



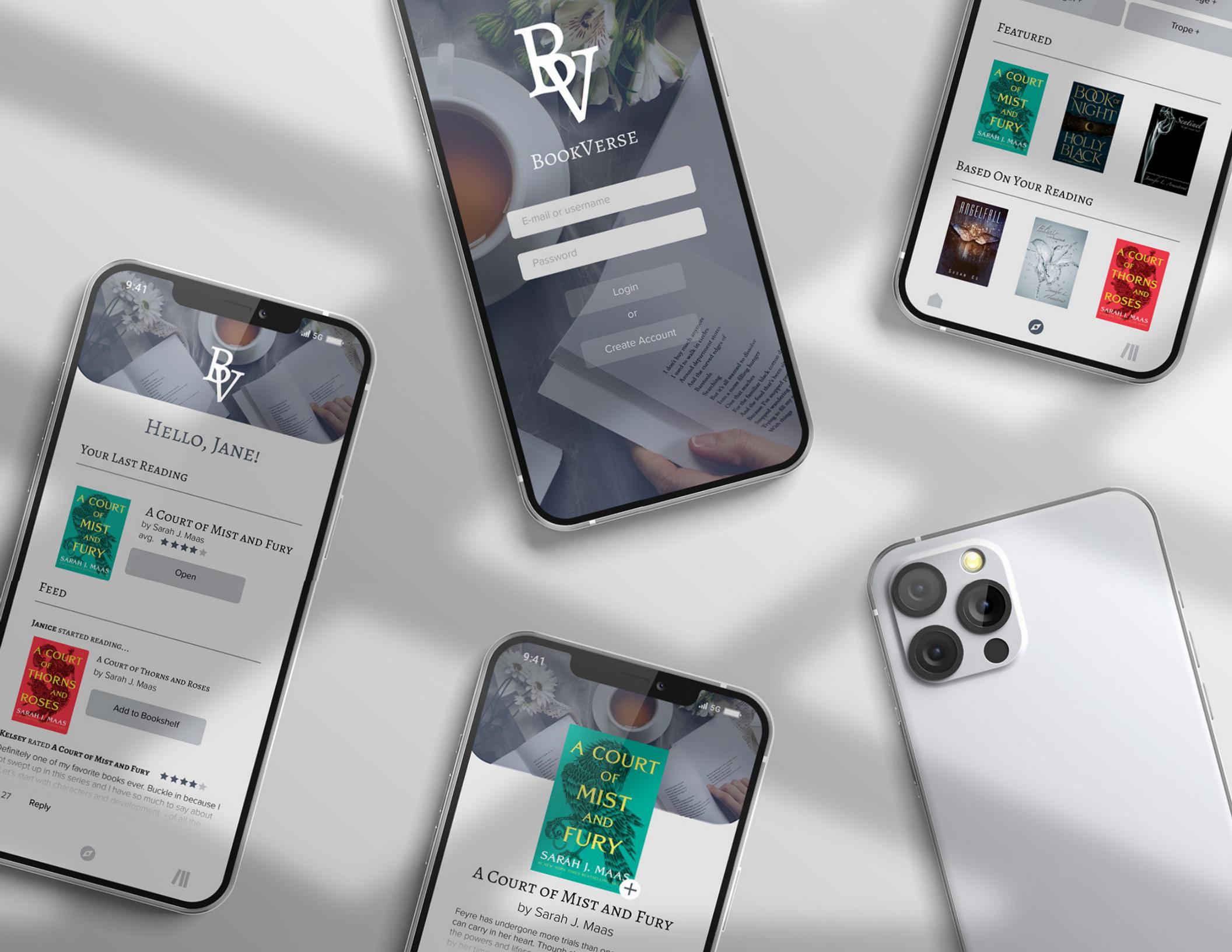
BOOKVERSE

UX / UI CASE STUDY

APP DESIGN

AND THIS IS
we go home. W / IT IS
and we sh...
we don't sleep with them open
for fear the world sees in
really sees us
sees our pain
sees our mess
sees the things we create we're too afraid to show
the art we create we're too afraid to show
see our broken hearts
see our broken hearts
we don't open our doors wide
turn the spotlight on
and say, 'I haven't done laundry in a week.' My girlfriend
left me. I'm not sleeping.
I just shut the white door
with a blue handle
lie in bed
at the ceiling all night.

