StarryReader

User Story

As a 20-year-old nomophobe (phone addict), I want to be less attached to my phone at night so I can focus on enjoying a book, relaxing, and falling asleep.

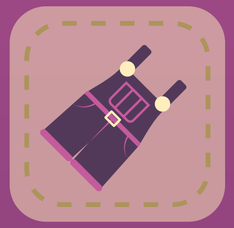
Scenario

Bree picked up *Bridge to Terabithia* and crawled into bed. She flipped through the first few pages but didn't get far before lunging for her phone. Were there any new Tinder matches or Etsy inquiries? She had to know. Before she tapped on either icon, she saw the *StarryReader* app on her phone. *Oh right*, she thought. *I can't forget about my daily reading and my listeners!*

She opened *StarryReader*, swiped to the "Read" section, scanned *Bridge to Terabithia* to input details about the book, hit the "Start" button, and began reading. Her voice was broadcasted to other users who chose to listen to her read, and the app showed how many users were listening to her at the moment.

Over the next 50 minutes, Bree could see the number of listeners gradually increase as she read. She felt a bit less lonely as she had people listen to her, and began to relax as she forgot about her daily stresses. After reading the first two chapters, she ended the recording. Satisfied to see how many people she had helped fall asleep and the number of points she earned, Bree quickly drifted off into an uniterrupted sleep.

Interests



Bree Searer

full-time dreamy nanny

"I just want someone to tell me what to do with my life. I just can't seem to find anything that I really, really care about. Everything I try just seems ok - never wonderful. I want my life to be exceptional."

Age: 20 **Politics:** Liberal Boston, MA

Personality: Extrovert but dreamy and romantic

User Journey of the Dreamy Nanny: Daily Routine

2017.8.17
GD 410
Jasmine Lang

6:00 AM

MOOD: tired

ACTIVITIES: Wakes in the morning around 6:00 AM. Showers quickly, makes a breakfast of fresh fruit and boiled eggs. Grabs some hot tea and drives to work. Wishes she hadn't stayed up so late watching Game of Thrones.

CONTEXT: Lives with roommate in small 1 bedroom apartment. She and her roommate take turns sleeping on the pull-out couch. She tries to stick to a Paleo diet.

OPPORTUNITY?

healthy

that is unfortunate. broke

7:30 AM

MOOD: calm

ACTIVITIES: Gets to work. The mom runs past her out the door, leaving her with twin 3-year old girls. Both kids run toward her in superhero nightgowns. She puts some music on and starts a dance party with them.

CONTEXT: Works in a large house in a fairly posh neighborhood in Boston. There is a nice park within walking distance.

OPPORTUNITY?

can't leave unsupervised for very long

12:30 AM

MOOD: bored

ACTIVITIES: Give kids lunch and then bundles them up for a walk to the park. She keeps her phone in her pocket. The kids start to fuss on the way but she is not feeling very inspired with any new ways of cheering them up.

CONTEXT: Always has her phone close in case she gets an alert from Etsy or Tinder. She just changed her Tinder profile and is eager to see who responds.

OPPORTUNITY?

BORED

addict. unhealthy

1:00 PM

MOOD: refreshed

wellness

ACTIVITIES: Feeling better after the brisk walk, she runs into another nanny at the park. They try to talk while the kids play but constantly have to stop to help the kids or answer texts. A guy walks into the park and takes his dog off the leash. The dogs run at the kids. The twins are terrified despite her reassurance. She yells at the guy who gets huffy but leaves.

CONTEXT: Dogs running around freely are a common problem at the park. Technically it is illegal to take your dog off leash but people do anyway.

OPPORTUNITY?

how could she meet other nannies?

3:00 PM

MOOD: distracted

ACTIVITIES: Walks back and then puts kids down for a morning nap. Pulls out her phone and checks for Etsy alerts indicating someone is interested in some of the items she has posted. Gets distracted scrolling through a Pinterest board of vintage ear muffs. Falls asleep as the kids nap but wake when the timer goes off.

CONTEXT: Uses wifi at work so that she can keep her data plan low.

— no $

OPPORTUNITY?

all the time. need something to keep her from using it so much

4:00 PM

MOOD: tired then annoyed

ACTIVITIES: Lets the kids watch cartoons for 30 minutes. The lack of interest on her Etsy site suggests that she needs to go hunting for new merchandise soon. Wonders if she can find some of those ear muffs in any thrift stores? Or could she try to make some in a similar style? Wishes she had an Etsy partner. Gets a text from her roommate that she's moving out in a week.

NO FRIENDS

CONTEXT: The kids are allowed 30 minutes screen time each day.

OPPORTUNITY?

could learn to sew better

need ideas & connection for Etsy

6:00 PM

MOOD: bored

ACTIVITIES: The mom gets home, happy about a new opportunity at work. They chat about the day and then she leaves. She gets a text alert reminding her of a free herbology workshop at a local wellness center the next day.

CONTEXT: Uses her iPhone for texting.

