

Stage 3

Group 10

Updated Scenarios

Scenario 1: Customize Profile and Privacy Settings

Motivation: You want to personalize your profile so that your friends can recognize you easily and your book recommendations feel more accurate.

You open your profile and notice that it's still empty. You start by creating an avatar. First, you consider uploading a selfie, but then decide to pick a random avatar instead. Add your favorite book genres so that the app can improve your recommendations. When checking the privacy settings, you realize that the default options make your profile public. You change the visibility to "Friends only" and decline some data-sharing permissions. Finally, save your settings and receive a confirmation message saying your preferences were updated successfully.

Scenario 2 – Social Interaction & Book Discussion

Motivation: You want to see what your friends are currently discussing and join the conversation.

You open the notifications tab and see that your friend Elli mentioned you in a comment. Tap the notification, which takes you to the book's profile page ("The Midnight Library"). You read Elli's comment: "I think you'd love this book!". You reply to the comment, sharing your opinion. You notice that several friends have already rated the book, so you tap on "See friends' ratings" to compare their reviews. Instead of buying the book right away, you decide to add it to your Reading List.

Scenario 3 – Buying a Book Through "For You" Recommendations

Motivation: You're looking for something new to read and want to explore personalized recommendations.

You open the For You section, which shows algorithmic book suggestions based on your reading history and preferences. You apply filters: genre "Classics" and price under 15 €. Among the results, "Faust I" catches your attention. You open the book's detail page to read the curator's review. The curator's description convinces you, so you press "Buy". During checkout, you notice there's also a Special Illustrated Edition. You choose that version instead. After purchasing, the book appears in your virtual library. The app asks: "Would you like to share your new book with your friends?" You confirm and share it.

Briefing for the Users

About the App

Shelf. is an application for buying and reading books. In addition, you can comment on books you've read and tag friends to recommend titles to them directly. The app is designed to make reading more social and interactive, combining book discovery, personal recommendations, and community exchange.

Core Idea

Shelf. helps users not only find and buy books but also share their reading experiences with others.

You can:

- Discover new books based on your interests and reading history
- Connect with friends through comments, mentions, and discussions
- Buy books directly within the app from curated collections
- Get inspired by algorithmic suggestions and curator recommendations
- Explore the Awards section, where the best book of each genre is selected monthly by curators

Main Features

- **Personalized Recommendations**

Receive tailored book suggestions ("For You") based on your previous reads and ratings.

- **Social Interaction**

Comment on books, tag friends to recommend them titles, and view your friends' reading activities.

- **Curator Awards**

Discover award-winning books selected monthly by professional curators.

- **Book Purchasing**

Easily browse, compare, and purchase books — including special editions — directly in the app.

- **Profile & Privacy Settings**

Create a personalized profile with an avatar, choose your favorite genres, and manage your privacy preferences.

Goal of the Prototype

This paper prototype represents an early design version of Shelf.

We are testing how users interact with the app's main features and how intuitive the navigation feels. Your feedback will help us improve the usability, clarity, and overall experience of the app.

Testing Day - User 1

He reads the briefing in full without asking any questions. In response to our question, he says: "I usually don't read in my free time."

Scenario 1:

He reads the scenario through once. Then, while reading the scenario again, he solves the tasks step by step, this time focusing on individual sentences. He clicks on the profile icon in the top right corner. He selects the correct option for every button to complete the first steps. He laughs when he sees the selfie, and then creates a random avatar correctly. He selects "Biography" as his favourite genre. He asks if he has to type "Visuality" to change the privacy settings. Then he realises that it's enough to just change the cross. He was a bit confused, though, about the screen reacting directly to typing. The same uncertainty occurred when saving genres.

Scenario 2:

He doesn't know whether he should scroll first or go to friends. He understands the next step directly and clicks "Elli". He is confused about not writing the answer to the friend, and about the message appearing directly. However, this will be changed in the implementation (it was just easier for practical reasons). He asked whether the messages in the chat are written by the author of the book or by friends. He also asked if the recommendations are set by default or if someone wrote them.

Scenario 3

He instantly found the 'For You' section. He also finds the filters instantly and applies them correctly. He is a bit confused by the new page of filtered books, but it's just the page with the applied filters. He completes the next steps without any problems. He was also confused when buying the book because it wasn't obvious that the book would automatically appear in the library. At the end, two questions were asked: "Do I share the physical book so that my friends can read the same book that I just bought? Or is the sharing about the title and information that I'm reading the book now?" and "Will the book be delivered to my house, or will I just read it in the application?"