I don't buy much anymore
I used to walk in circles
Around department stores
And the curved edges of
Barstools
Searching
But it's all seemed to dissolve
Into a more filling hunger
One that reaches
For the familiar black cotton dress
And the food that's been sitting in the
Because I've stopped preparing for the
Stopped wandering endless circles
Trying to fill my empty spaces
With things





PROBLEM

Book publishers have moved from print books to e-Books. Various mediums have been developed to facilitate the reader-book matching process. But there are infinitely many good books to read, and readers just aren't finding them.

SOLUTION

An app that combines different social media & forum platforms in addition to book reviews, drawing users away from other platforms and spotlighting books to connect fandoms.

The UX/UI development of this app featured robust user testing & prototyping, competitive analysis, persona creation, and wireframing. During UI development, I also researched visual design ideas to implement the final visual design when the UI was finalized.



AND THIS IS HOW
we go home
and we shut our doors
for fear that our enemies in
really see us
see our pain
see our mess
see the things we can't
see our broken hearts
the art we create
we're too afraid to place
turn the spotlight on
we don't open our doors wide
and say, "I haven't done laundry in a week."
My boyfriend
left me. I'm not sleeping
with a blue handle
tie in bed
at the ceiling all night.

BODYSTORMING

Gathered information about various platforms used to help users with process of discovering a book with several defining characteristics.

CONSUMER INTERVIEWS

Conducted interviews with individuals within the research group.

COMPETITIVE ANALYSIS

Analyzed competing products to see how they perform.

GOALS

Get users reading and away from other distracting social media apps.

Develop an interface that enhances the book searching process, rather than frustrates the reader.

Match readers with the kinds of books they like, rather than ones that will push them further into a reading "slump."

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Around deep edges of
And the curved edges of
Bar stools
Searching
But it's all seemed to dissolve
One that reaches
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Because I've stopped preparing for the
Stopped wandering endless circles
Trying to fill my empty spaces
With things

INTERVIEW QUESTIONS

1. Describe a typical "book slump" for you.
2. What tools do you use to find new books? Does their ease-of-use determine length of search before you give up?
3. Do you deviate from your preferred genres?
4. Are there specific things that frustrate you at the end of a failed book search?
5. When you do find a book, what aspects of that book align with what you were hoping to find?
6. If you were to choose between reading and browsing social media sites, which one are you most likely to choose before and after your book search?

B
V

AND THIS IS HOW IT IS
we go home
and we shut our doors
we don't sleep with
for fear the world
really sees us
sees our pain
sees our mess
sees the things we can't brush in plain
the art we create we're too afraid to see
see our broken hearts
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INTERVIEWER SCREENING

