

Lithaven App Design

Lachlan Allen

Project overview



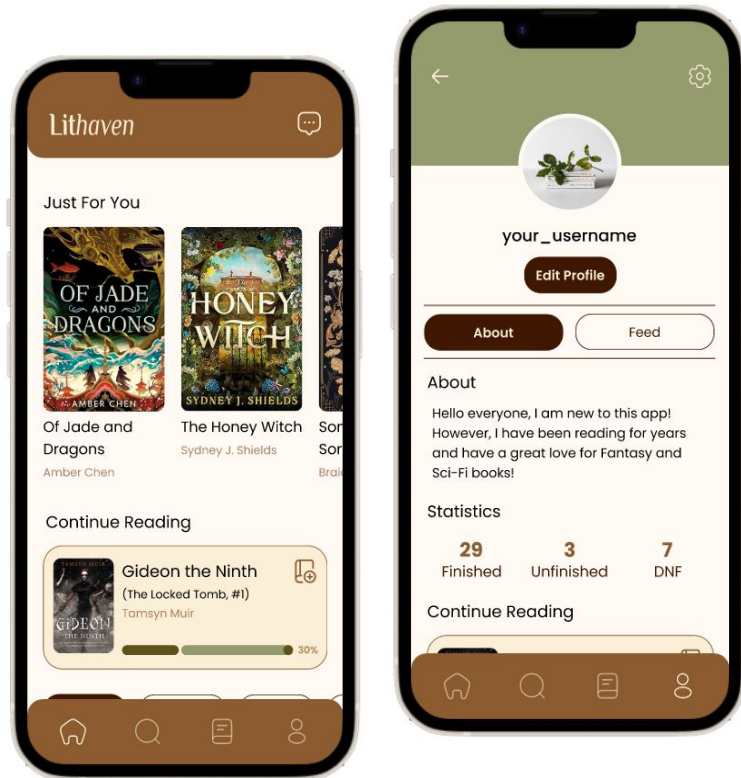
The product:

Lithaven is an app designed to support readers, of all ages, in their journey to find and read new books. Lithaven is a book cataloging application where users can search, save, review, and organize books they have read or are interested in reading. Lithaven aims to create a community where users can find other like-minded readers and engage in book discussions.



Project duration:

June 2024 to July 2024



Project overview



The problem:

Some common pain points users may have that Lithaven aims to resolve are:

- Needing good and personalized book recommendations.
- Needing a competent and comprehensive search engine.
- Needing a sense of community.



The goal:

The goal of Lithaven is to create an engaging and user-friendly platform that addresses common pain points by providing personalized book recommendations, a powerful and comprehensive search engine, and fostering a diverse community of readers with social features.

Project overview



My role:

Lachlan Allen, UX designer, covered the design process from beginning to end.



Responsibilities:

I employed a user-centered design approach to develop an app that ensures equity for all users. The process involved conducting user research, creating low-fidelity digital prototypes, and refining high-fidelity prototypes through iterative user testing.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



Prior to developing my personas, I researched the most popular book genres, the gender distribution of readers, the most commonly published languages, and the countries with the highest readership levels.

Before conducting research, I assumed the gender distribution of readers would be more vast. However, I found that this gap is continually shrinking.

User research: pain points

1

Recommendations

Wanting to read but feeling lost on what to read - needing good and personalized book recommendations.

2

Search Engine

Needing a competent and comprehensive search engine that allows the user to filter results.

3

Community


Needing a sense of community, including the ability to share and discuss books with other readers.

Persona: Serenity Carter

Problem statement:

Serenity is a high school English teacher that needs to find like-minded readers in book community because she wants to find good but underrated books.

Serenity Carter



AGE

26

GENDER

Cisgender Woman

EDUCATION

Bachelor's in English

OCCUPATION

High School English Teacher

FAMILY

Single

LOCATION

Atlanta, GA

BOOK GENRES

historical fiction, contemporary fantasy, and romance

Goals

- To find books within her favorite genres that are not always mainstream.
- To keep track of books she has read and is interested in reading.
- To connect with like-minded readers and facilitate discussions about her favorite books.

