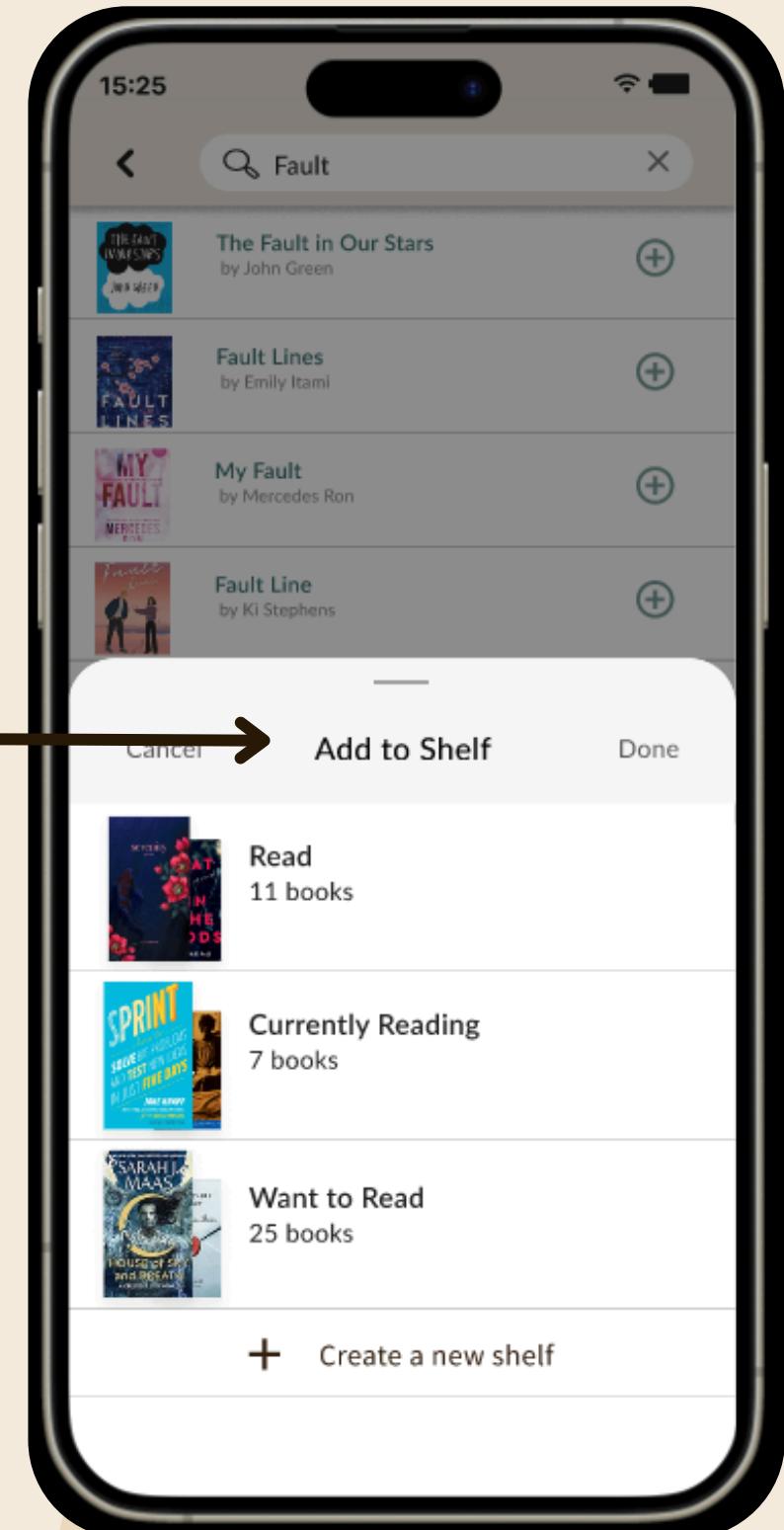
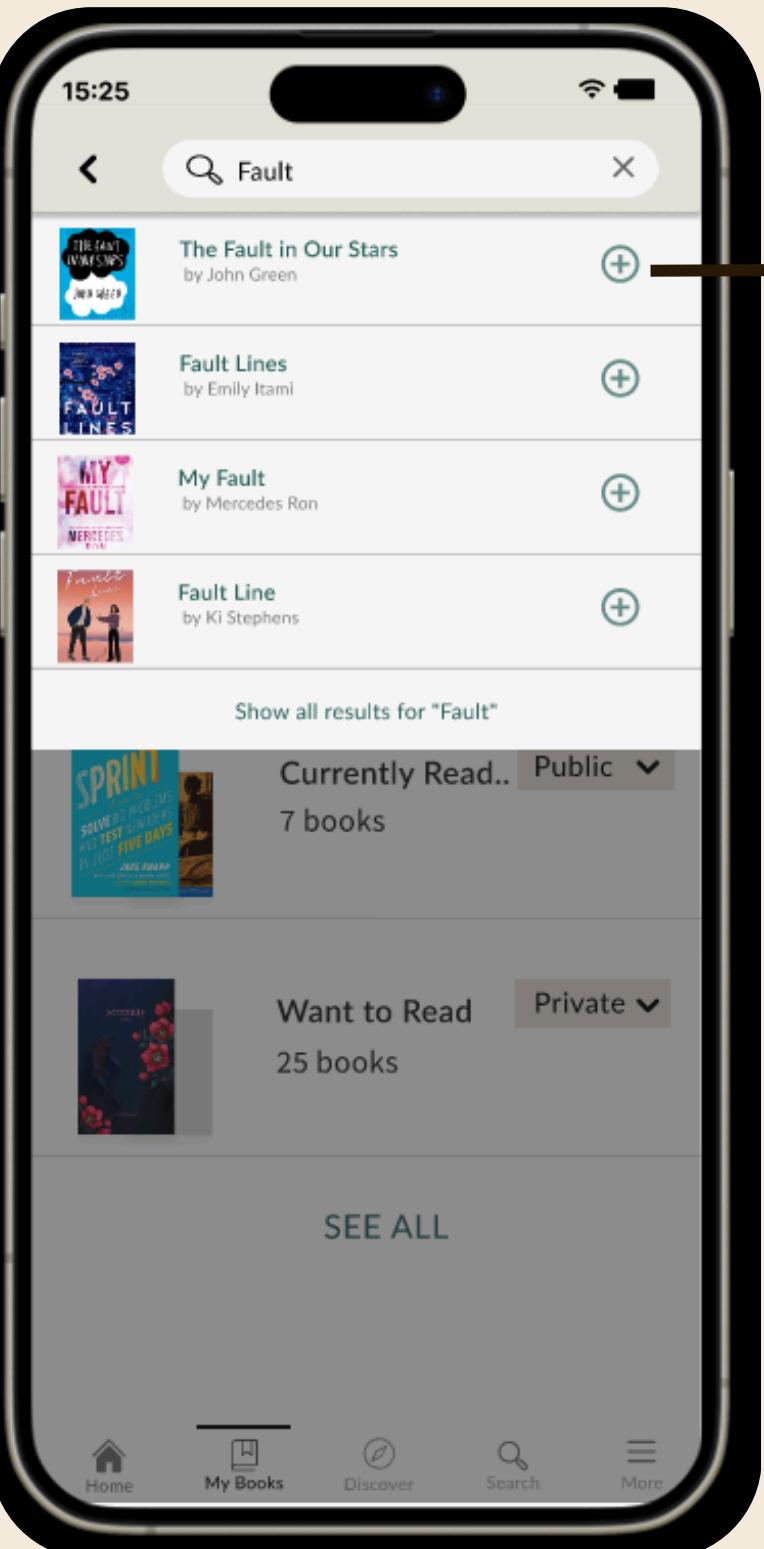
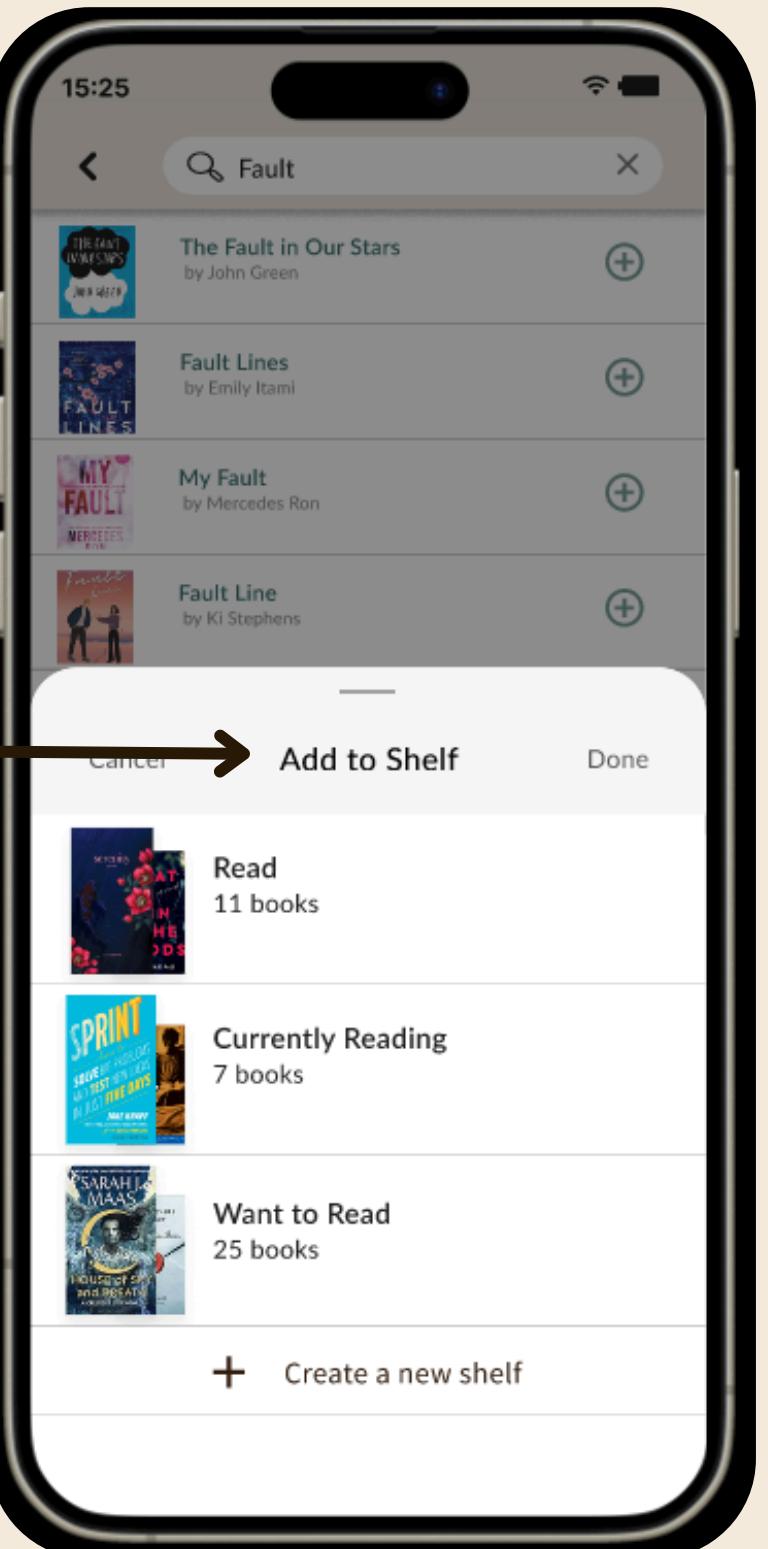