CONTEXTS

High phone/reading device usage

Enjoys frequent recreational activites

Social media usage

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ATTITUDES

Focused, but overall creative personality

Open-minded to new experiences

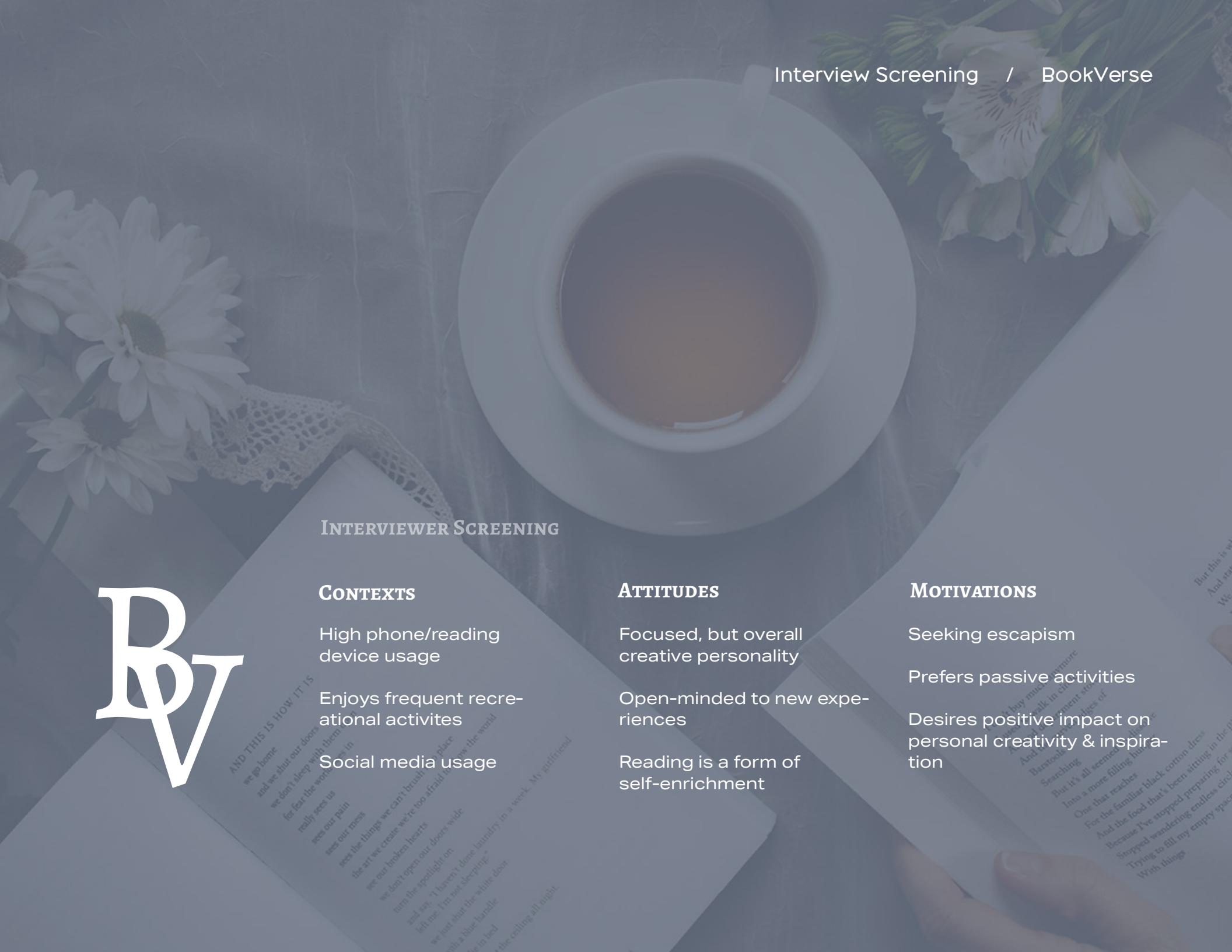
Reading is a form of self-enrichment

MOTIVATIONS

Seeking escapism

Prefers passive activities

Desires positive impact on personal creativity & inspiration





ALICE

Alice is a college graduate working full time in the tech industry. At the end of a busy day, she likes to read good books to de-stress and escape into a fantasy world. She would opt for a good book over social media, so long as that book doesn't require significant energy to look for.

AGE
27

OCCUPATION
Full-time employee

INCOME
<70K

LOCATION
San Francisco, CA

STATUS
Single



NADIA

Nadia is an undergraduate student. In her spare time, she either likes spending time with family or holing up with a good book or videogame. Social media tends to be a fun distraction from daily work, but she seeks more enriching fulfilment from books.

AGE
23

OCCUPATION
Full-time student

INCOME
Unemployed

LOCATION
Santa Barbara, CA

STATUS
Single

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Because I've stopped preparing for so
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Trying to fill my empty space
With things



LAURA, 27, FEMALE

Goodreads is probably the best tool I've used, but it's not very well organized. I don't like that I have to dig through book lists about topics I'm interested in. However, I like that people put in funny comments with gifs and such. I'll read those for hours.



JAKE, 24, MALE

An easy, clean interface is nice. I like seeing what I need immediately. I don't use Amazon for book info or reviews because there is a ton of information. For example, I like to browse through quotes of books I'm considering reading to get a handle of what the language style is like.

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Stopped wandering endless
Trying to fill my empty
With things

ANNIE, 26, FEMALE



Most tools have a feature of user-generated lists that can be added to and edited based on certain criteria. I find those helpful because they stand alone from algorithms that tend to lump books together based on numbers. If I'm in a mood for a certain trope/story element, I can usually find a list featuring what I'm looking for.

