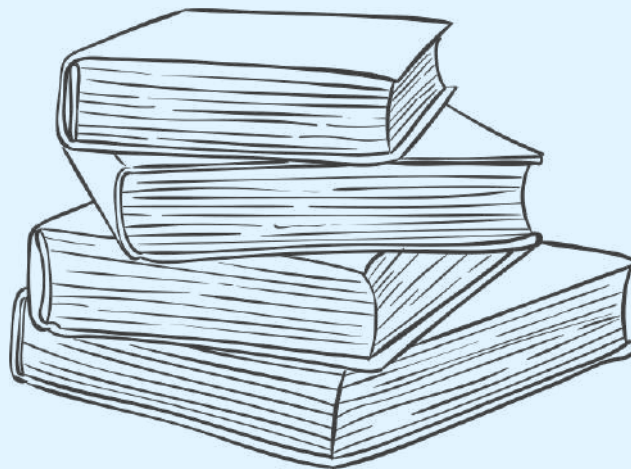# Book Tinder

Final presentation UX-MI

Ciure, Raluca-Dana
De Wit, Iris
Kalamara, Fani-Marina
Zheng, Xinpei

Description

Description

1

Introduction

2

Core functions

3

Other popular functions

Introduction

Book Tinder is an application for the community of readers

- Mission: Good books for you
  Keywords: recommend like/dislike swipe explore community

- The core functions of Book Tinder are **swipe** and **explore the world**.

  Popular functions:
- **Joining communities** of people with similar interests.
- **Reading** and **viewing** friends' reviews of books.
- **Adding** favorite books to the bookshelf.
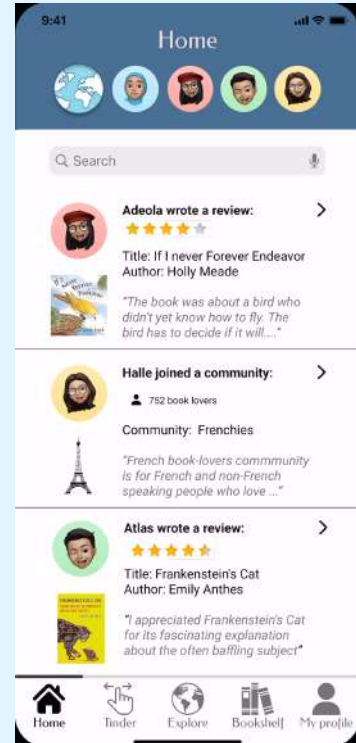
Core functions

Swipe function:

- Users can **swipe** books to the left or right to choose whether they like or dislike the recommended books.

- Book Tinder will recommend **five** books at a time.

- Users can also read the book **descriptions**, **analysis** and **friends' reviews** by clicking on the book.
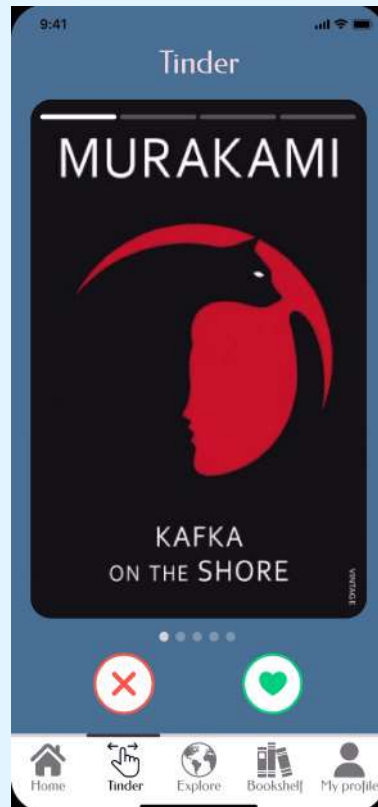
Core functions

Explore the world function:

- Book Tinder offers user free to **explore** the world of books.

- Users can **access** the Explore the world of books function by **clicking** on the World icon.

- Users have **three** chances to use this feature.