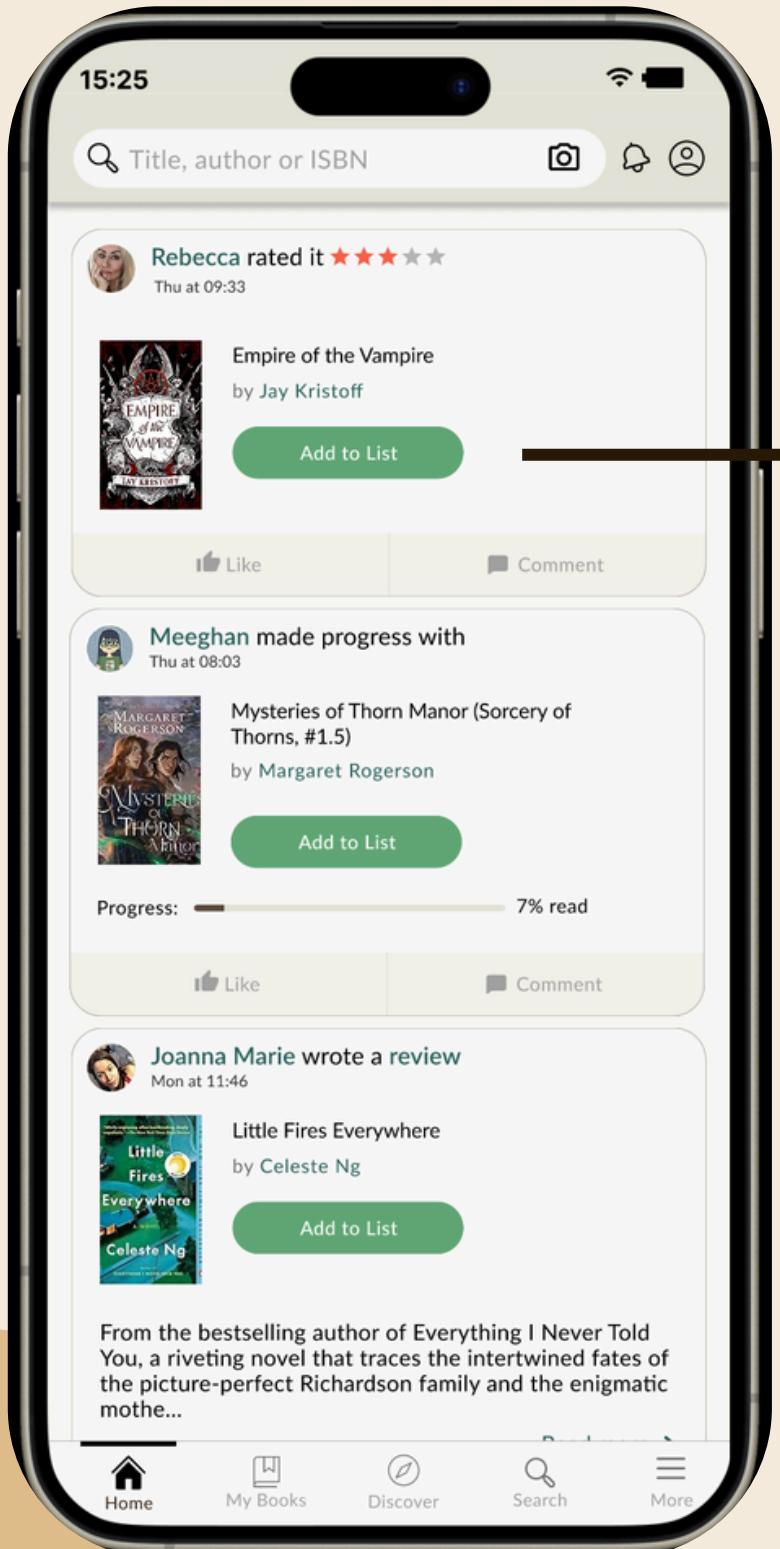
*"I am happy that I can now maintain private listings"*