MAX, 32, MALE



I slow down on book searches after I've read a series of a couple of good books. I want to read something new, but don't have anything lined up, and I give up on books that don't wow me in the first hundred pages.

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With things

	DESCRIPTION	GOODREADS	INSTAGRAM
USER LISTS	Theme/feature lists generated by book enthusiasts (not related to ratings alone).	oriented searchability	No
USER REVIEWS	Reviews made by readers.	Yes	No
BOOK ART/QUOTES	Inspiring artwork/quotes to give a feel for the book	Yes	Yes
USER INTERACTION	Features that allow users to interact.	Yes Y	es
TAGGING	Ability to tag keywords for other users	Yes Y	es
UX RATING		9/10	7/10
PROS	Specialized interface, easy to sift through large volumes of books. Great for conveying the aesthetics/atmosphere of books.		
CONS	Lack of variety/specificity. Restrictive algorithm.		

GOODREADS

VISIBILITY OF SYSTEM STATUS

All interface options for book selection, ratings and searchability are highly responsive and clear.

MATCH BETWEEN SYSTEM AND REAL WORLD

Goodreads uses real world mental models of libraries for terms like "bookshelves" and "library/librarians" to encourage familiarity.

USER CONTROL AND FREEDOM

Users are free to customize their bookshelves and ratings throughout the app.

CONSISTENCY AND STANDARDS

There's a learning curve to most of Goodread's services, that a user needs to get accustomed to.

ERROR PREVENTION

The searchability/organization of Goodreads makes it easy for mistakes to be made. Specifically where title versus author selection in listings are involved.

RECOGNITION VERSUS RECALL

Goodreads prioritizes book covers and uses icons that users can recognize and navigate

FLEXIBILITY AND EFFICIENCY OF USE

Goodreads does not save users' search history, there isn't much tracking of recent activity, beyond algorithmic recommendations.

AESTHETIC AND MINIMALIST DESIGN

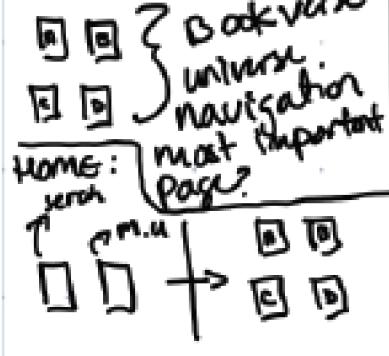
Information is abundant on the app, but there are nuanced features that users must sift through in order to access it. Customization options are limited.

RECOGNIZE, DIAGNOSE, AND RECOVER FROM ERRORS

Minimal. Goodreads "librarians" are available to ask for help, troubleshooting questions are submitted to forums.

HELP AND DOCUMENTATION

Identical to above. Goodreads "librarians" are assigned to help users with issues.

Ease/Usability	BookVerse	Tagging	Searchability
<p>Homepage → search → explore?</p> <p>Home: search most important page?</p>  <p>Bookverse universe navigation</p>	<p>A</p> <pre> A ↓ Plot forum ↓ Chorando format ↓ Spoiler = Page </pre> <p>Discussion vs. Questions</p> <ul style="list-style-type: none"> → can like, can comment → Photo page for posting merchandize? (if applicable) 	<p>→ Disc. forums have tags</p> <p>→ users can add tags to their posts (others can filter esp. to posts and photos?)</p> <p>→ Tagged format posts to either be in micro-verse or in separate category (debate)</p>	<p>[standard ISBN, etc. features]</p> <p>What do users want?</p> <ul style="list-style-type: none"> → specific tropes → specific character personalities !!! <u>Not</u> in bookverse search will be in separate page!!! Call it: cold search? separate from searching for book already in user's possession.
<p>Productivity</p> <ul style="list-style-type: none"> → one standard form for each book, optimal to fill out. Star-based system, can filter. → Will be part of Bookverse → organize bookshelf and categorize books for algorithm? 	<p>Interaction</p> <ul style="list-style-type: none"> Goodreads = reviews Instagram = artwork / comments / fan pages → like an organized Instagram <ul style="list-style-type: none"> ↳ confusion pages → maybe character pages? → Question / spoiler forums 	<p>Incentive (to read)</p> <p>User hierarchy?</p> <p>more books read = forum bookkeeping = format moderating = "librarian" status</p> <p>→ ranking or not? Don't want to rely too much on ratings, that's what GR is for</p> <p>Highest book count: <ul style="list-style-type: none"> → own page to fill w/ fans, like YouTube reviews. </p>	<p>Author</p> <ul style="list-style-type: none"> → user return to favorite authors, → authors can have their own "master page," share fan art <p>!!! Potential for new writers? Might be diff. opp - reviser</p> <p>→ favorite readers connect with authors?</p>