- If users are interested in the recommended books, they can also **add** them to the bookshelf.
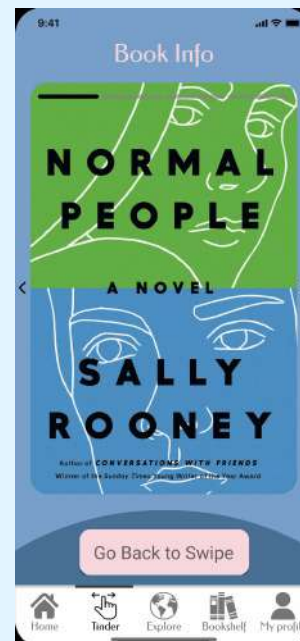
Other popular functions

Community & Friends
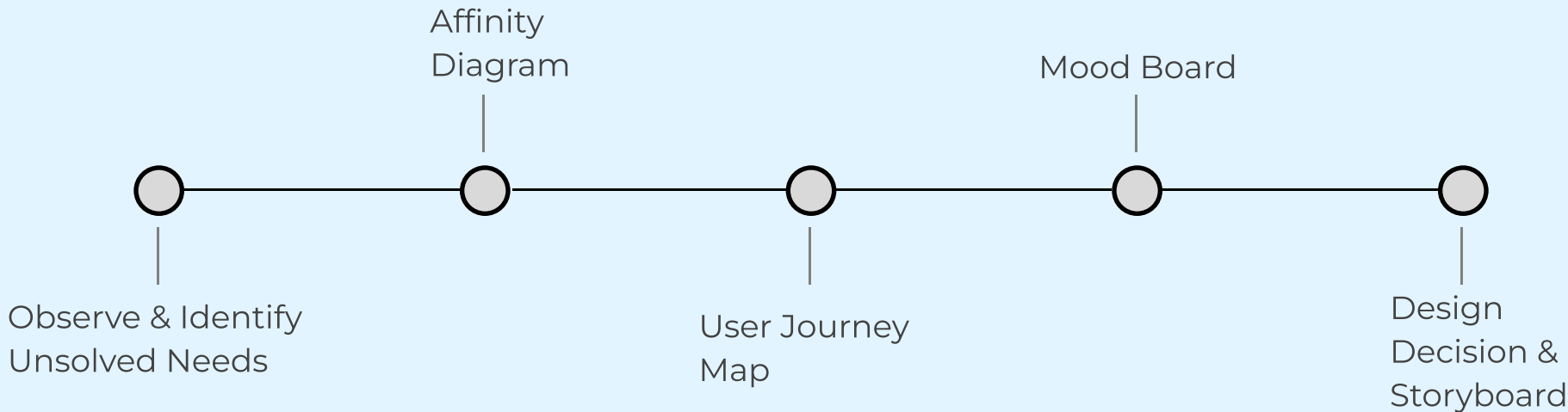

Bookshelf

Book Info

Product Concept

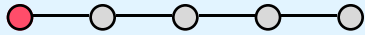# **Product Concept**
From idea to prototype

Affinity
Diagram

Mood Board

Observe & Identify
Unsolved Needs

User Journey
Map

Design
Decision &
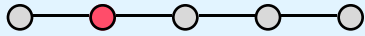Storyboard

Observe & Identify unsolved needs

1

- Reading lover doesn't have close friends reading books

- Wants to explore and share

2

- Struggles to find good books
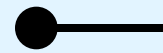
- Wants to find book information
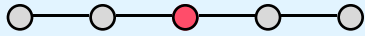
Affinity Diagram

1

Reading community

2

Help by choosing books

● ━━ Book Tinder

User Journey Map

Simon Rivers

- Book Lover
- Explorative
- Indecisive

Activities

- Create Profile
- Enter Community
- Choose Category
- Swipe Books ———— **MOT**
- Enter Chat
- Score & Review

12

Mood Board

- Books
- Animation
- Colors
- Playful

Title: Tisa Serif Pro 32 Bold
H1 Heading: Tisa Serif Pro 24
H2 Heading: Tisa Serif Pro 18
Body: Tisa Serif Pro 14

CHACALES

NADIA HAFID

colorful
light
soft

Design Decision
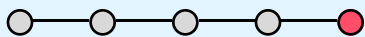
- "Real" Bookshelf
- Information display

- Friends in World
- Roulette
- Map in Book Journey

Storyboard
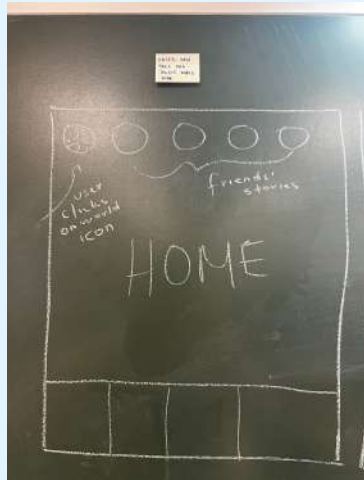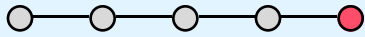
World & Friends activity