OPPORTUNITY?

now is her chance (but she's not motivated enough)

6:30 PM

MOOD: excited

ACTIVITIES: Gets alerts from Tinder on the way home indicating new matches. She almost has a car accident trying to quickly check them. One match looks interesting so she sends a quick message. Worries that she won't get any response.

CONTEXT: She often texts and drives and then gets mad at herself for doing it.

OPPORTUNITY?

NO.

need something that prevents her from checking while driving

7:00 PM

MOOD: guilty

ACTIVITIES: Blows her Paleo diet yet again by grabbing some french fries on the way home. Gets home and does yoga using videos on a wellness app on her phone. Her roommate is out with friends. Texts an old friend and chats back and forth a bit.

meh.

CONTEXT: Tries to do some kind of exercise 4-5 times a week. Can't afford a gym.

OPPORTUNITY?

no $

already has wellness app

why doesn't she try going with them?

probably too much $ anyway — there are other ways to be healthy — but she is allergic to preservatives in processed foods

7:30 PM

MOOD: relaxed

ACTIVITIES: Eats a salad for dinner and then visits her favorite blogs and Instagrams feeds. Marks interesting vintage looks to her Pinterest board. Nothing in response to her Tinder message.

CONTEXT: Often surfs on her laptop at night. Then reads after she gets in bed.

OPPORTUNITY?

9:30 PM

MOOD: relaxed

ACTIVITIES: Grabs a book and climbs into bed. Starts reading, but stops frequently to check her phone. Makes sure her journal is ready by the bed for recording any dreams as soon as she wakes up.

CONTEXT: Sleeps with her phone by her bed.

OPPORTUNITY?

NO.

She wants to read but can't

bedtime story

10:30 PM

MOOD: worried

ACTIVITIES: Checks her phone one last time before turning out the lights. Starts to wonder if there is a herbology Meet-up that she could join. Starts to worry about finding a new roommate quickly. Pledges to do a better job sticking to her Paleo diet.

CONTEXT: Enjoys attending workshops and Meet-ups to connect with people and learn new skills.

OPPORTUNITY?

wellness app

find roomie

but she doesn't go

11:00 PM

MOOD: tired

ACTIVITIES: Has trouble sleeping. Checks her phone after lying in bed wide awake for a while. Feels down about not hearing back from Tinder match. Throws her phone to the chair on the other side of the room to keep herself from checking it. Trys to lull herself into a lucid dream—something she has never achieved. Finally falls asleep.

CONTEXT: Often has to phsyically move her phone so she will stop checking it at night.

OPPORTUNITY?

User Journey of the Dreamy Nanny: Daily Routine

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GD 410
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OPPORTUNITY?

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4:00 PM

MOOD:

ACTIVIT

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CONTEX

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OPPORT

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She wants to read but can't bedtime story

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CONTEXT: Often has to physically move her phone so she will stop checking it at night.

OPPORTUNITY?

9:30 PM

Mood: Relaxed

Activities
Grabs a book and climbs into bed. Picks up *Bridge to Terabithia* and opens her StarryReader app. Inputs the details and begins to read.

Context
Keeps the phone by her bed so she can read her stories every night and fall asleep more easily.

10:20 PM

Mood: Tired

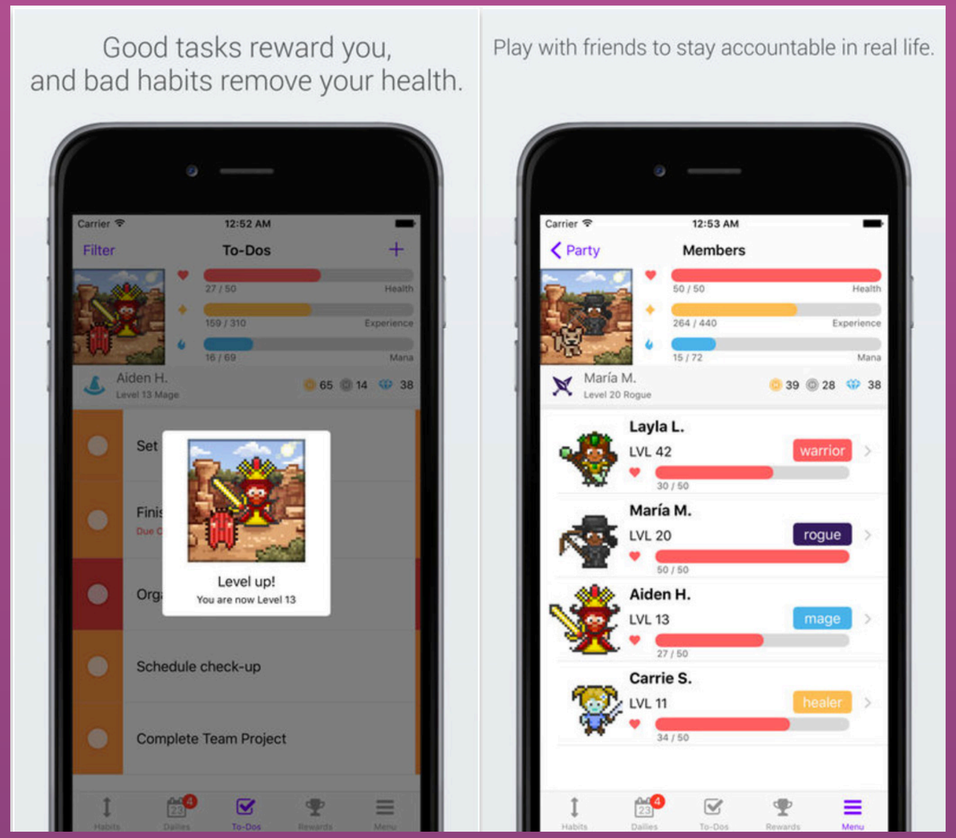
Activities
Ends her reading session after feeling sleepy. Is overjoyed after seeing the number of people she connected with, the hours of sleep she's been gaining, and how close she is to the next level and unlocking a prize. Falls asleep before setting her phone on her nightstand.