*"Umm... if only I could have added the book to the list from the search dropdown, would be so much better"*

*"Well, I am unable to recall what to search for, what is some book name I can search for now?"*



# Task 2: Fix -> Adding book to a list from search dropdown as well



Prior design

Issue: User wanted to add the books from search dropdown

Fix Suggested

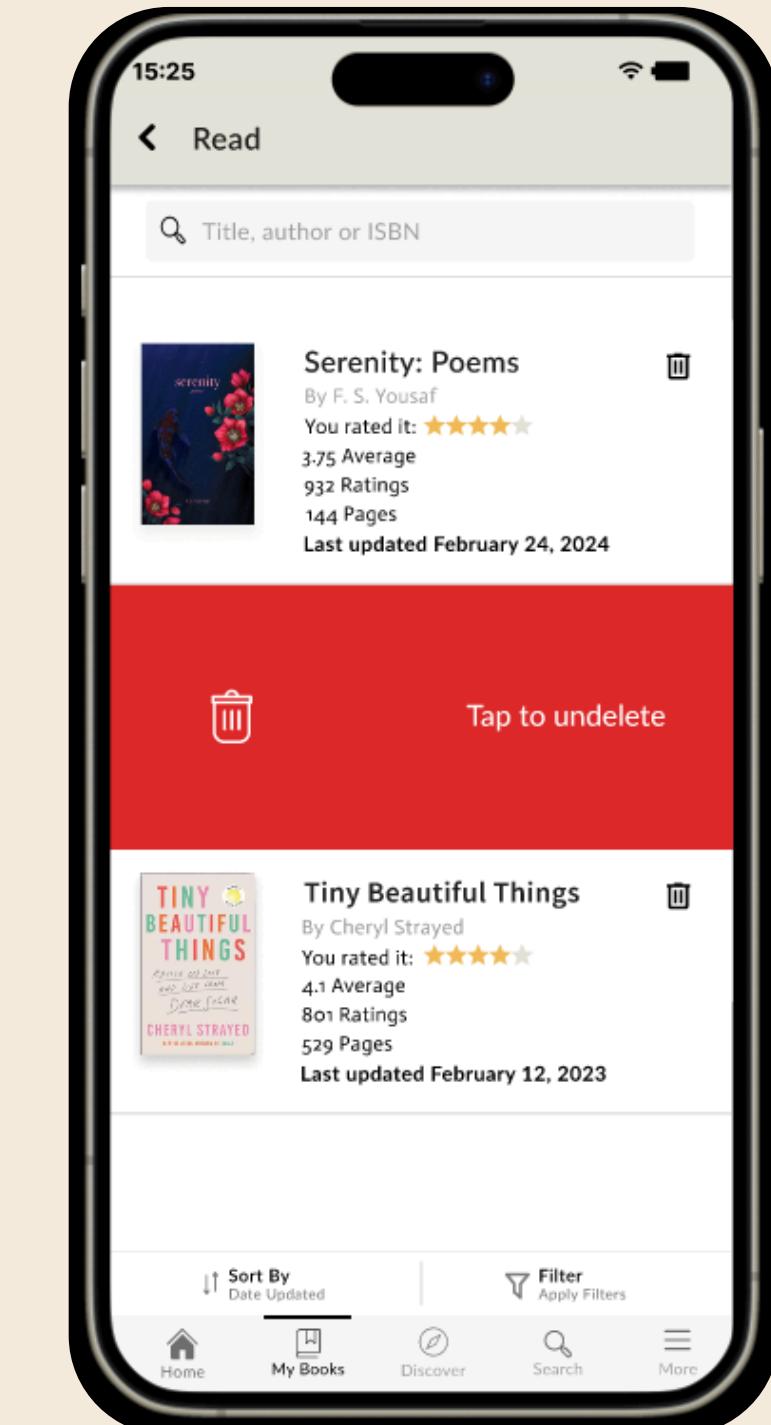
Provided shortcut to add book from search dropdown

