

User Interface | Local Library App

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Project Summary:

Libraries nationwide are always looking to share more of their books and encourage reading. But with how fast technology is changing, most only have a website, and not much other internet presence. It is to fill the gap left in the wake between computers and phones that an app will be designed to link their audience, provide information on books, and then attract new readers.

Audience Profile:

The audience that reads library books is widely varied and comes from all walks of life but all enjoy one thing most if they continue to come to libraries and check out books. The books themselves. They enjoy the smell of leather and paper, and can get lost in a library for hours on end as they look for the perfect book to read. But for those who don't have much time, they often rush in, snatch the first book that seems interesting, and get out. It is this audience that is in need of an app to help them find exactly the book they want before they even step inside the Library.

Perception, Tone, Guidelines:

The Local Library App will be portrayed as a freindly, easy-to-use app with a simple purpose and easy to learn functions. It will be designed with the reader in mind, starting from the top left and heading right, then down. The app should feel neutral in design and not promote any one library over another too much: close to government design but not so cold as to drive away potential users.