Context
Feels less lonely when she sees how many people are listening to her read every night and leaving feedback.

Benchmarking

Habitica

Motivate through leveling up, gaining points, and playing with friends

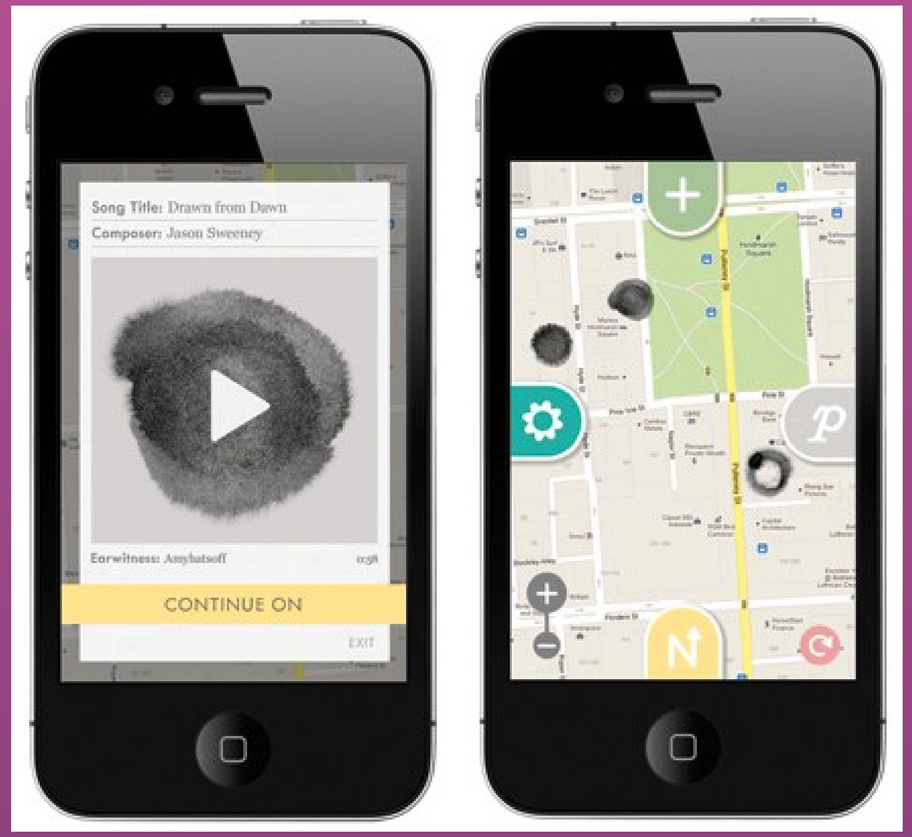


Productive

Motivate through streaks and best records

Stereopublic

Crowdsourcing audio and seeing contributions through maps



Task Flows

Broadcast reading (input)
Viewing results (output)

Getting to the Read section (after opening the app)

Description
Swipe the “Read” tab

Call to action
There are only two choices: Listen and Read

Confirmation
The home screen would shift into an input screen

Inputting title and author of story (automated)

Description
Scan the barcode on the book

Call to action
Screen asks user to align barcode with scanner

Confirmation
Checkmark appears to confirm scanning was successful

Inputting title and author of story (manual)

Description
Type the title and author into their respective text fields (optional if scanner worked)

Call to action
The text fields aren’t filled in, or they’re filled in incorrectly

Confirmation
Text appears in the “Title” and “Author” fields

Inputting details about the reading session (optional)

Description
Enter estimated duration, amount (e.g. 1 chapter), tags (so people can search for them)

Call to action
Users feel like filling in these extra fields (filters) to help their listeners find their story

Confirmation
Text appears in the text fields

Starting the session and reading

Description
Hit the Start button and read

Call to action
App tells you to press the Start button to begin recording

Confirmation
Time begins ticking and sound waves are visible

Viewing info about listeners while reading

Description
Look at the visualizations to see how many people are listening right now