## Task 03: Delete a book from the list and open another book's details page to zoom-in the book cover

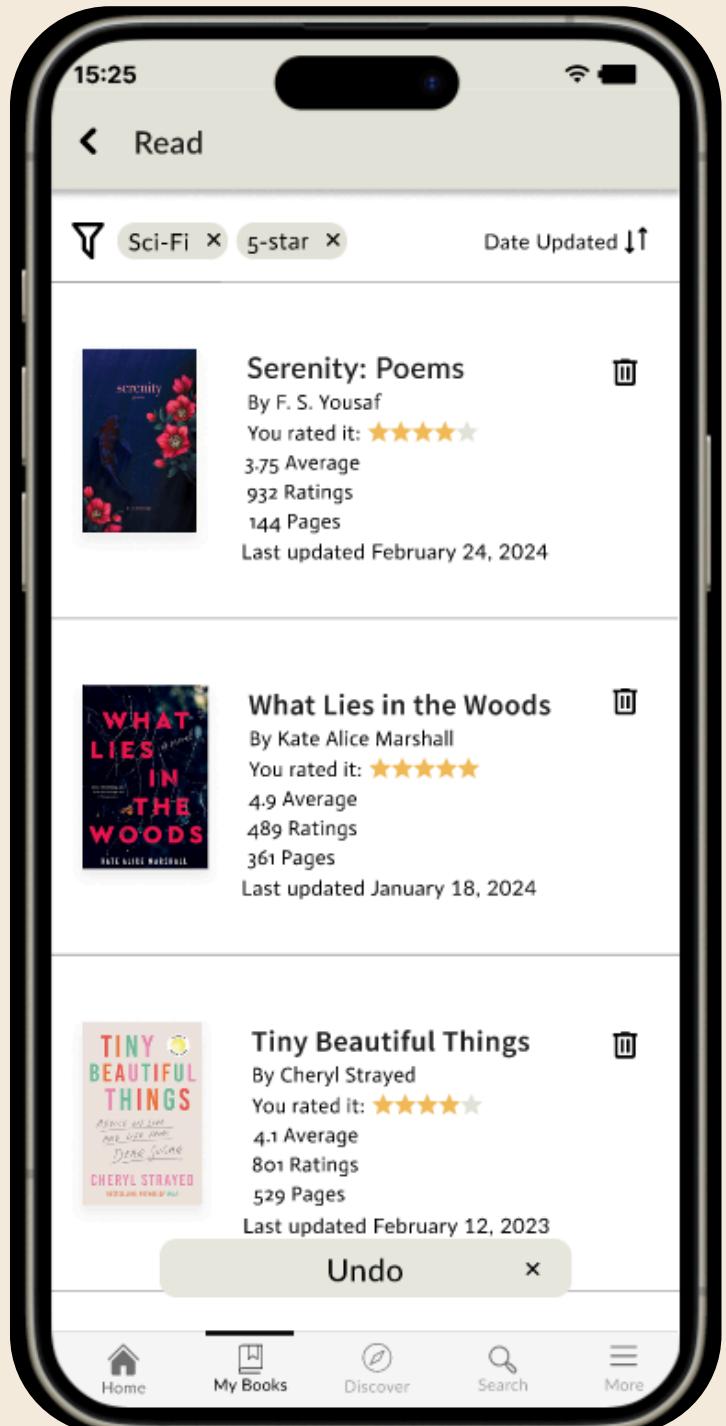
*"Ah! great to delete individual books from the list. Good add-on of undo functionality as well"*

*"I liked the zoom functionality, it's cool"*

*"Uh huh! this doesn't work, a swipe to delete the book would have been much more helpful"*