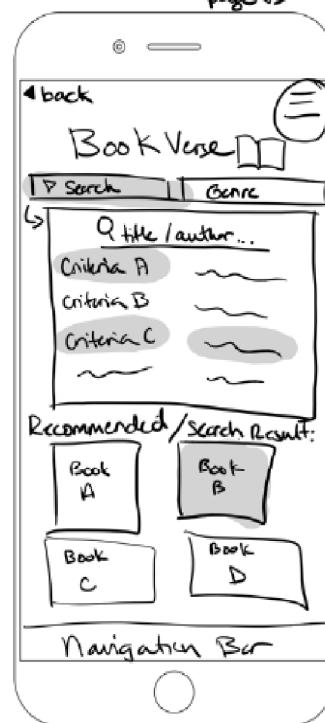
User wants to explore BookVerse
for a new book rec/browse

Task 1: new books using the BookVerse
TASK # & DESCRIPTION

STEP # 1: Home Page



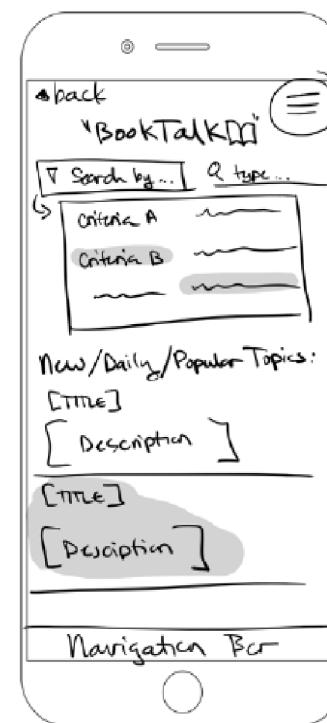
STEP # 2: "Search"
BookVerse
(Aka "Discovery page")



STEP # 3: Enter books
profile, or
"BookVerse"



STEP # 4: Explore forum
topics



NOTES

Select BookVerse(AKA
"Discovery Page")

NOTES

User can browse recommended
or filtered search results
on specific criteria.

NOTES

User enters individual
"BookVerse" to explore, goes
to forum section

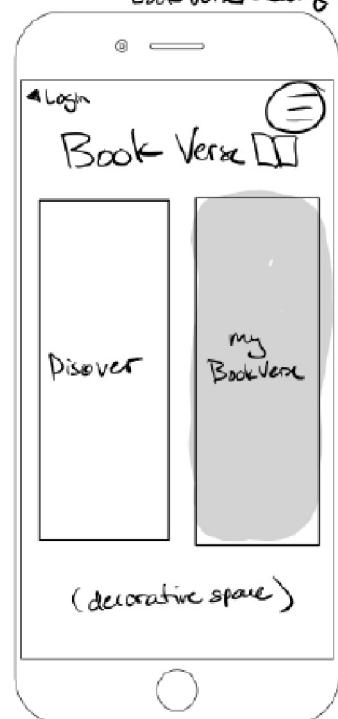
NOTES

User browses
discussion forum

User will go to personal profile
to view/interact with saved book
Task 2: user is browsing for their next book.