Some comments after testing:

- He loved the Paper - iPhone.
- He asked if we only do one version (website or application).
- He thinks it's more efficient to have an application because people always have their phones in their pockets.
- He really likes the idea because it motivates people who don't often read.
- It's organised: it has main menus for every idea and every button has a clear, different purpose.
- He is confused about changing genres because he doesn't know when it's finished. He would have liked a 'Finished' button.
- He doesn't understand why there is a scroll bar when we haven't integrated the other tasks.

Testing Day - User 2

He reads the briefing in full. He concludes the briefing: "It's an app for reading books, as I understand it." He answers a question with: "I read a bit in my spare time."

Scenario 1:

He instantly clicks on "Friends" to complete the first task, automatically solving the first steps. Instead of clicking on 'Add profile picture', he clicks on the picture of the head shown on the top left. He doesn't want to set genres. He applies the changes correctly. He didn't solve the tasks in chronological order.

Scenario 2:

He clicks on 'Friends' instantly. He also solves all the subsequent steps instantly. He solved these tasks step by step. He expected to see 'Add to reading list' in the comments because, until this step, every page that appeared was in chronological order, indicating the next step. Also, the instructions did not say to click back to add the book to the reading list.

Scenario 3:

He solved this task instantly without question and in order. He reads the text and then buys the book. He chooses the special edition and buys it. He also accepts the sharing option.

Some comments after testing:

After testing, he said that he didn't understand that he could not buy the physical book because he had chosen the special edition. He thought the idea was cool and that it was easy to understand what to do. He had not heard about other applications before.

Testing Day - User 3

He reads the briefing in full. He asks if he can make friends on the app and if it functions like social media.

Scenario 1:

He reads the entire scenario and then follows the steps in chronological order, re-reading the briefing step by step. He instantly clicks on the profile in the top right. He wanted to create his own avatar, but there was no option to do so. He then selects 'Crime' and 'Science' as genres. He then saves all settings. He found this task intuitive.

Scenario 2:

He assumes that he doesn't have to click on the "Notifications" button, but clicks "Friends". He asked what the number 25 on the speech bubble meant, and suggested it was the number of comments. He wanted to buy the book, but this was not an option. He clicked the "Buy" button intuitively. He instantly clicked back to solve the next task. He didn't add it to his reading list because he hadn't finished reading the scenario.

Scenario 3:

He instantly clicks on "For You Books" and also instantly sets the filters. He wanted to click on the "Sort books" option, but this was not an option. He selects the other filters correctly. Then he sees "Faust I". He reads the comments from friends even though this was not written in the scenario because he was interested. Then he buys the right book. He accepts the sharing option.

Some comments after testing:

Based on the scenarios, everything is working and covered; just a few small functions are not working, but not the main functions. Everything is intuitive. He likes that the app provides motivation. He thinks that comments from friends motivate you, and that you can ask your friends, people you know in real life, but he has never heard of a similar app before.

Testing Day - User 4

This time, he doesn't read the briefing. Ben explains everything. He answers the questions as follows: 'I like reading' and 'I don't know Goodreads'.

Scenario 1:

He instantly clicks on the avatar and instantly completes the next steps. He creates a random avatar without trying the selfie function. He selects "Science" and "Romance" as his favourite genres. He changes the settings and applies them immediately. His comment: "It's intuitive".

Scenario 2:

He clicks on "Friends" intuitively. He also completes the subsequent steps intuitively and in chronological order. He had no problems or questions when solving this task.

Scenario 3:

He instantly clicks on "For You Books" and applies the filters instantly. He then chooses Faust intuitively and clicks on the curator review, but nothing happens. He wanted to read it, but we didn't write a full review. He almost clicked on the option to comment on buying the book, but then he understood without us telling him. He bought the special version and accepted the sharing options.

Analysis after Testing Day

Overall problems:

- Confusion about the lack of special buttons for: "Change profile to private" (we only provided a default tick box and users could change this) and "Save selected genres" (we saved these automatically).
- Confusion about the buying option not being in the comments section.
- Users had difficulty finding the chat function, which can be found in the "Friends" section. This was not intuitive enough.
- After buying the book, users are automatically taken to the private library, which confused some users.
- One user clicked on the profile picture shown in the top left corner instead of clicking on "Add profile"