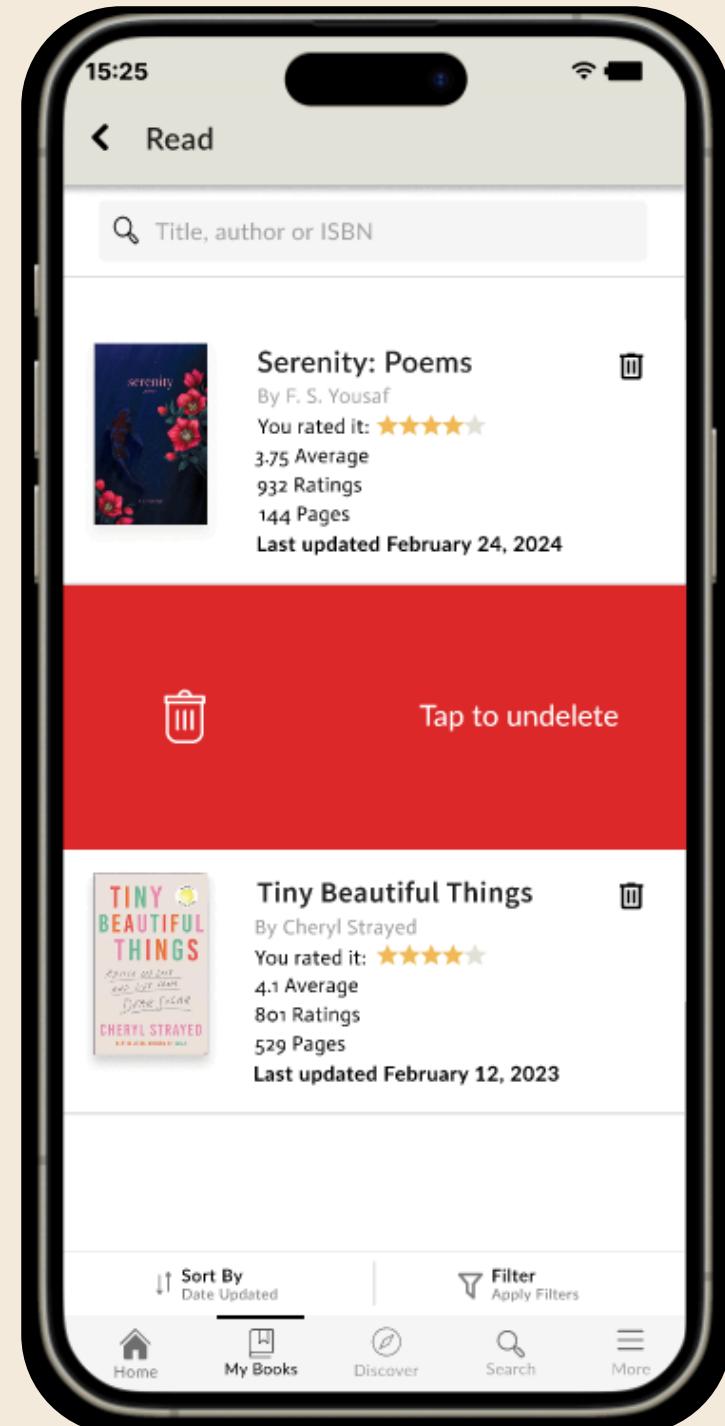


# Task 3: Fix -> Swipe left to delete a book from the list



## Prior design

Issue: User expected to delete the book by swiping left on the book details section



## Fix Suggested

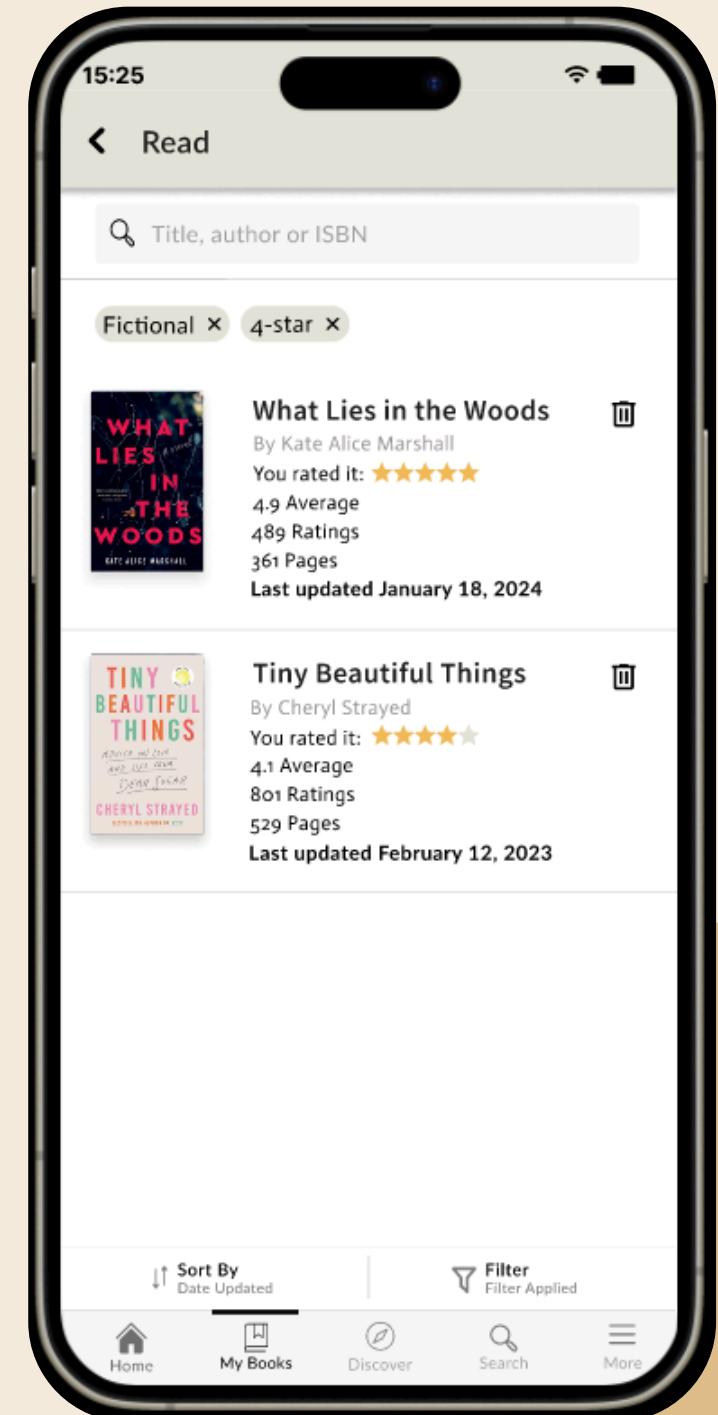
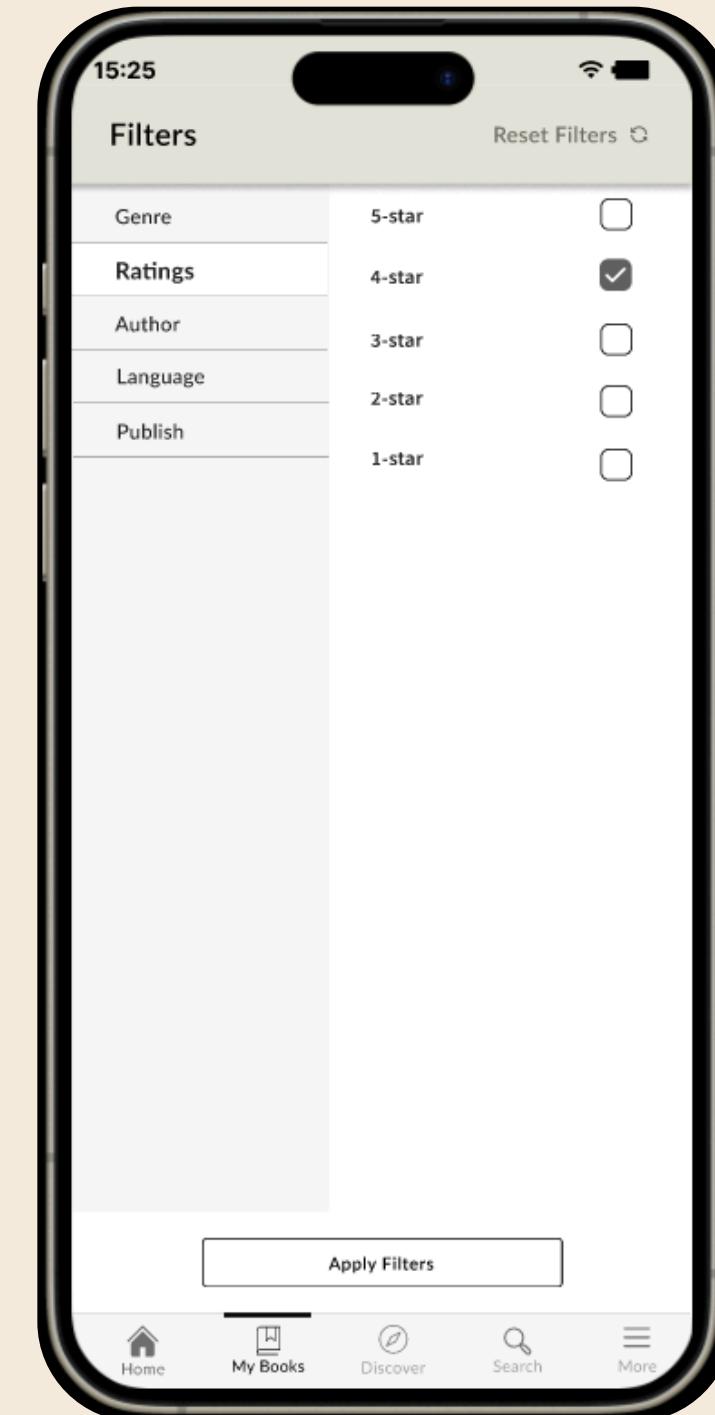
Swipe left functionality implementation with 5 sec window for user to undelete the book