Call to action
User wants to know how many people are listening to them

Confirmation
User sees number next to “Listners” fluctuate, dots on map appear or disappear

Ending the reading session

Description
Press the button with the square icon and tap “Yes” to confirm

Call to action
User has reached the end of their reading session or doesn’t feel like reading anymore

Confirmation
User is taken to “Results” screen automatically

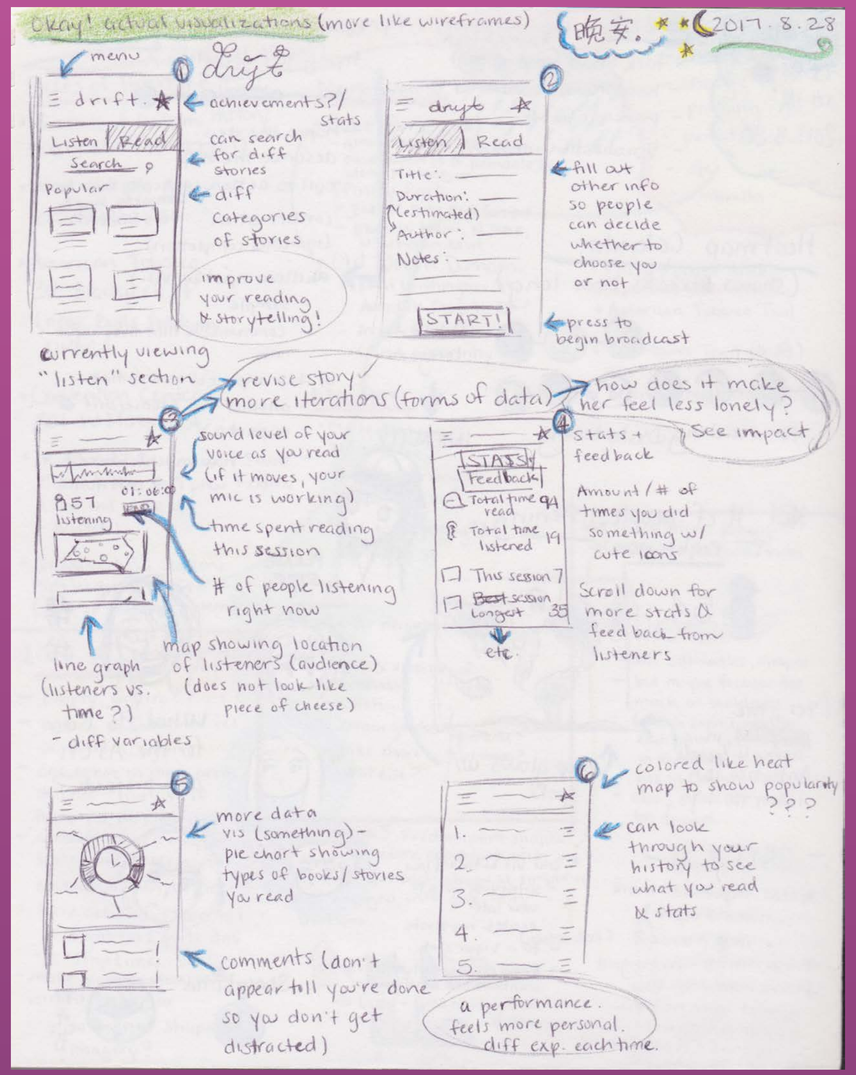
Viewing end results

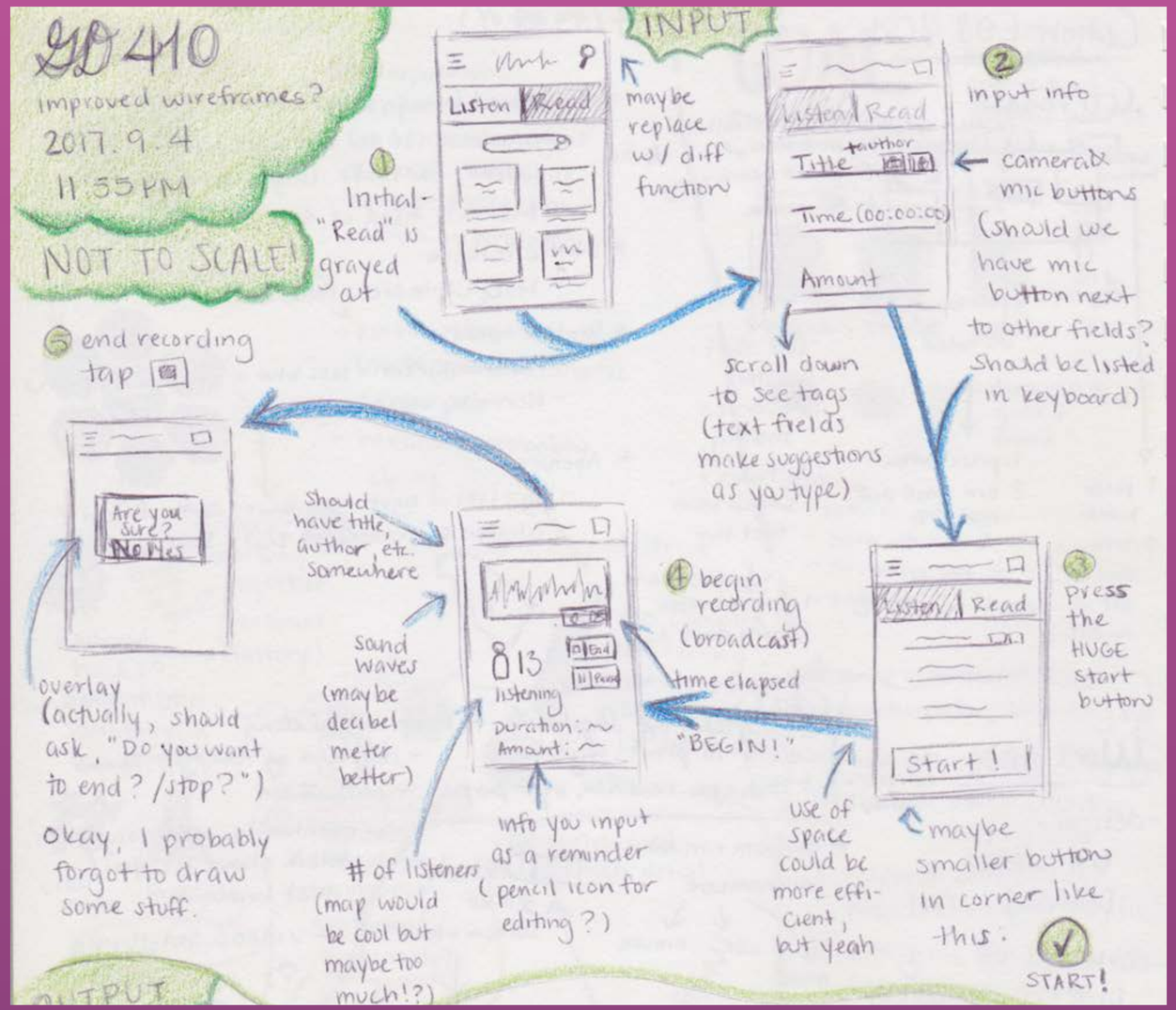
Description
Scroll through the screen of results and get info about session, trends, and feedback

Call to action
There are lots of interesting stats on the screen

Confirmation
Screen is titled “Results”

Initial Wireframe Sketches





GD 410
好多功课
2017.8.30

Due 8.31:
name & tag
- task flows (post photos)
- handdrawn wireframes
- Principle for Mac
- Visualization ideations

1. What specific task ~~are~~ is your user trying to accomplish?

- name the step
- describe the step
- call to action (indicates how to complete step & move forward)
- confirmation (indicates completion)