Personality

Creative

Methodical

Sentimental

Thoughtful

Extroverted

Introverted

Pain Points

- Difficulty finding a diverse range of books from diverse authors.
- Struggles to find a community of readers to connect with.

Relevant Quote

"I love reading books that celebrate my culture and sharing that with other readers."

About

Serenity is an avid reader and educator who wants an app that simplifies her search for good books from a diverse range of authors. She also wants a space to connect with a community that shares her reading interests. As a busy educator, Serenity values her time and would like an app that can curate personalized book selections. She also values organization and would appreciate the ability to organize her books based on her specific preferences.

User journey map

Serenity places a lot of focus on community, she is also more patient.

Persona: Serenity Carter

Goal: Participate in book discussions, sharing insights on her latest reads.


ACTION	Search for Books	Join Group Discussions	Contribute to Conversations	Organize Meetups	Share Personal Insights
TASK LIST	Tasks A. Search for historical fiction genre. B. Filter results for specific characteristics. C. Read book blurbs.	Tasks A. Join discussion forum. B. Start chatting with other users. C. Bookmark interesting groups/discussions.	Tasks A. Post thoughts about recent reads. B. Respond to other users' reviews and comments.	Tasks A. Coordinate online book club meetings. B. Send invites. C. Participate in meetings.	Tasks A. Write reviews. B. Rate books. C. Post recommendations.
FEELING ADJECTIVE	<ul style="list-style-type: none">ExcitedSelective	<ul style="list-style-type: none">PleasedWelcomed	<ul style="list-style-type: none">IntriguedChallenged	<ul style="list-style-type: none">AppreciativeEnthusiastic	<ul style="list-style-type: none">Satisfied
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Enhanced and more specific search filters.Personalized recommendations.	<ul style="list-style-type: none">Recommendations based on previously saved/rated books.	<ul style="list-style-type: none">Notifications for replies and new discussion posts.	<ul style="list-style-type: none">Integration with calendar and meeting software.	<ul style="list-style-type: none">Featured reviews.

Persona: Alex Johnson

Problem statement:

Alex is a Software Developer that needs effective book recommendations because of his busy schedule.

Alex Johnson



AGE	49
GENDER	Cisgender Man
EDUCATION	Bachelor's in Computer Science
OCCUPATION	Software Developer
FAMILY	Married with 2 Children
LOCATION	San Francisco, CA
BOOK GENRES	history, epic fantasy and science fiction

Goals

- To manage his reading habits around a busy work schedule and rich family life.
- To efficiently find books that align with his personal interests.

Personality

Creative	Methodical
Sentimental	Thoughtful
Extroverted	Introverted

Pain Points

- Struggles to find time to search around and select a new book to read
- Difficulty finding effective and tailored book suggestions.
- Struggles to measure his reading progress.

Relevant Quote

"I want an effective way to search for books I know I will enjoy, instead of wasting my time sifting through pages of results."

About

Alex is a tech enthusiast and father who juggles work and family life. He often utilizes technology to streamline his hobbies, including reading, and wants a place to effectively track and manage this progress. Alex values efficiency and wants an app that will offer a curated list of recommendations. He also wants to tailor his search results to find books that fit his specific interests.

User journey map

Alex prioritizes efficiency and is less patient, thus the task flows would need to be streamlined for his satisfaction.