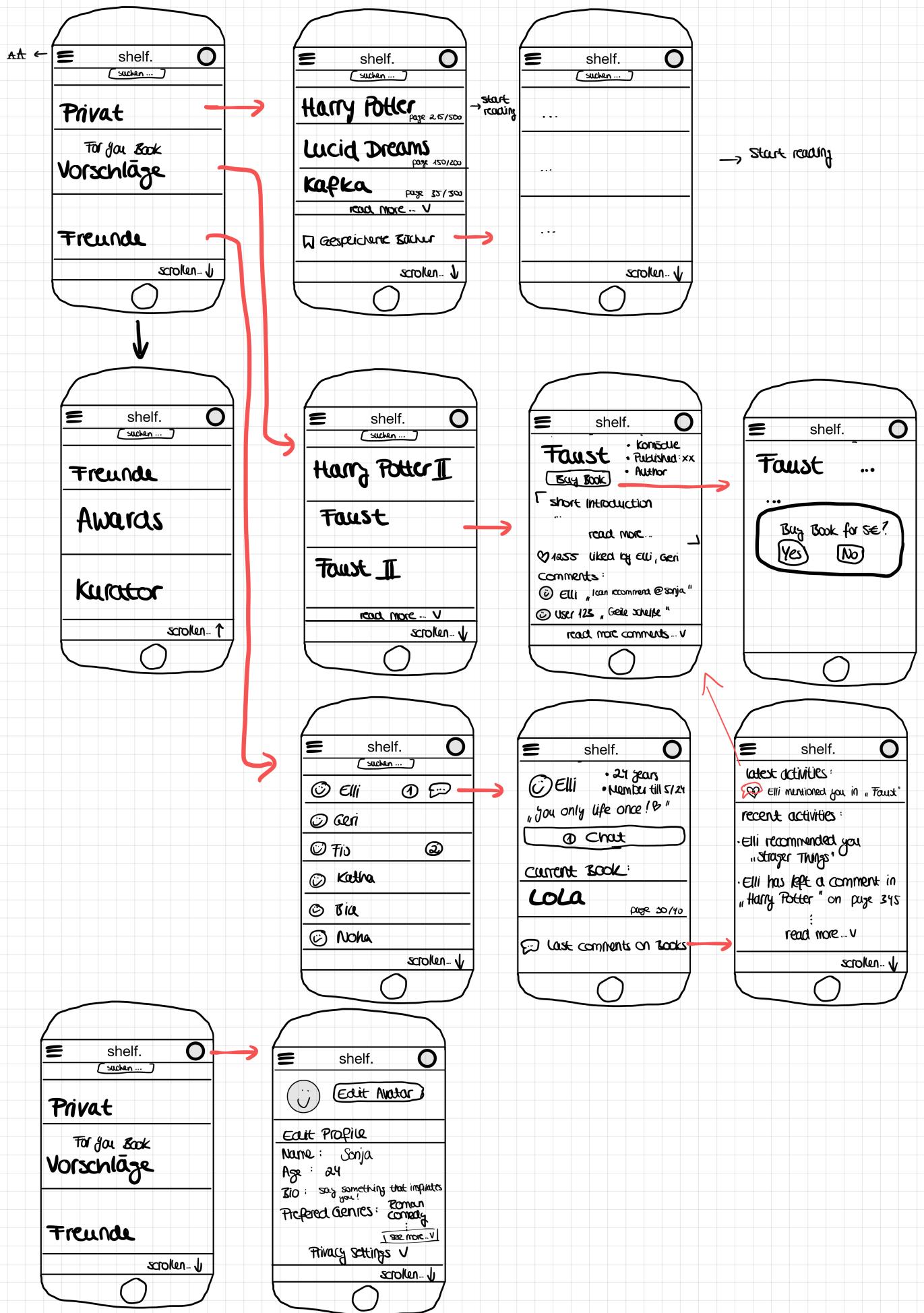
picture" to change their avatar.

Overall solutions:

- It should be written "Friends/Social" so users can find the chat function more easily.
- There should also be an option to choose the avatar by clicking on the head picture shown in the top left corner.