a) allow input (w/ vis.)
- simple
- communicate that they input info

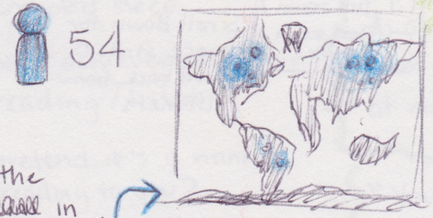
b) show impact of contribution
- another vis. (same/diff as part a)
- how? how much? where? when? why? → diff forms

Heatmap Calendar
(shows streaks, how long)

for reading & listening

Darker = longer
↓
INTENSITY

of people listening right now

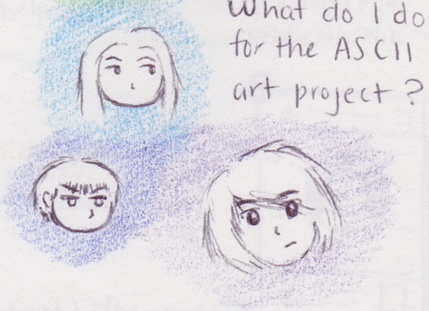


(Yes, the ~~penguins~~ animals/people in Antartica can listen too!)

map glows w/ spots

帮我

What do I do for the ASCII art project?



- CRIT 8.31 -

* less input (or more automated input)
  - img? voice?
* user story & scenario good
* more narrow task flow
  - don't cover too much
  - diverges near end - how about think of ambient vis (non-distracting)

* 2nd vis & task flow:
  - satisfying data to view later - excite & motivate
  - for a bigger goal
  - focus on moment when she wants to see satisfying vis. (diff. pt. in day) - based on habits

Storytime

打开书

What about contribution?

This project has dragged on so long, I've forgotten that this was supposed to be a thing.