# Task 04: Application of Filters on Book Reading Page

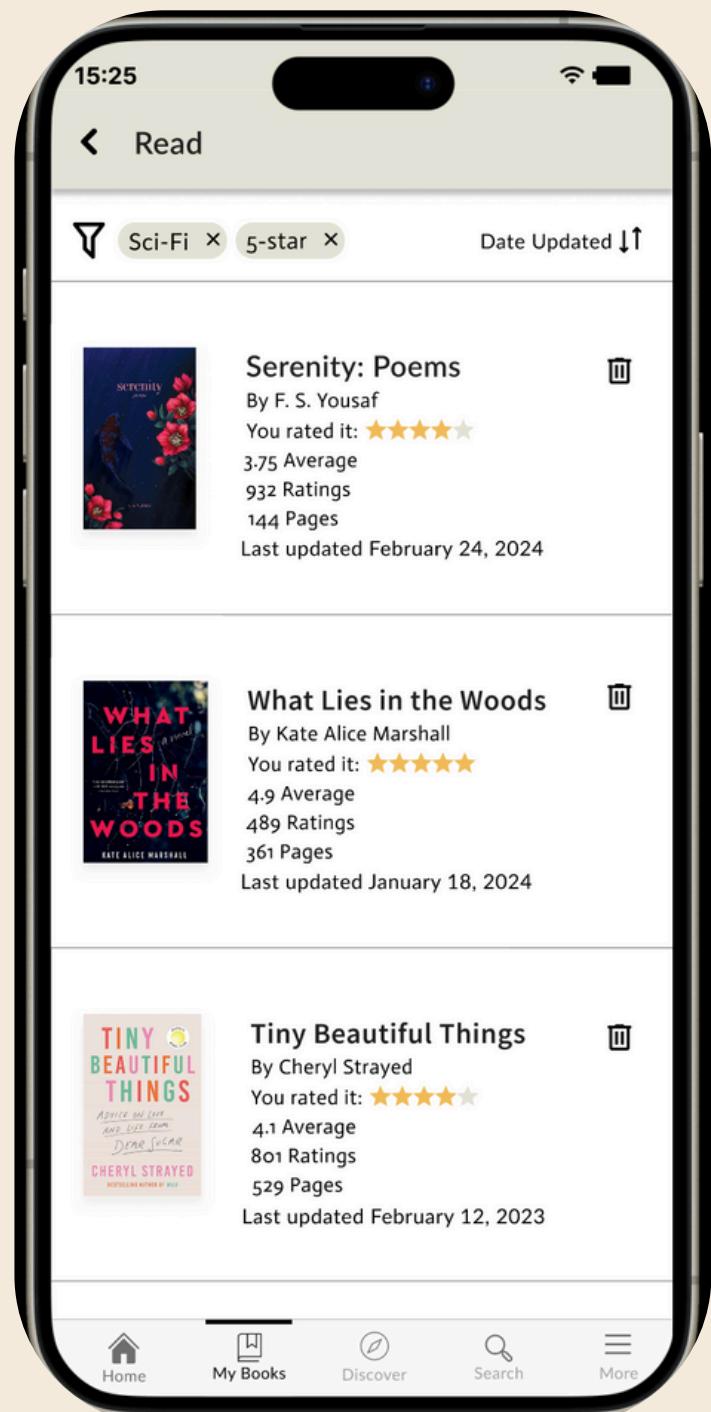
*"Filteration is smooth, Interesting!  
Great to have filters on this page,  
saves a lot of time"*