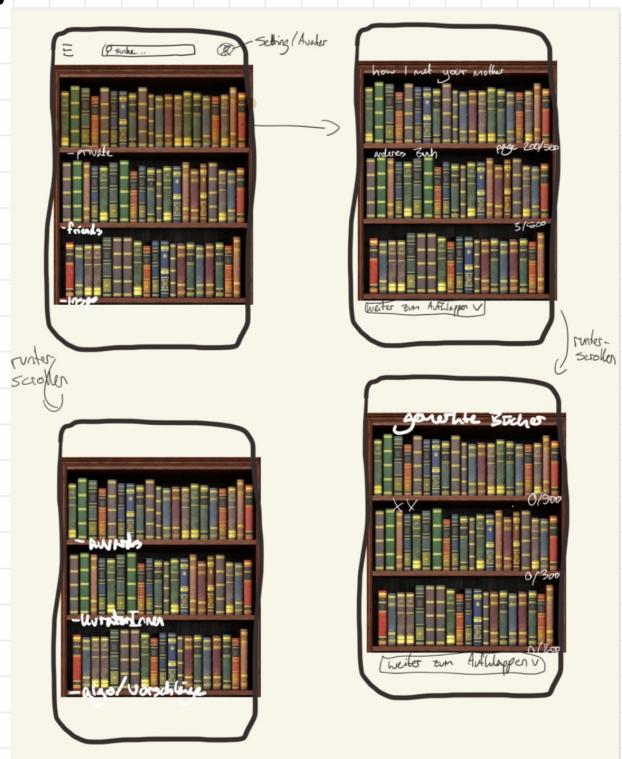
Documentation of the process

First Sketches

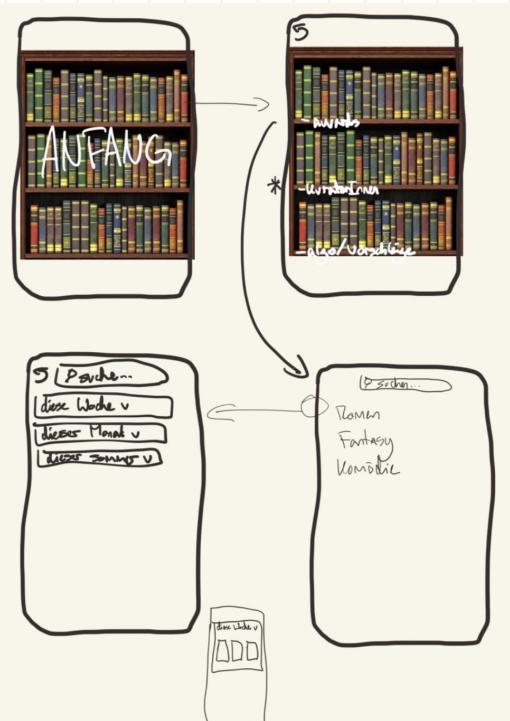


First Ideas - User Interface

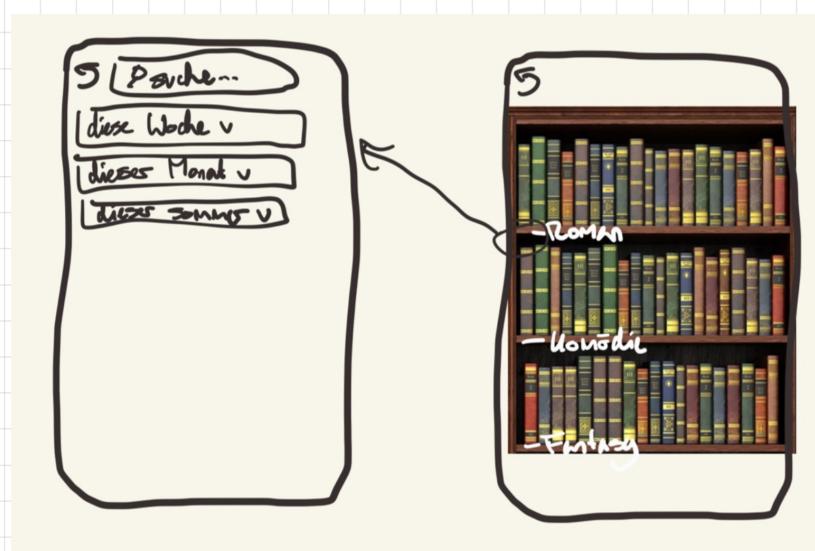
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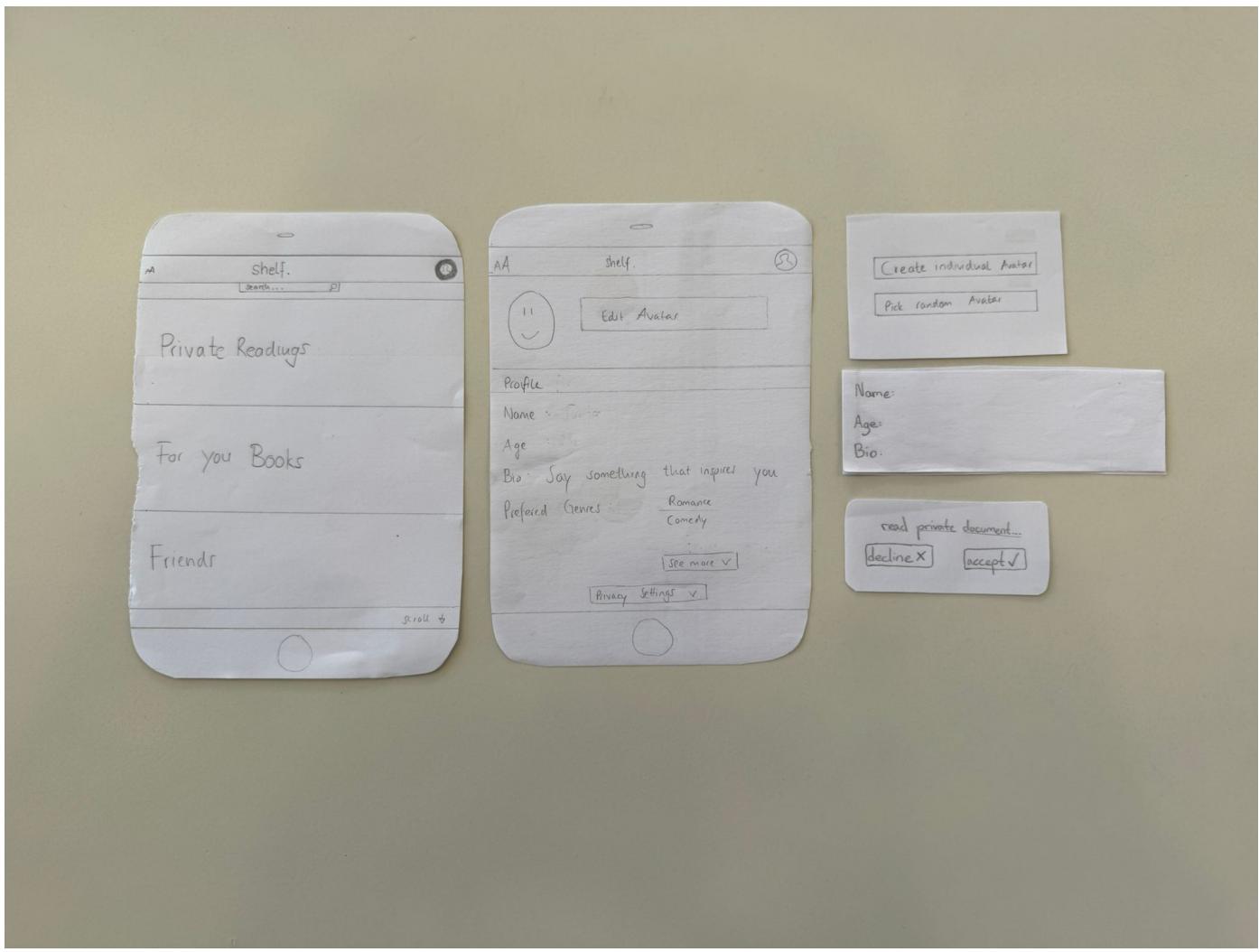