BREE → helps others fall asleep
↓ → feels good b/c she's not so lonely
wants them EBooks!
↓
do they open in same app? that'd make it easier for you to read. but less storage space (oh wait, store on cloud)

(ha, it's 5:15, and I still have a grand total of 0 IDEAS for studio tomorrow...)

Data to show in profile:
- hours you've slept
- books you've read (history) + #
- time you've read
- listeners for each session + cumulative
- heat map
- days you've read
- how close you are to the next unlockable

can compare some variables on one chart (x, y) - customize!

* Keep up the good work, Bree!
  - listener feedback

(celebration flourishes - starburst)

< Profile ← toolbox
back ↑

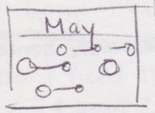
← profile - helps app find books you'd be interested in (also for comments)
← settings to delete or customize
optional?

Bree Searer
breeSea
EXP ← (other stuff here)

ezbreesea

stats!	feedback!

← swipe btwn 2 tabs (3 if you throw in history?)



Ben Pan
Woah! I love your voice!

↑ comments / favorites (likes) can be disabled

Should we have comments (which can be hurtful) or just likes?

maybe buttons that lead to separate pages - less busy
↑
yeah, save space for rewards

most recent
< History ← can filter by genre, title, etc.

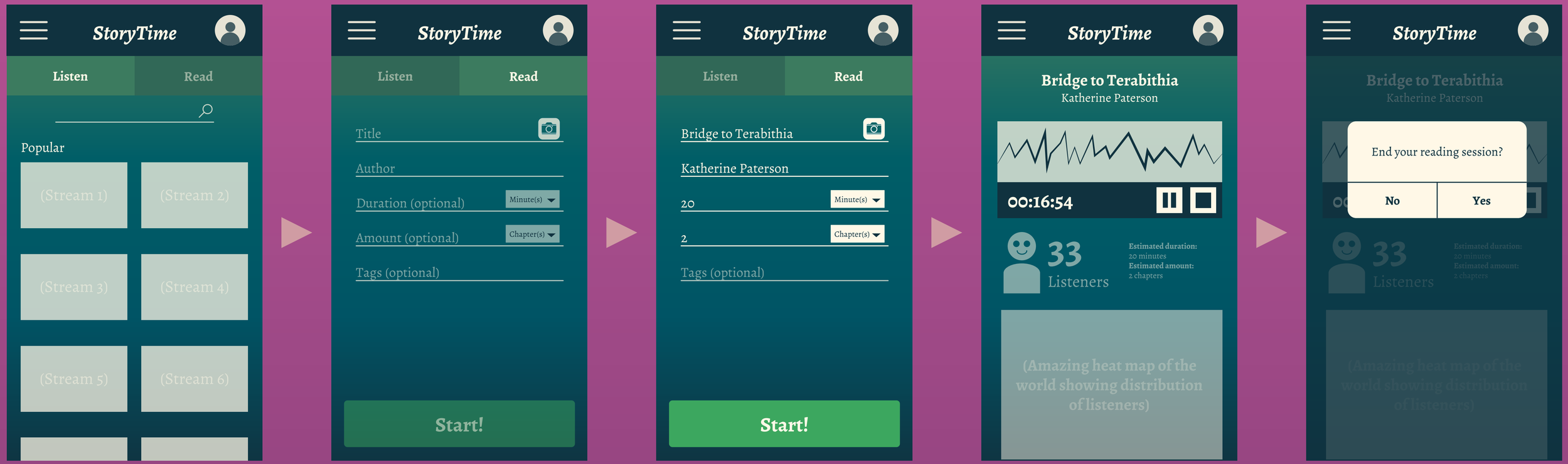
1. Bridge to Tera.
Katherine Paterson
OC: 35
Chapter 1

press & hold to expand to see some details, tap on item to see separate page w/ full detail

Ah crap, forgot about the rewards thing ...

does that need to be a separate page too? do I need a library? SO CUMBERSOME.

Digital Wireframes/Lo-Fi Prototype



GD 410
2017.9.16
OH GOD, HELP ME.

So — still no idea for brand, no name, no wireframes — nothing. And I'm hungry because I can't eat 8 hr prior to surgery. But that's fine - totally fine. I can ignore the growling from my stomach. Also, why is this pen dying so soon?

Great Idea: use Poképalettes for color scheme - find Pokémon that's assoc. w/ night, sleep, friendliness, etc. that also uses vintage coloring

Okay. Let's commence the BRAINSTORMING.

original ideas: ~~StoryTime~~ generic | Booklax laxative!? | ~~Bedbook~~ taken | OpenRead meh.