Click Explore

Roll World Max. 3

"Winner" Book Info
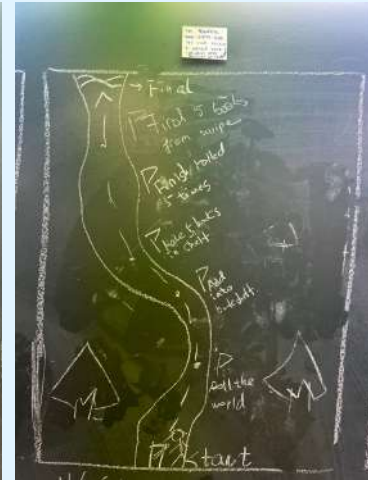
Path in Book Experience

Product Concept
Start Prototyping

5-Second
Test

Final Product

1st Figma Iteration

UEQ Test
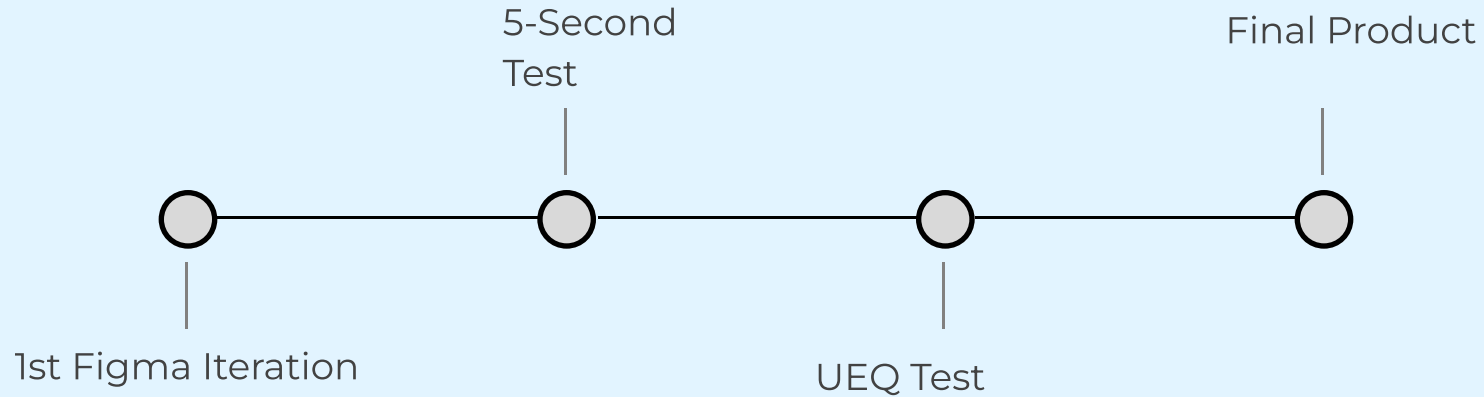
Prototyping

Prototyping

1

Details

2

Choices

3

Difficulties

Details

- **Colorful, light** and **soft**
- **Aesthetic** and **minimalist** design interface throughout the application
- **Engaging** elements and icons
- **Playful color palette**, suitable for all types of users
- Include **gamification** for the world roulette functionality
- **Match** between the **real world** and the application in Bookshelf functionality
- **Consistent** elements and components throughout the application
- Focus on **user control** and **freedom**

Choices

Tinder
- Swiping interaction (using buttons or/and swipe left or right)
- Displayed information for the books
- What happens with the liked books (add directly to the bookshelf/let the user choose)

World Roulette
- How to display the chances the user has to roll the world
- How to display the received book (popup/new page)

Choices

Bookshelf
- How to display the books the user added in the bookshelf (as a bookshelf similar to real life/as a list)
- How to display the title and the author of a book (on the book/popup)

Community
- Displayed information in friends community (friends activity or/and articles or/and news)

Difficulties

Tinder
- Making the user understand the content of the books
- How to scroll through the content of the books

World Roulette
- Making the user understand how the world roulette functionality works
- Making the user understand how many chances he/she has

Difficulties

Bookshelf
- How to display the title and the author of the book to be readable

General
- Choosing which should be the first page displayed when opening the application
- Choosing a color palette suitable for everyone
- Navigation through the app so all the functionalities are reachable

Evaluation

Evaluation

1

UEQ & Task

2

Results

3

Analysis

UEQ & Task

- **UEQ**

  26 Questions

  6 Categories

  6 Participants

- **Task**

  Discover the World of Books

  Start Swiping

  Find books in Bookshelf

Results

- Positive range from **1,67** to **2,22**
- **Attractive** scores highest
- **Hedonic** (Stimulation) scores some lower
- **Pragmatic** (Perspicuity, Efficiency, Dependability) scores lowest