*"Well, only if I could have  
searched for the book instead of  
applying filters"*

*"This looks pretty easy to find the  
books"*

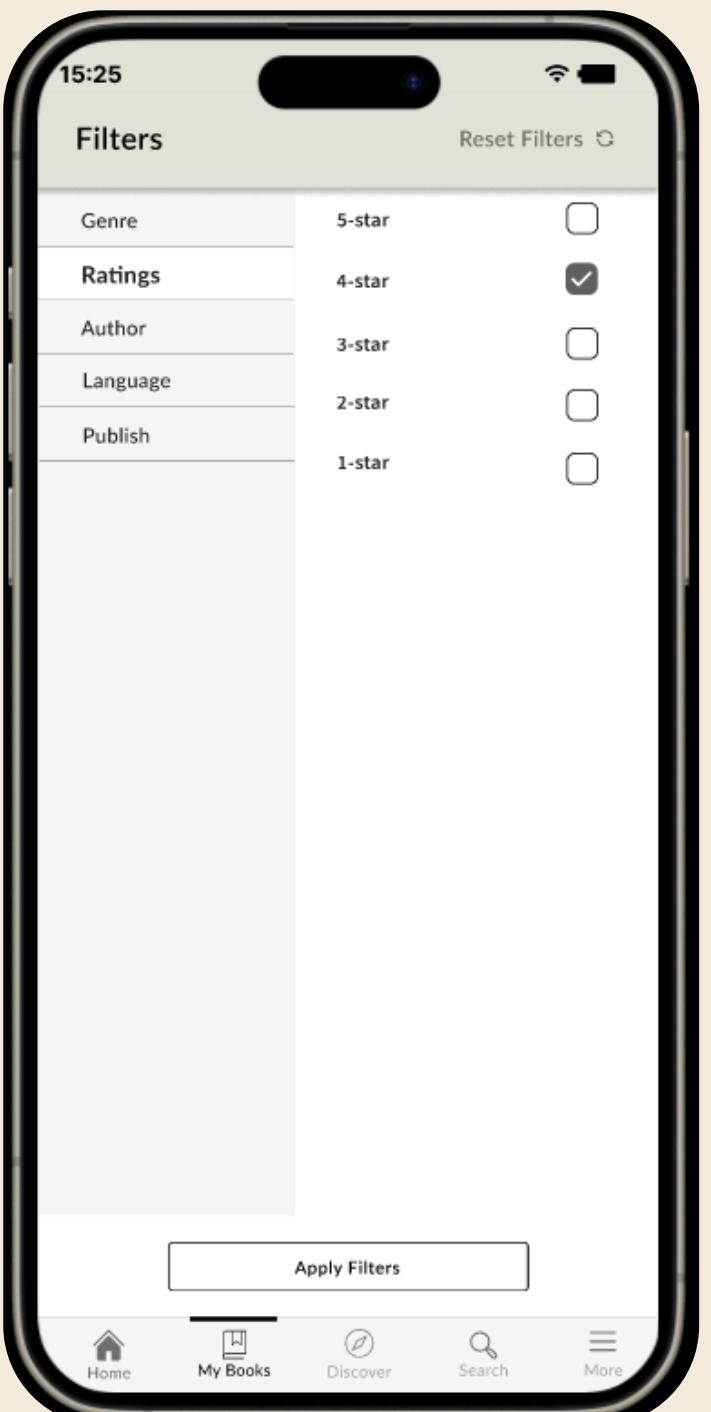


# Task 4: Fix -> Provided Search Application along with Filters on Book Reading Page



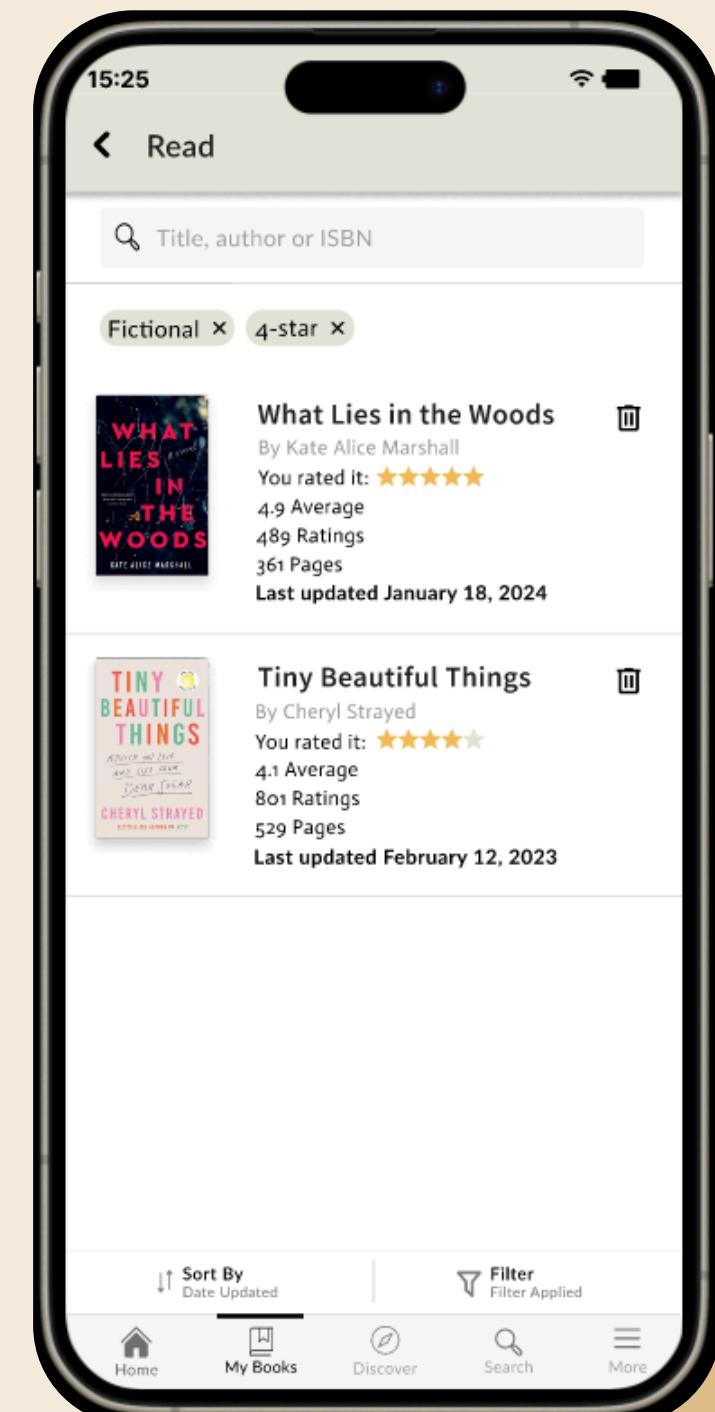
## Prior design

Issue: User expected to have a quick search on listing page



## Fix Suggested

Included Search at the top, and to avoid clutter redesigned Filters and Sort Option at the bottom of the page



# Moving Forward

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# Future improvements

01

## Enhanced Search

Users suggested displaying trending searches, previous history, and search recommendations.

02

## Refine Public/Private Toggle

Users suggested redesigning the public/private toggle on book reading list page.

03

## Genre on Book Details Page

Users requested displaying the genre on the book details page for quick identification.

04