night.
- sleep
- dark
- lights out
- nightlight
- stars
- moon
- rest
- calm
- clock
- bed
- dream
- nightmare
- pillow
- blanket
- soft
- crickets
- brush
- PJs
- bedbugs
- end
- doze
- slumber
- coma
- Drowzee (drowsy)
- Snorlax
- midnight
- routine
- drift
- pass
- supermario galaxy

buddy.
- friend
- help
- mentor
- pal
- good
- hand
- two/pair
- warm + fuzzy
- narrator
- fun
- companion
- aid
- assist
- kindle
- connect
- network
- POKÉMON
- dog/pet
- cuddle
- comfort
- confession
- banter
- parent/elder sibling (BIG BROTHER IS WATCHING YOU.)
- Animal Crossing
- (not) lonely
- open

read.
- listen
- words
- book
- pages
- relax
- cozy
- fireplace
- story
- DEAR
- cover
- text
- lost
- worlds
- storyteller
- oral
- scholarly
- learn
- emotional
- curl up (and die)
- audience
- crowd
- applause
- poetry
- tales
- tome
- novel
- series
- escape
- wander
- adventure
- time flies
- fantasy

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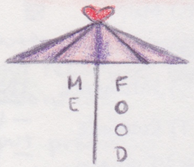


1) bulbasaur - looks like a buddy, relaxing colors
37) vulpix - warm but not too flashy
60) poliwag - blues
80) slowbro? lotta pink
99) kingler - dull colors
102) exeggcute -
103) exeggutor
113) chansey
133) eevee
143) snorlax
149) dragonite
163) hoothoot
185) sudowoodo
200) misdreavus
215) sneasel
223) remoraid
246) larvitar
251) celebi

*PJ Tales (Jammy Tales)
* ~~Booklog~~ TAKEN (DAMN)
- do let them bite!
* Cozy pages instagram tag
* Starry Read(er) tag/username
* ~~cozy cricket~~ TAKEN (ORG)
* soul stories (soul society!?)
* bedtomes
* ~~Dreamtext~~ Taken (org)
* ~~Soothsayer~~ unrelated!
* bookdrift github
* ~~Dreamcast (yk, no)~~
* ~~Cozy covers~~ organization? (book & bed covers)
* chimney tales
* ~~bookcast~~ org
- NO PAGECAST
- NO STORYCAST

GD 410
2017.9.18
Stuff due tomorrow

259) Marshtomp
269) Dustox
276) Taillow
280) Ralts
284) Masquerain
302) Sableye
314) Illumise
332) Cacturne
349) Feebas
350) Milotic
353) Shuppet
373) Salamence
407) Roserade
456) Finneon
488) Cresselia
582) Vanillite
605) elgyem

Why did I do all that?!?

branding/UI

needs to use Apple UI

* 3 DIFF CONCEPTS
- 2+ screens in PS/Ai
- logos
- screen icons

* visual branding for UI + refined wireframes (input + contribution)
- refine hierarchy
- alternative input layouts
- languages

+ remember: based on nanny's tastes, brand attributes
→ approachable open-minded fun
→
- cozy pages
- starry reader (sounds dreamy)
- bedtomes (doesn't sound fun though)
- cozy covers
- booklax
- book cast
- openread
- openlisten
- buddy cast

the book is your blanket. it helps you sleep at night.

it looks like a tent?

INPUT
- text field
- button
- slider
- drop-down
- checkbox
- radio button
- toggle
- calendar
- thumb-wheel

scheduled readings - gain a following/audience

Rosalina and the Lumas

maybe you see some benevolent spirit watching you

fireplace → alegreya, Script → handwritten → BREE

FIRE.

lobster tail? (Matt would be angry)

approachable - not too bold, easy to understand UI (simple), casual

open-minded - openness, cool colors?

fun - colorful, casual, game-like

See usability.gov - user interface elements

do I need to design for landscape?

I kinda brainstormed - now let's jump to branding / UI!

Name: StarryReader (let's go with that for now...) ★

Color scheme | 色

1. Cresselia (#488) or Illumise (#314) - dreamy, cool, dark, relaxing
   violets, pinks, blues, yellows
2. Feebas (#349) - faded, vintage-y, night sky
   blues, browns, yellows, pinks
3. Roselia (#315) - healthy, green, natural, vibrant
   greens, blues, pinks, yellows

which data vis. are essential? what would she be most excited to see? what would keep her coming?

also, voice recording movement doesn't need to be so big

Logos? | 象征

dream big! you're a star!

Something coming out and ~~into~~ world! ~~movement~~

open book superimposed on star

book = moon

star in R which contains book

S + R + star

cursive SR ★

SR on open book - the world is unfolding / opening!

cursive SR out of book

um, idk. looked better in my head

star + book covers (looks like you're flying) shooting star

books form a star (books in circle - sharing)

ew, what is that!?

star bursts from the book! (that looks like sun rising from behind mountains)

something hand-colored, handmade (have rounded corners)