	Mean	Variance
Attractiveness	2,22	0,43
Perspecuity	1,75	0,58
Efficiency	1,92	0,19
Dependability	1,67	0,64
Stimulation	2,17	0,32
Novelty	2,00	0,35

Analysis

- **Positive range**, thus scores at least average
- **Highest** score on Attractiveness
- **Lowest** score on Dependability

- Small sample size: **less reliable**
- **High variance**, meaning differences in data
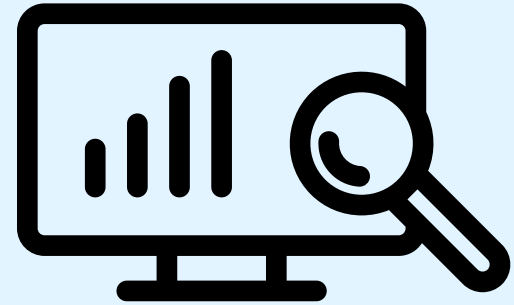
Refinements based on evaluation

Refinements
Derived from:

1	2	3
UX evaluation	User observation	User understanding

Evaluation

UEQ results

Positive evaluation of:

Attractiveness

Efficiency

Novelty

Stimulation

Refinement 1

Addition of menu functions
on the first screen

Refinement 1

Addition of menu functions on the first screen

Focusing on **efficiency**, the goal was to **give accelerators to the users**, from the very first screen.

Refinement 2

Change of menu bar ————————
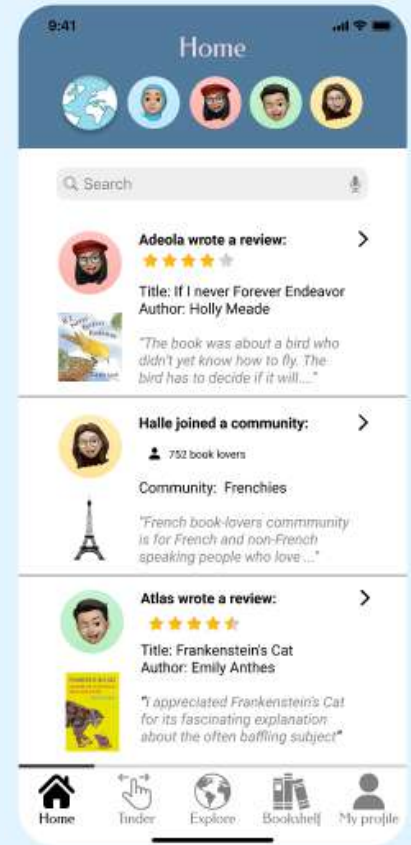
Refinement 2

Change of menu bar ●————— The goal was to **respect the iOS guidelines**, while at the same time maintaining the playful, **stimulating and icons-based display**.

Evaluation
5-seconds test

- Only 1 out of 27 users understood the purpose of the attempt icons.

- Only 1/3 of users understood the function of the button Roll the World.

Refinement 3

Addition of
explanation pop-up

Change of remaining lives
(attempts) icons

You can only explore 3
times!

Refinement 3

Change of remaining lives icons + addition of popup

With the use of icons that are immediately associated with lives and attempts (from games, apps etc), and the addition of the popup, the goal was to give to the users **visual elements for better comprehension**.

User observation

Through the verbal and non-verbal communication with the users during the Tinder-Swipe task, the following facts were drawn:

- Text on some areas was really small.
- There was a lot of information on some screens.
- Users were confused with regards to where to focus on at specific screens.

Refinement 4
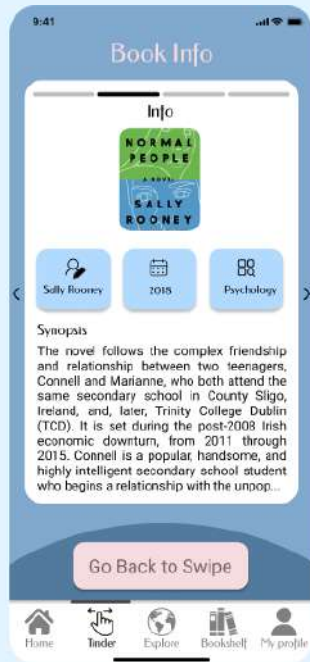
Creation of cards with the most important information, expressed with icons

Division of information into different clickable sections

Refinement 4

Addition of icons, division of characters and motifs into different clickable sections, reduction of used text

With the use of **elements that users can learn, memorize and recognize easily** (including icons, cards, avatars) as well as with minimizing information on the screen, the goal was for users to be able to **focus on the important information** and **immediately recognize the relevant actions.**

User sympathy

Taking into account:

- Accessibility.

