UX IMMERSION ACHIEVEMENT 1

TASK 1.3: TRIGGERS/FRICTION

1.3: HUMAN NEEDS & MOTIVATIONS

VICTOR RAMON STOLJAROW

AUDIBLE

"AS A USER WHO LOVES LISTENING TO AUDIOBOOKS ON THE GO, I WOULD LIKE TO BE ABLE TO LISTEN TO MY FAVORITE AUDIOBOOKS THROUGH MY PHONE SO THAT I CAN LISTEN TO THEM ANYWHERE I GO."
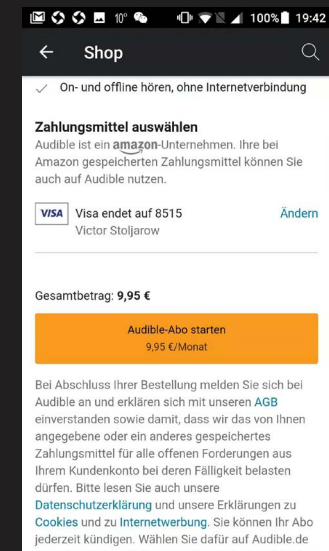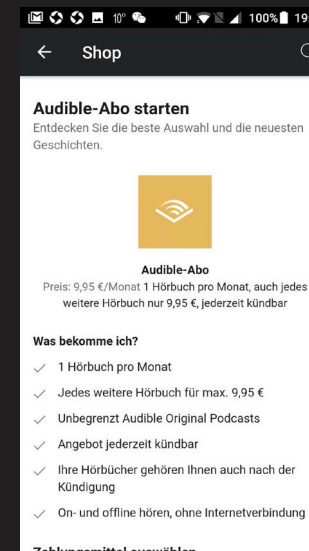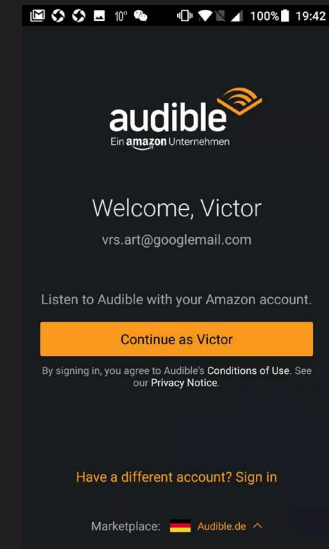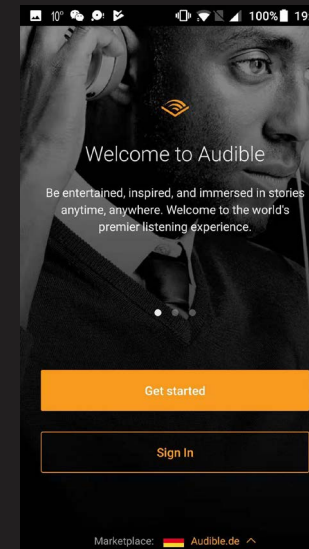
TRIGGERS: (Reduction & Tailoring)

If the user owns an Amazon account, the app offers sign in with the same email address and retrieve data according to the user's previous consumer behavior.

FRICTION:

If the user wants to listen to audio books from her/his pre-existing library without a subscription, the user is encouraged to subscribe again on several screens (start screen, recommendations, etc.).
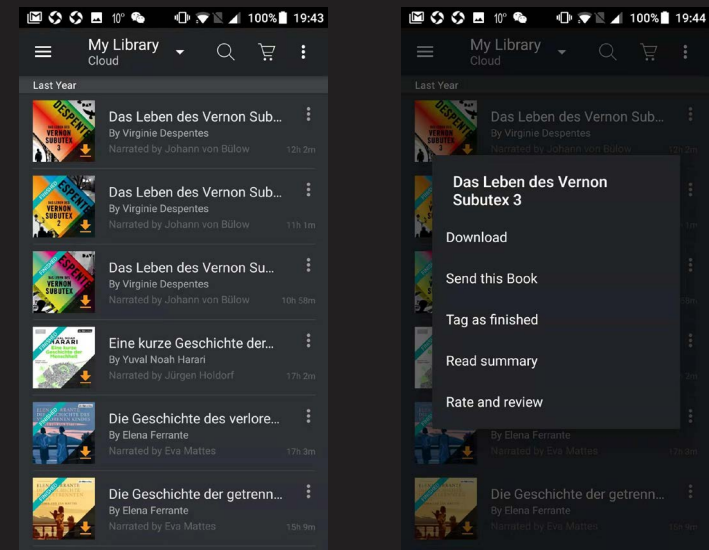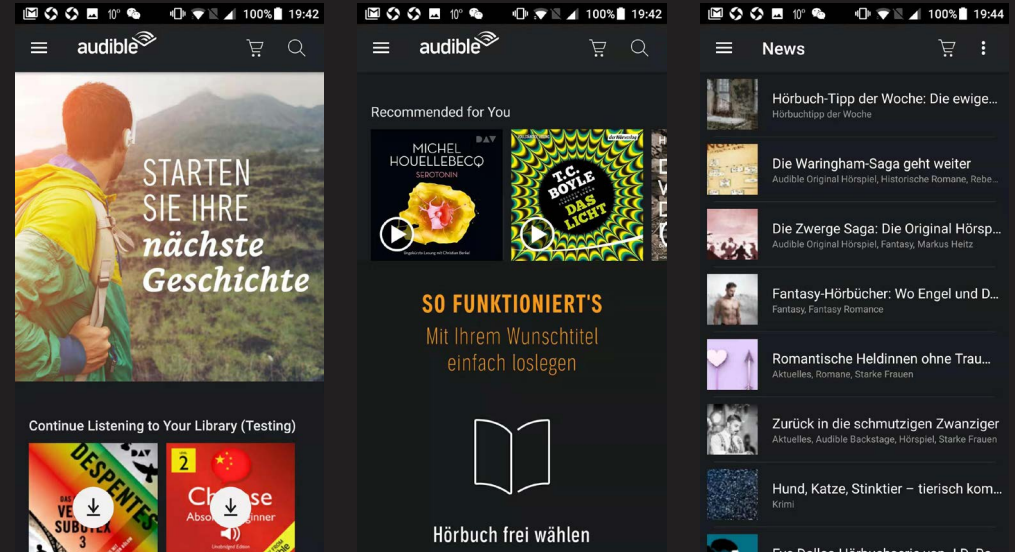
SIGN IN/SIGN UP

TRIGGERS (Suggestion & Tailoring)

The app suggests existing unfinished audiobooks as well as recommendations and new publications based on the users Amazon library.

FRICTION:

Users need to download audiobooks to their smartphone storage. Users cannot stream audiobooks through wifi or cellular data.

AUDIO BOOK LIBRARY

TRIGGERS (Self-monitoring)

The app allows users to track their reading progress.

FRICTION:

It is unclear why users receive badges since no wins (free audio books, credit) other than titles encourage users to listen more and the app already has similar titles in the ' Listening Level' menu.

Functionality: The app provides no streaming function. Otherwise, the product meets all basic functions.

Reliability: The user's data are stored in the cloud and can be retrieved at any time.

Usability: The design of the product is intuitive due to its pre-stored data and consumer tracking.

Proficiency: Through statistics, users can track there listening behavior.

Creativity: The product function work as they should. However, Audible's competitors Spotify, Soundcloud and iTunes offer more/different functions and audiobooks. Users, whose focus is to listen to audiobooks will become fans of the great selection presented in the app. Users, who want to combine their audiobooks with music, might change service.

DESIGN HIERARCHY