JESUS CHRIST

that kinda looks like a logo and dreamy

Screen Icons? | 图标

don't make them generic

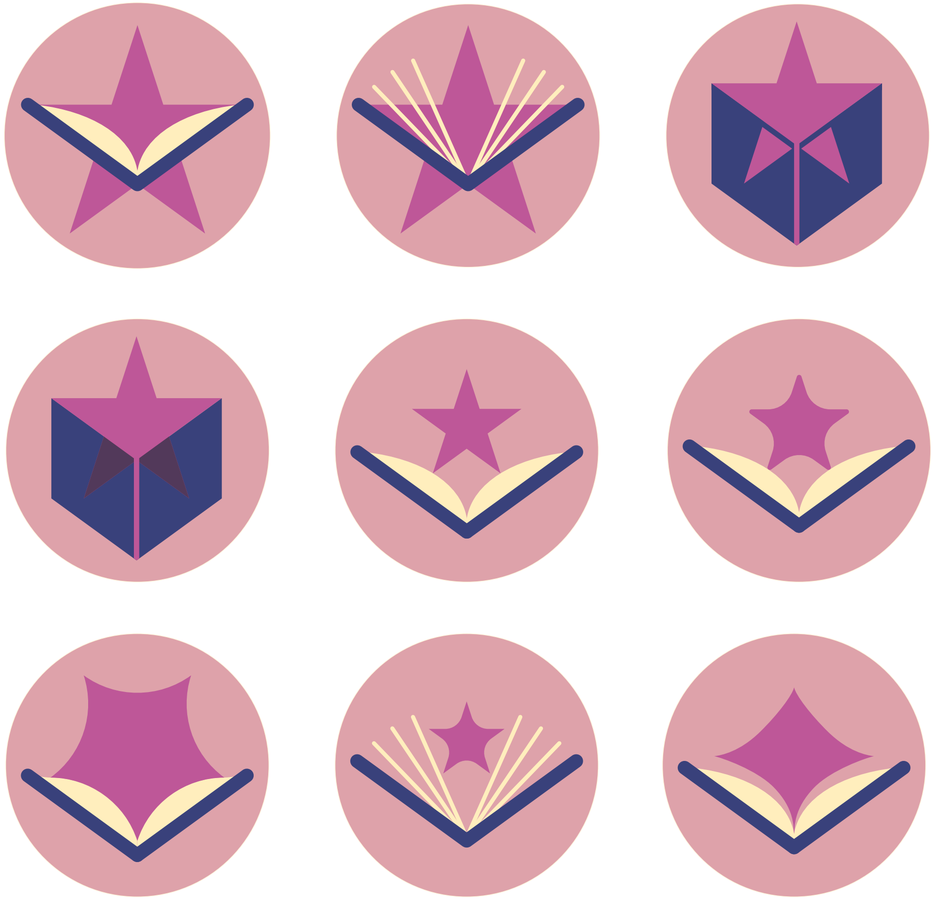
- nav drawer?
- profile
- search
- listen
- read
- camera
- upload

- start!
- next
- pause
- stop
- people (listeners)
- chart stuff

ehhh...

POP-UP BOOK!?

supposed to look like star getting sucked out of book (why is life SO HARD)



StarryReader

Color scheme

Both Sections

- #c55a9c
- #8b427b
- #dea2aa
- #ffedbc
- #aa9258

Listen

- #b8c3e3
- #38417b

Read

- #e1c5df
- #523a5a

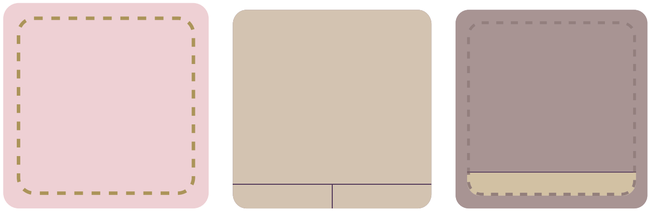
Typefaces

Alegreya Bold
Alegreya Regular

Brand Attributes

Approachable
Open-minded
Fun

Containers

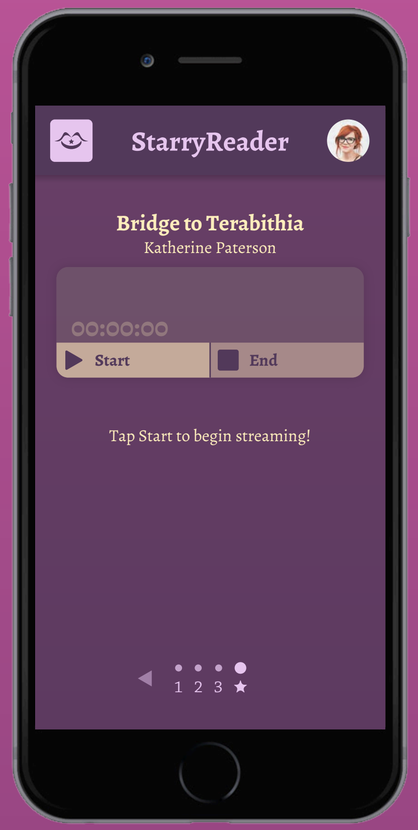


Icons

Gathering Input

1 2 3 4 5

Displaying Output



6

7

8

9

10

Hi-Fi Prototype

StarryReader

YouTube Link

https://youtu.be/XWjT2vy-duw