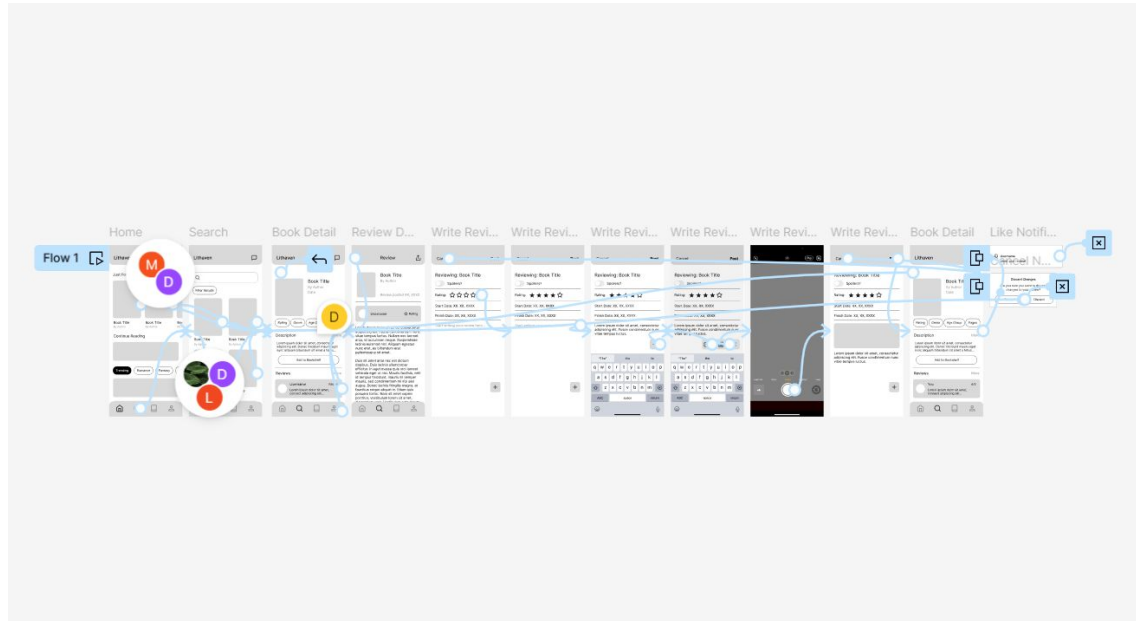
Persona: Alex Johnson

Goal: Find a science fiction book and manage his reading progress.

ACTION	Personalize Book Preferences	Review Recommendations	Track Reading Progress	Engage with Others	Optimize Reading
TASK LIST	Tasks A. Select favorite genres. B. Select favorite authors. C. Adjust recommendation settings.	Tasks A. Review recommendations. B. Add books to reading lists. C. Choose a book to start reading.	Tasks A. Update reading status. B. Bookmark the last read page. C. Log reading session.	Tasks A. Find a group to discuss the latest book read. B. Discuss insights with other users.	Tasks A. Adjust settings for reading goals. B. Customize notifications for reading reminders.
FEELING ADJECTIVE	<ul style="list-style-type: none">OptimisticPleased	<ul style="list-style-type: none">Motivated	<ul style="list-style-type: none">AccomplishedDisciplined	<ul style="list-style-type: none">InspiredEncouraged	<ul style="list-style-type: none">In-ControlSatisfied
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Integration of AI for personalized recommendations.	<ul style="list-style-type: none">Update lists dynamically based on user preferences and reading data	<ul style="list-style-type: none">Automated tracked reading timeReminders for reading goals.	<ul style="list-style-type: none">Topic-specific discussion threads/channels	<ul style="list-style-type: none">App "modes" for different needs, for example: a "focus" mode for when the user is reading.