## Listing Page Enhancement

Users suggested displaying book details in distinct formats for better differentiation.

# Conclusion

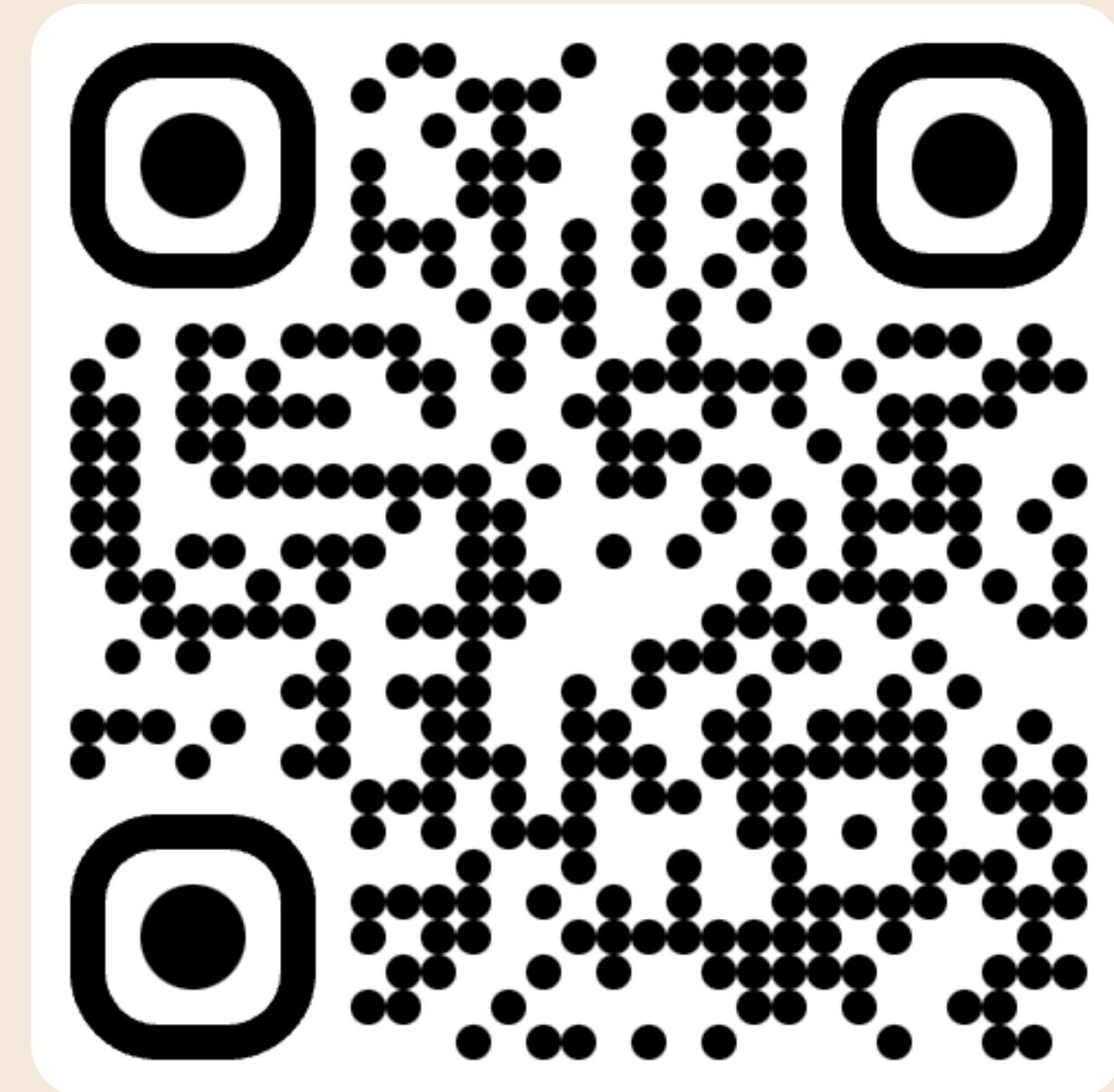
In conclusion, the UX case study for Goodreads revealed several key areas for improvement to enhance user engagement and satisfaction on the platform.

Addressing the inconsistency between the platforms was paramount to ensure a seamless experience for all users. Furthermore, introducing personalized features and customization options within the app strengthened user connections and fostered a sense of ownership among users.

By implementing these recommendations and iterating based on user feedback, Goodreads created a more engaging, cohesive, and user-centric platform that delighted both readers and authors alike.

# Prototype

Please scan the QR code to interact with our prototype!



<https://shorturl.at/K1248>

# Thank You

Team CanvasByte

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