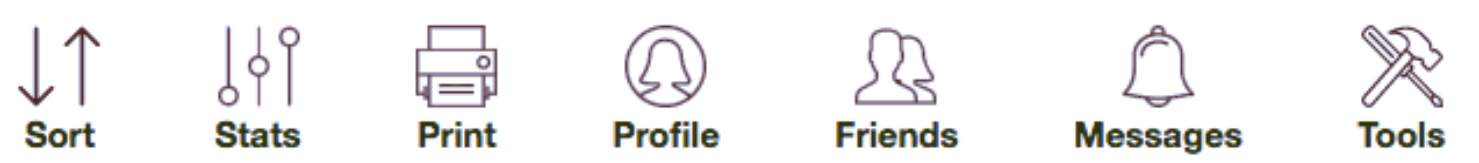


**About:** Goodreads is an Amazon owned reading list and book club site. The site is cluttered, hard to navigate, and displeasing to the eye. I was tasked with rebranding Goodreads and redesigning the layout for the My Bookshelf portion of this website.



**Research:** I started with a study of the existing Goodreads site. As a previous user for the site and avid reader, this project resonated with me.

Who is the audience?

- anyone who reads books

What are the main functionalities?

- read book history
- want to read list
- book reviews
- book ratings
- social interaction
- reading goals

What features do they need?

- quick bookshelf view of all books added to account
- easy navigation between shelves of all, read, to read (these three are the key shelves)
- cleaner design
- larger icons for navigation (larger icons, condensed menus)
- single search bar instead of two - clean it up!
- logical progression
- continuous scroll - page 1, 2 etc. is old and cumbersome
- easier sorting options

Reference websites:

*Readernaut* (<http://readernaut.com/ashisms/following/>) This is the cleanest and simplest design visually, although some navigation is redundant and illogical

*iBooks* (<http://www.apple.com/ibooks/>) App only, but design is spot on as far as easy navigation of the bookshelf itself. Shows the book cover, if the book is new/unread, easy to group books into categories, logical default sort settings. Not social tied, and doesn't show as much info such as rating etc.

*Barnes & Noble* (<https://www.barnesandnoble.com/>) Bookseller website, but they do very well showing a quick glance at the book cover, title, author, and average user star rating at a quick clean glance.

Keywords:

clean / modern / smooth / animated / white / easy / block font / larger font / hover state / continuous scroll / grey background / collapsing menus /

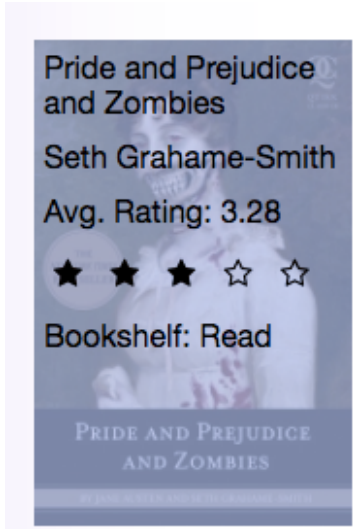
Tools:

- HTML5
- Sass
- CSS3
- jQuery
- Photoshop



**Process:** I started with a study of a redesigned logo, creating approximately 25 versions of the logo. Once branded, the page layout was designed in Photoshop with mockups for web, tablet, and mobile to drive the coding. The design was created to be clean, simplified, easy to use, and focused on the books. I wanted the navigation to be iconic, simplified, with additional navigation nested into menus to make use easier. The page colors reflect the selected logo, and the logo and main navigation items are styled to look as tho

they're sitting on a bookshelf. The main background is a page being turned.



The site was created using HTML5 and Sass/CSS3 for layout, styling, and responsiveness. jQuery was used to create the functionality with filtering, populating more, and responsive menus.

**Additional Ideas:** Improved functionality and integration with backend will make this a realized product. Carrying the design theme through all of the pages, along with the simplified navigation will unify the site. Creating a more robust book club management functionality will draw more users and increase social aspects of the site.