- Prevention of unwanted actions.

Refinement 5
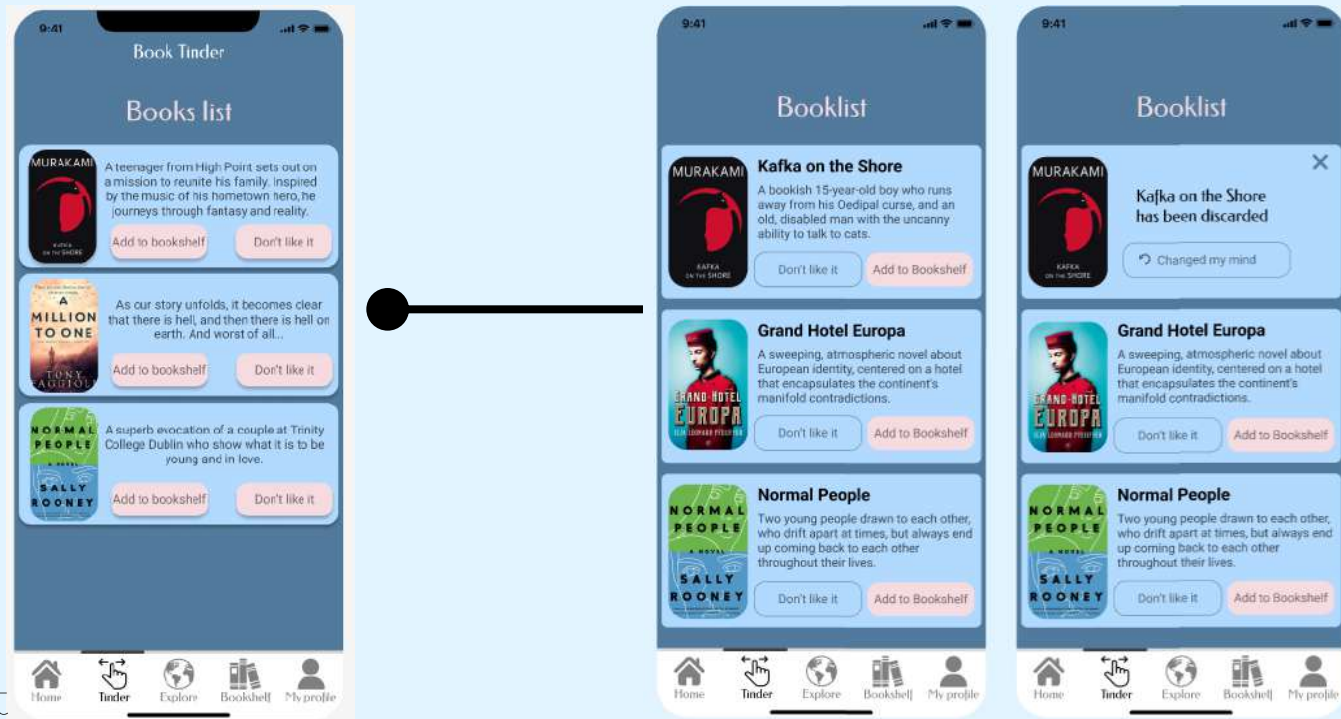
Refinement 5

Addition of book titles in the items of the cards, addition of "undo" function, addition of remove from list (X) option

With the addition of the possibilities to undo and remove, the goal was to keep a **balance between control** and **keeping minimum information on the screen**. The addition of the book titles was to enhance **accessibility.**

Conclusions

Conclusions

1

Future work

2

Interesting aspects

3

Gained knowledge

Future work

Add
- Functionalities: Create account / Login
- Information in Bookshelf
- Chat function
- Gamification
    - Reward system
    - Path for Book Journey

Collaboration
- E-books platform or Book stores to purchase books

Testing
- User-testing for Data gathering

Interesting aspects

- Found **numerous applications** for the community of readers with **different** functionalities
- Although "**Tinder**" part had similarities with the real tinder, not always used in the same way (Swiping)
- 5-second test showed users misunderstood our idea -> realization **importance testing**

Gained knowledge

Collaboration
- **First time** from concept to High-Fidelity prototype
- Challenging to **explain your own idea**

During process
- Effective **methods** to go from Concept to Design
- Visual principles (colors, fonts etc.)
- UX principles: **UX is the overall experience**

Prototype
- Components should be **constant**
- **Testing** is important

Thank you!

"The more that you read, the more things you will know. The more that you learn, the more places you'll go." - Dr Seuss