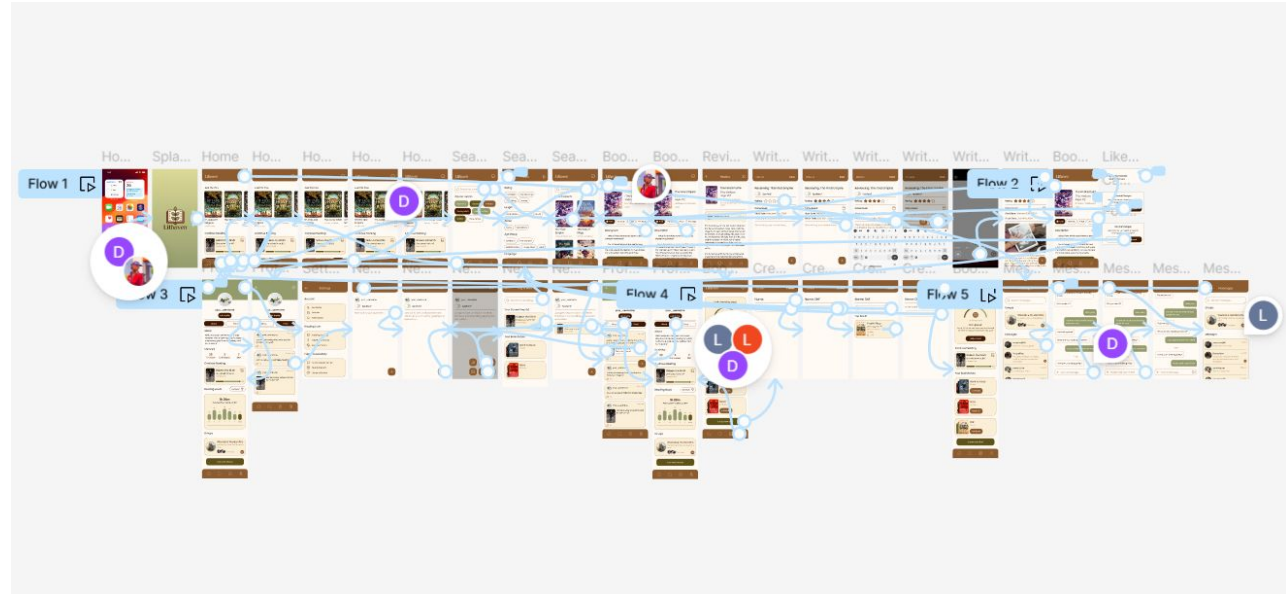
Low-fidelity Prototype

[View the Prototype Here](#)



High-fidelity Prototype

[View the Prototype Here](#)



Usability study: findings

This first usability study was conducted on a low-fidelity prototype and focused on information architecture and user flow. The second usability study was conducted on a high-fidelity prototype and focused on user flow and design.

Low-fidelity Round 1 findings

- 1 Effective navigation
- 2 Effective screen layouts
- 3 Some elements were too small

High-fidelity Round 2 findings

- 1 Effective task flows
- 2 Minor issues with task scroll positions
- 3 Suggestions on more user freedom with tasks

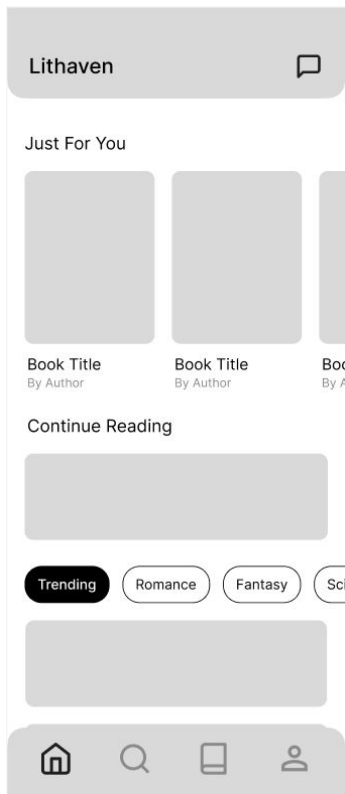
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

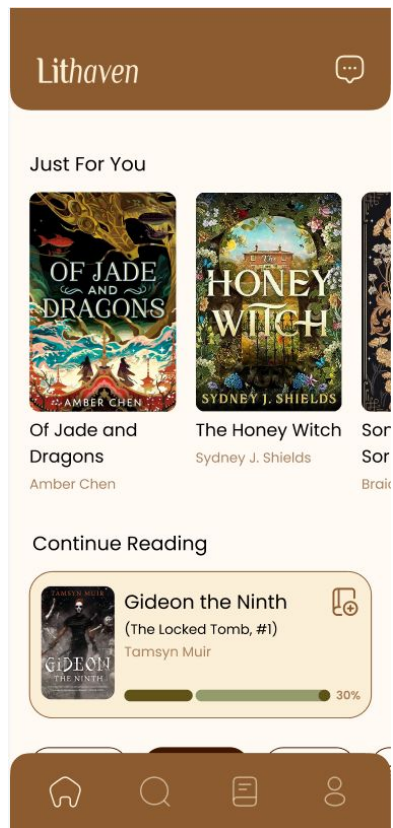
Mockups

After the first usability study, I adjusted the sizing of many screen elements to allow for better visibility and interactivity.