TASK # & DESCRIPTION

Selected "My Profile"
STEP # 1: instead of
Book Verse/Discovery



NOTES

User enters personal
profile from home
page

STEP # 2: Enter my
Profile



NOTES

User enters profile
and navigates to saved
books

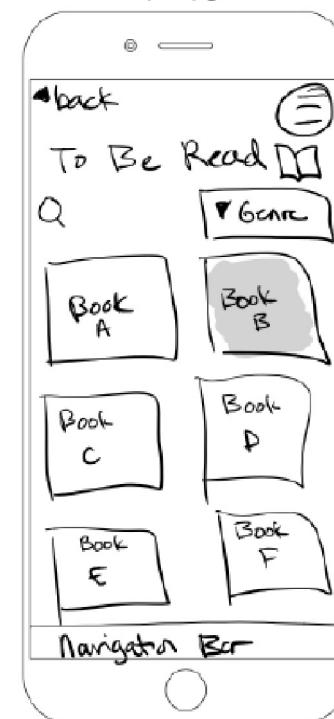
STEP # 3: Review
Books saved in
my Bookshelf



NOTES

User enters bookshelf
and selects "TBR"

STEP # 4: Look through
books in "TBR"



NOTES

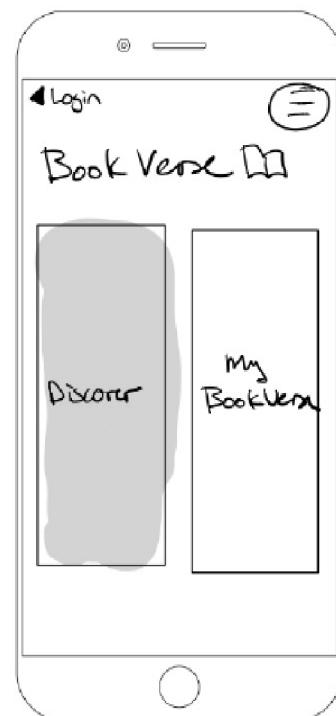
User navigates to
potential book

Once they are finished reading, users will have the option to fill out a review.

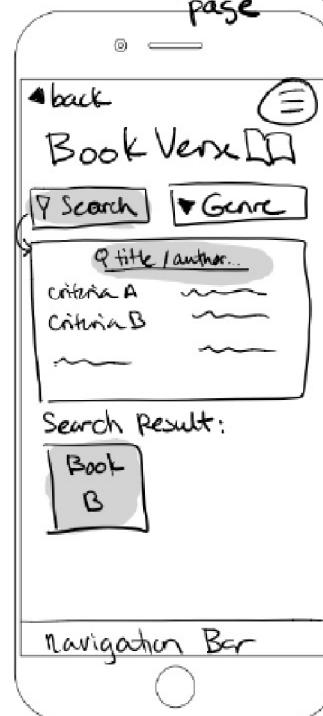
Task 3:

TASK # & DESCRIPTION

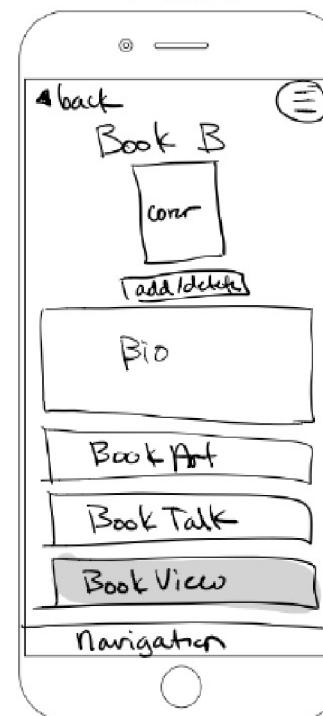
STEP # 1: User will enter Discovers



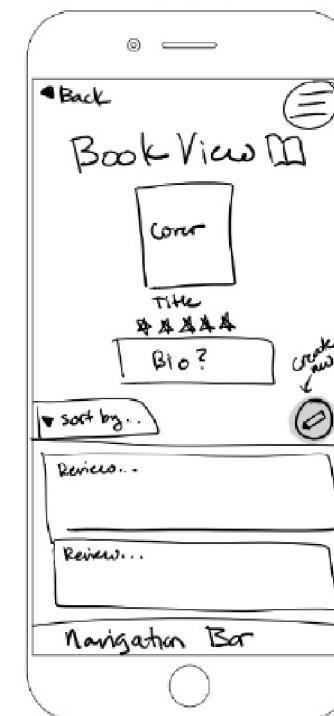
STEP # 2: Search for book in discover page



STEP # 3: Enter BookView to review



STEP # 4: Enter BookView



NOTES

User will want to leave review after reading

NOTES

User searches by name and finds book

NOTES

User enters BookView page to leave review

NOTES

User can view reviews, but primary task is to leave review

Task One: User will explore BookVerse for a new book recommendation, specifically by browsing forums for new books on the Discovery page.