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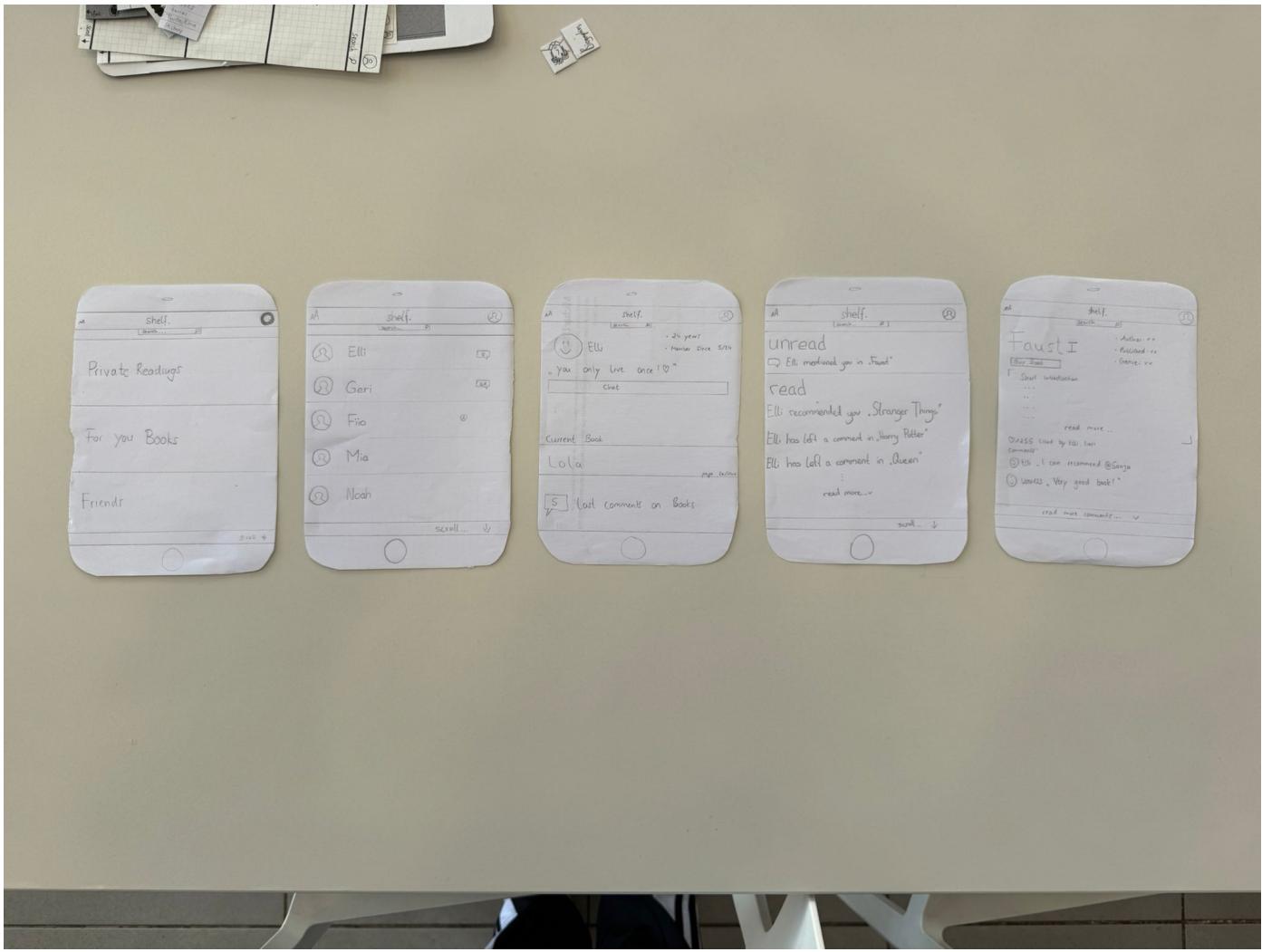