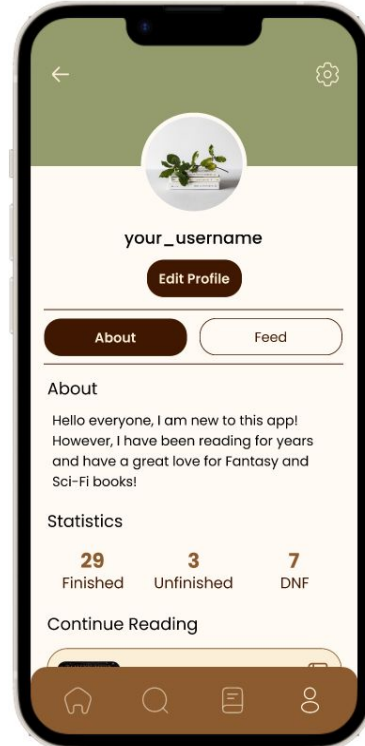
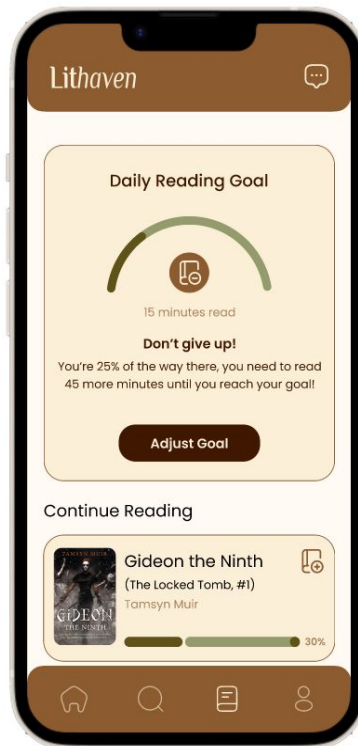
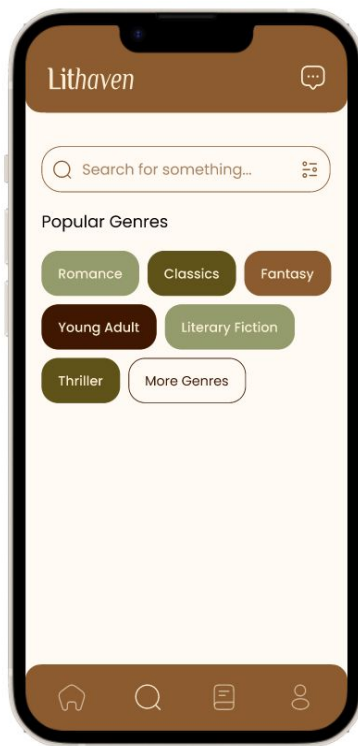
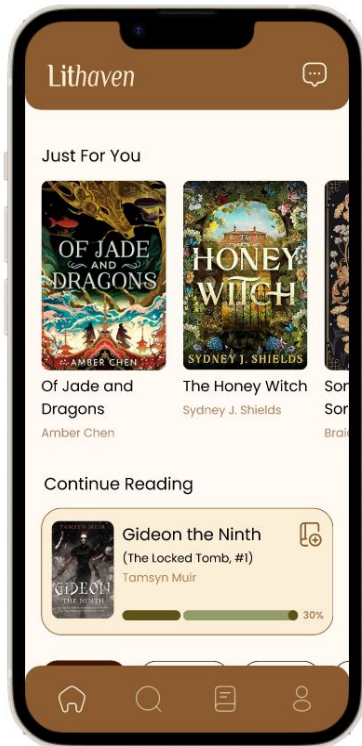
Before usability study