Task Two: User will go to personal bookshelf to view/interact with saved books, browsing for their next reading by exploring fanart.

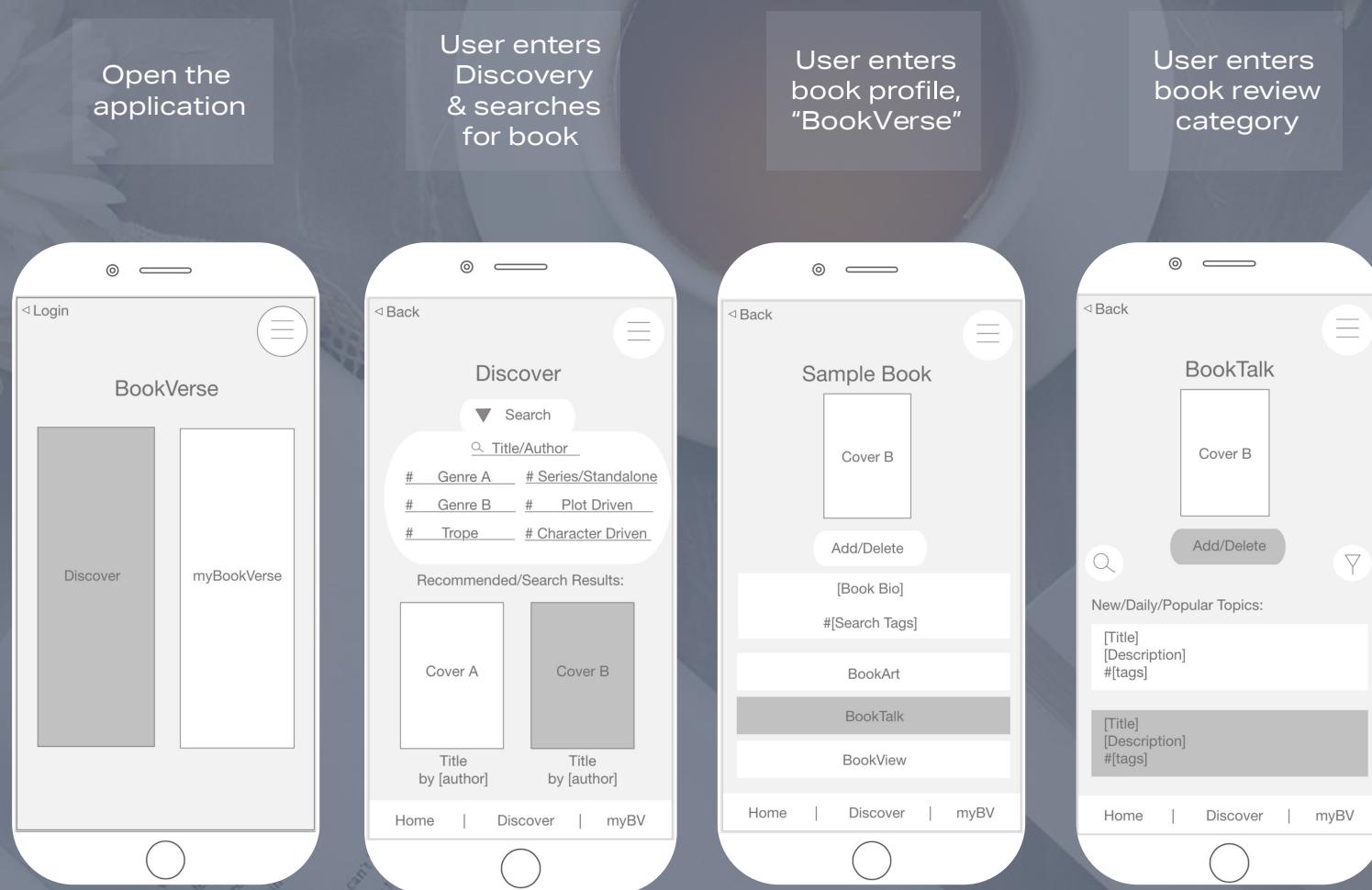


Task Three: User will fill out a review to help improve book listing recommendations.

