

Stage 2 - User & Task Analysis - shelf.

Group 10

Tasks of the App

Task 1: Social Interaction

Goal: Make the App more attractive to Users, that are used to current App-Standards

- Simple opportunities to find friends, possibly even find new ones
- Creating individual profiles with aesthetic avatars
- Comments directly in-line, Present but not distracting
- Chat functionalities/Reading Cycles

Task 2: Well-structures and non-cluttered UI

Goal: Initialize a UI as an aesthetic Framework, so people possibly associate the app with a certain lifestyle

- No Classic Book covers, Minimalist Version of the Cover
- Focus on Reading Progress (Visual)
- Accessibility for everyone's needs, especially humans with disabilities
- Implement attributes of real books into the app experience (Backcover Text, Booksize, Progress, Yellowish Page color, Page turning animation)

Task 3: Custom Algorithms/Curators/Awards Site

Goal: Creating Bookstore atmosphere

- Recommendations by Curators (Curators also have User Profiles you can visit)
- Themed discovery pages
- No external big company (No Cookies, No Influence, Independent from commercial pressure of Amazon, etc.)
- Award Site, nominated by curators
- Different Badges, future curating possible

Task 4: Fairness in the Financial Split with the Authors

Goal: Keeping our personal values

- Essentially Bandcamp for Books
- No external big company, making that also part of the marketing
- Being transparent with the user base

Primary Target Group

Properties:

- Age 16-30 years old
- Regular usage of social media, medium-high media competence
- Is willing to read, but often doesn't, because of time
- Looking for motivation to read and social interaction
- Interested in digital content (e.g. eBooks, Podcasts, Online Communities)

Needs & Goals:

- Experience new books (recommended by friends)
- Positive Motivation Spiral through reading progress & communication in reading circles
- Feel of Community, through cozy environment, aesthetic, avatar options
- Intuitive Usage, bar to use has to be low, because every app has to compete with social media apps
- Accessibility (customisable fonts, contrast settings)

Challenges:

- Low frustration-tolerance
- Overwhelmed by too many choices by common online book-stores
- Missing social component in digital reading

- People often don't read if there is no loud attraction
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Secondary Target Group

Properties:

- Age: 25-55
- Medium media competence
- Has a fulltime job, is using reading normally for relaxation or further education
- Appreciates Quality, Inspiration & recommendations
- Interested in sharing progress and sharing reading recommendations

Needs & Goals:

- Custom recommendations, to save time
- Social interaction with friends or colleagues
- "Reading Circles"
- Easy to read stats about personal progress in reading

Challenges:

- Low frustration-tolerance
 - Does not have much time for researching new books
 - Unmotivated after long work days
 - Cluttered App-Structures or flashy design choices not appreciated
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User Interview I

Olena, 27 years, Primary Target Group

Description

- Name: Olena
- Age: 27 Years
- Profession: Student
- Reading behaviour: Consumes literature on a regular basis, interested in new books
- Technical Background: Already tried out some Book-Applications (e.g. GoodReads)
- Motivation: Interested in having new Book-Experiences, Log personal progress, socialize with other people

Positive Impressions of other Apps with similar approaches (e.g. GoodReads)

- Diverse App with a Social Media character
- Linked with Amazon account, meaning you can publish your notes from Kindle for more interaction
- Large user base → many reviews and inspiration
- There is a Discover page where books on various topics can be browsed
- There are so-called Goodreads Awards, where you can vote for the best books in different genres, meaning you can also get inspiration for books you want to read
- Ability to set reading goals (e.g., yearly goals) and track their progress
- Authors are sometimes active, which makes the exchange more interesting

Negative Impressions of other Apps with similar approaches

- Lacking social interaction: You can't directly search for other users, only books and authors
- Weak usability: App is not very intuitive – you can't always quickly find what you're looking for
- Commercialization by Amazon: Not ideal for users who prefer independent platforms
- Unclear design/Cluttered design: Many functions, but little focus
- Lacking inspiration: Discovering new books sometimes feels random instead of personal
- Target audience problem: Due to design and features, it is not particularly motivating and pleasant for reading and discovery

What would she be looking for in another app with a similar approach?