First Paper Prototype

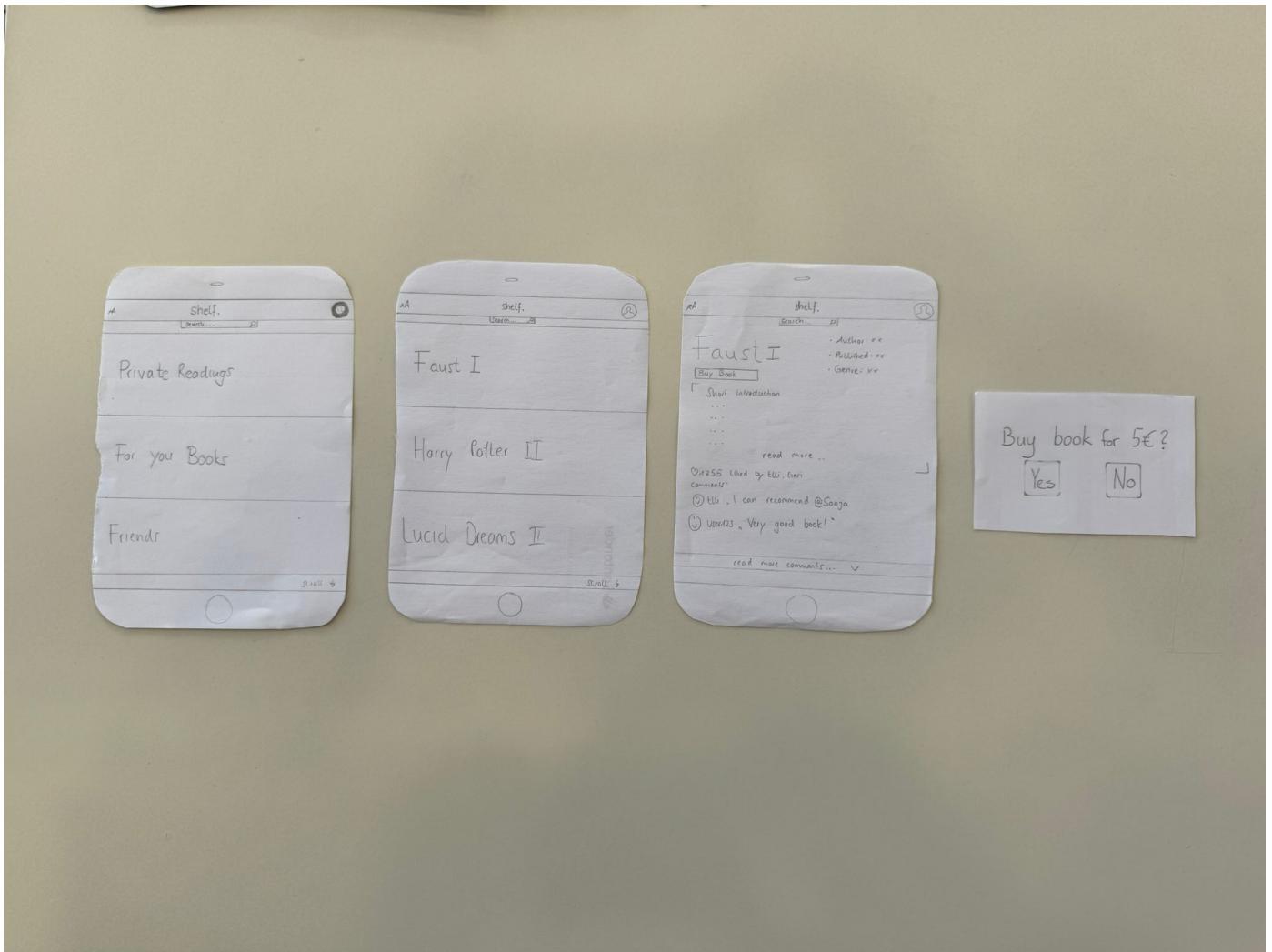
Scenario 1



Scenario 2



Scenario 3



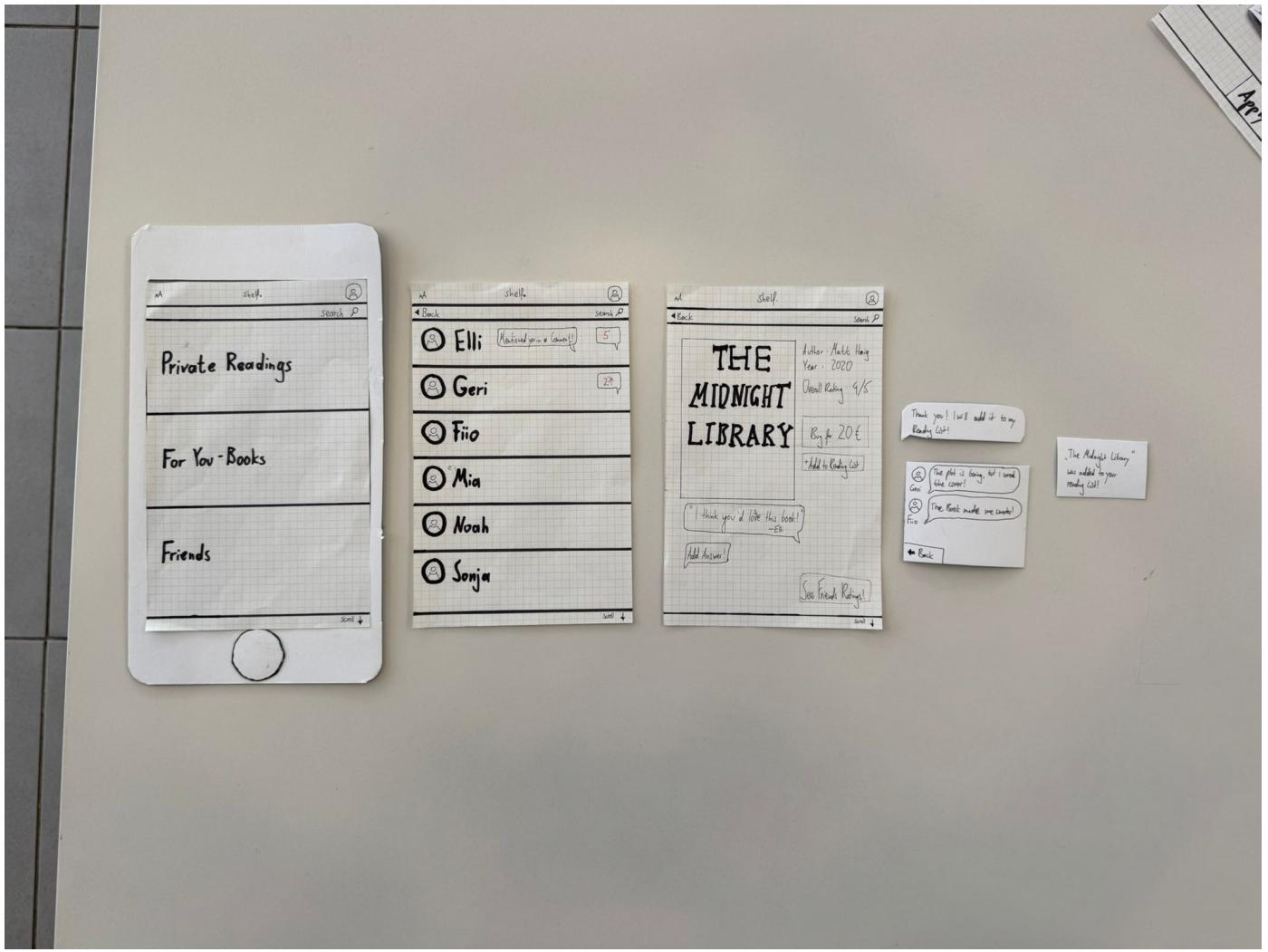
Improved Paper Prototype

Our second paper prototype represents a clear improvement over the first version. The text is more readable, and the overall design aligns better with our original aesthetic vision. We created a large paper "iPhone" frame that allows us to swap screens easily, making testing and interaction more dynamic. The interface is also more consistent throughout, which supports a smoother user experience. Finally, this version is closer to the real scenarios we designed for, making it a more accurate and effective representation of the app concept.