After usability study

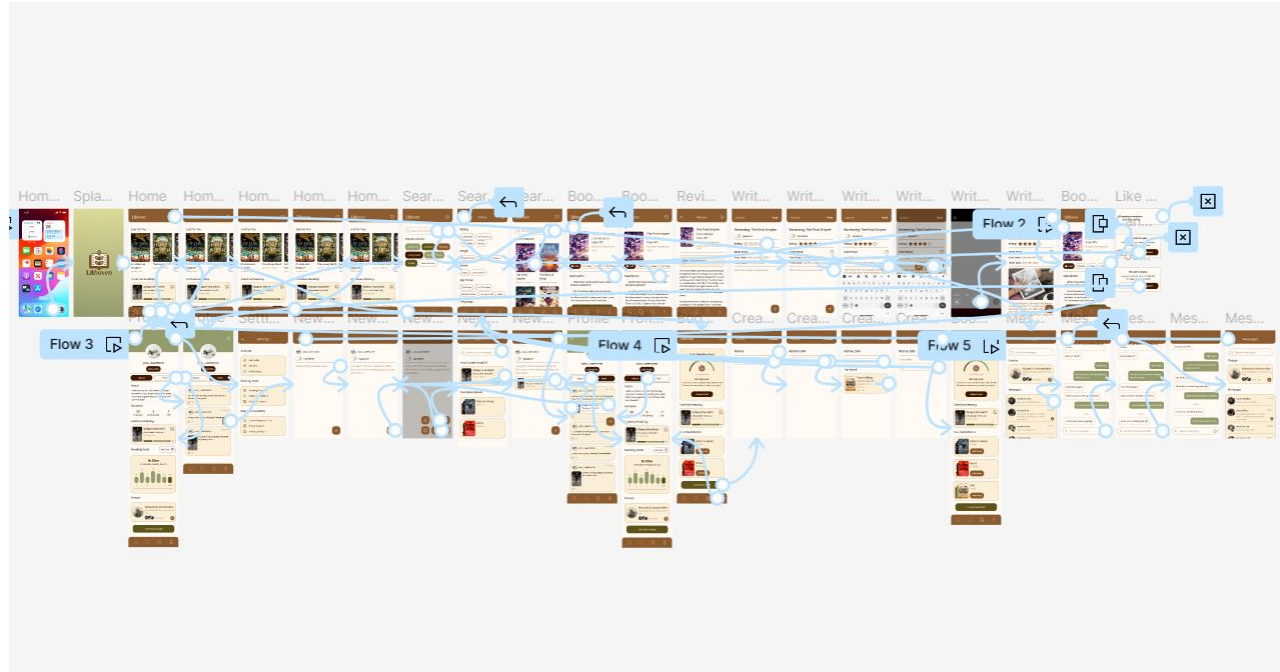


Mockups



Final High-fidelity Prototype

[View the Prototype Here](#)



Accessibility considerations

1

Visibility

I utilized a color blind friendly color palette and adequate contrast on all screens to help those with visibility issues.

2

Fine Motor Issues

All buttons have an adequate amount of padding to help those with fine motor issues.

3

Screen Readers

I included a setting that allows the user to set up or synch screen readers.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Users had overwhelmingly positive reviews on the Lithaven prototype. One user stated, "This is honestly so well done, awesome job! The user flow was easy, and my task list was easy to accomplish. I would definitely download this app."



What I learned:

From this project I was able to practice the design process and receive helpful feedback from users during usability studies. This feedback allowed me to consider design elements outside of my own perspective.

Next steps

1

Develop more tasks for the app that further target user pain points.

2

Conduct more usability studies to continue iterating and improving the app experience.

Let's connect!



Thank you for viewing my case study, I would love to connect with you and hear your thoughts on my project!

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