BookNook

A Case Study by Bea Luna

Ideation

Challenge

It can be **difficult to find time or motivation to read**. With other digital apps providing instant gratification, people may tend to prefer scrolling for little bits of instant dopamine rather than indulge in the slow progress and reward of completing a book. How can we incentivize users to read through making the process of reading a book enjoyable?

Audience

This app targets **readers who are experiencing a reading slump** like university students, or anyone who wants the motivation to start or continue reading.

The Idea & My Role

I conceptualized an app that rewards users for reading through a **goal-achievement based system**. There is also a social aspect to the app that allows users to see their friend's achievements and reading progress as well. As the sole project member, I executed every part of the design process:

Ideation and User Research
User flows and site map
Low-fidelity and wireframing
High-fidelity prototypes

Brainstorming

Site Map

I kept the functionality of the app simple, so the app acts as a tool or companion for the user's use rather than another attention-grabber or distraction from reading.

Low-Fidelity Wireframes

Style

Typography

PT Serif / PT Sans
The typefaces chosen for this app are simple, readable, and elegant. PT Serif is used for headers, book titles, and goal & achievements while PT Sans is used for information and further details to ensure a user-friendly design.

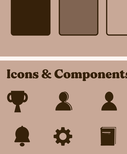
Header 1 PT Serif Bold, 32	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@—+=?!&%*()\
Header 2 PT Serif Regular, 32	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@—+=?!&%*()
Header 3 PT Serif Bold, 21	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@—+=?!&%*()
Body 1 PT Sans Regular, 16	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@—+=?!&%*()
Body 2 PT Sans Regular, 12	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@—+=?!&%*()

Colors

I chose a warm color scheme to emulate friendliness and the relaxing feeling that people may get from reading. The primarily-brown theme aims to be reminiscent of academia environments and libraries.

#3622Ob	#806552	#C9A898	#D9C083	#FFF7F2

Icons & Components



High-Fidelity Design

Main Screens

BookNook_UI/UX
Welcome to BookNook
Sign Up
Sign In
Bea's Profile
Bea's Profile
Your Friends' Activity
Challenges
Bookworm
Bookworm
Bookworm