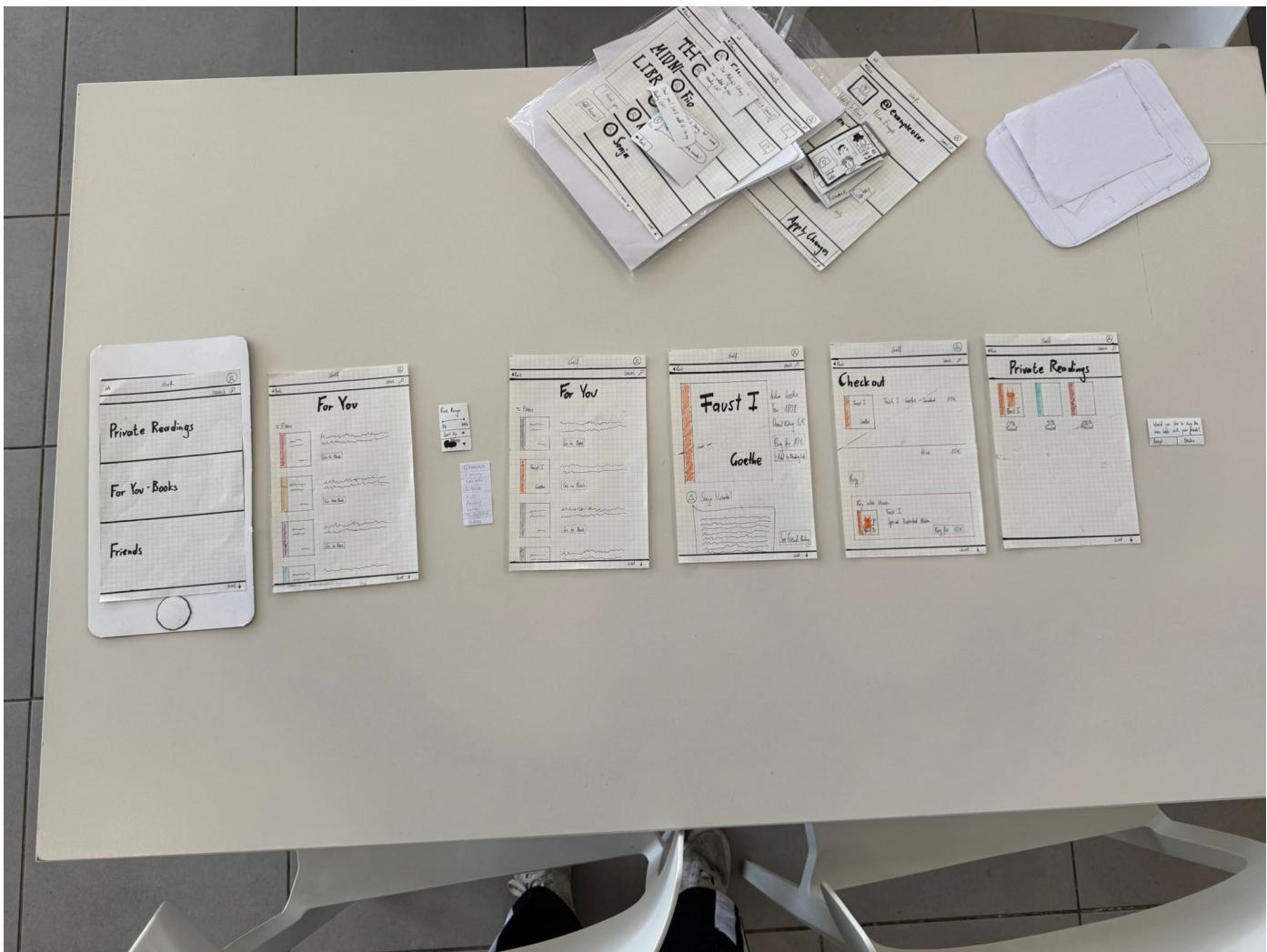
Scenario 1



Scenario 2



Scenario 3



Testing Day Images