- Desire for a more social reading experience (genuine exchange, simple friendship features)
 - Desire for an intuitive, minimalist user interface
 - Desire for independence from large corporations (e.g., Amazon)
 - Desire for clear reading motivation (goals, progress, shared challenges)
 - Desire for high-quality, curated recommendations, not just algorithmic ones
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User Interview II

Simona, 55 Years, Secondary Target Group

Description

- Name: Simona
- Age: 55 Years
- Status: Mother
- Reading behaviour: Reads regularly and is interested in new books
- Technical Background: Has not tried out any book apps, but works in the IT industry (technically savvy)
- Motivation: Wants to discover good books in a specific category

Positive Impressions of other Apps with similar approaches

- Books are selected by curators
- These curators are well-known and also popular → she chooses bookstores based on the curators
- These curators are specialized in different literary styles and therefore have a particularly good knowledge of that style, which makes their opinions even more valuable
- There is always a Book Recommendation of the Month (selected by curators) → this encourages purchasing
- You can see at a glance how big/thick the book is
- You can see the blurb at a glance

Negative Impressions of other Apps with similar approaches

- No guarantee of good books: often mispurchases because curators are missing and reviews are random
 - No feeling for the real book: A screen cannot simulate a real book
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User Interview III

Taija, 20 Years, Primary Target Group

Description

- Name: Taija
- Age: 20 Years
- Profession: Student
- Reading behaviour: Not much at the moment, Casually before sleeping
- Technical Background: Technically high skilled
- Motivation: Track reading time over a year, See what friends are reading

Positive Impressions of other Apps with similar approaches

- Seeing what friends are reading
- Looking at comments made by friends
- Essentially socialising with the app about a subject of interest

Negative Impressions of other Apps with similar approaches

- "Reviewbombing" (GoodReads), often reviews about books that were not even out yet
 - Often "common opinion" was leading discussion about books
 - Disliking the common rating systems (Stars)
 - Amount of Notifications was way too high and ended up being annoying
 - Purely numerical based -> People using these app to show off how much they've read
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Scenario 1

Book Recommendations by Authors and Book Nominations

I've been using the app for quite a while and have already read several books here. For discovering new books, I can find inspiration from different sources within the app. On the home page, under "My Reading Progress", I see a small selection of recommended books, usually three books shown in a row. These recommendations are based on the books I've read before. They include titles from similar genres or by the same or related authors. The book covers have a simple and clean design with soft colors so that the book titles stand out clearly. If I want to look for books by a specific author, I can easily do that by tapping on the "menu" icon in the top left corner and selecting Search. After typing the author's name, I can click on it to open the author's profile. On the author's profile page, I can see their name, profile picture, and a short description, including which genres they write and a short biography. Below that, I can see their three most recent book releases. By swiping left, I can browse even more of their latest works. Under this section, there's also a row showing the author's bestsellers. If I don't want to search for a specific author but instead explore great books by genre, I can go to the Awards section. To get there, I tap the menu again and select Awards. Here, books that have been nominated or featured in different genres for the current month are displayed. For each genre, three books appear in a row, and by swiping left, I can view more titles. When I find a book I'm interested in, I can tap on it to see more details. Under the book title, I can read its ratings, and by scrolling down, I can see comments from other users. I can also see next to the ratings if any of my friends on the app have read and rated the same book. Finally, when I tap on the book cover or title, the book opens, and I can start reading right away.

Scenario 2

From Curators to Purchasing

To discover a new book in the app and complete the purchase process, the user first navigates specifically to the dedicated "Curators" section. This central hub serves as the starting point for curated reading recommendations. Once there, the user carefully selects a Curator. The selection is based on the fact that the person or institution has provided book recommendations in the past that the user found particularly interesting, trustworthy, or aligning with their own taste. After making the selection, the user opens the chosen Curator's Recommendation List. This list presents a collection of titles that the curator endorses. The user scans the titles until one catches their specific interest. They then click on this title. The click takes the user to the Book Detail Page. Here, they gain a comprehensive insight into the work, including the description, reading excerpts, potentially reviews, and metadata. After reading the description and reviewing all relevant information, the user makes the final decision to purchase the book. The purchase is available directly through the app. The user initiates the purchase process, completes the transaction using their stored or newly entered payment information, and gains immediate access to the digital book after completing the purchase. They can start reading immediately without having to leave the app.

Scenario 3

Going on the app the first time - Orientation, Settings

I'm a female, 24 years old, I already read a lot in bookstores, so I'm interested in reading and I appreciate a nice aesthetic and a cozy "bookshop feeling". The cover of the app is a simple bookshelf hold in dark wood colors with old red books in. The app is empty for me - only simple bookshelves where I can click on but behind nothing appears, because I didn't read anything yet. On the top right side I can see the symbol for the settings where I instantly click on. A big empty avatar appears where I can click on to select my items as hat, sunglasses or background. After completing my favourite avatar, I see the settings for accessibility on a very big courser. Because I have no special needs, I don't use this button and go back to the main page. There everything is like before and I click on the first bookshelf where I can discover new books for my personal bookshelf.