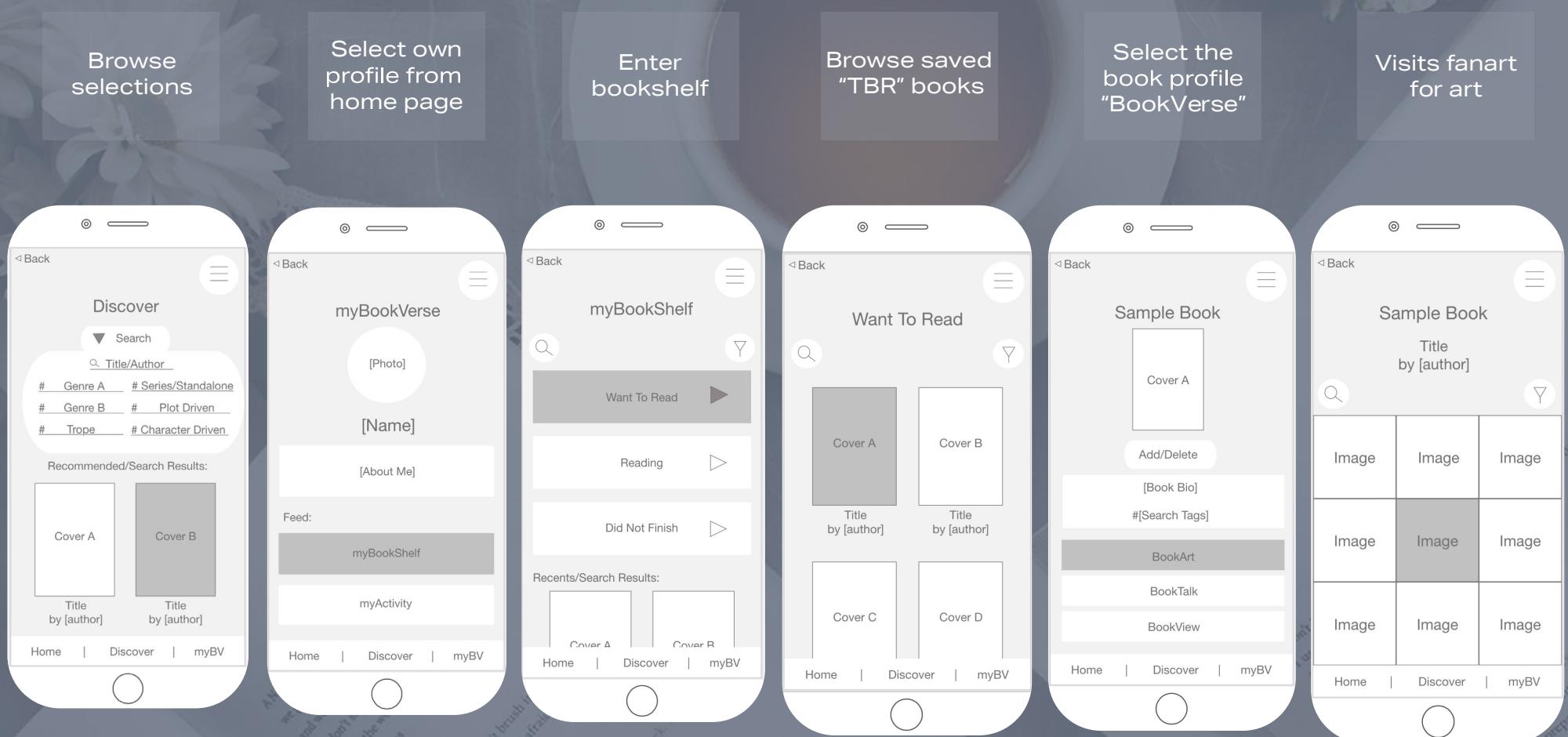


I don't buy much anymore
I used to walk in circles
Around department stores
Bar stools
Searching
But it's all seemed to dissolve
Into a more filling hunger
One that reaches
For the familiar black cotton dress
Because I've stopped preparing for space
Stopped wandering endless circles
Trying to fill my empty spaces
With things

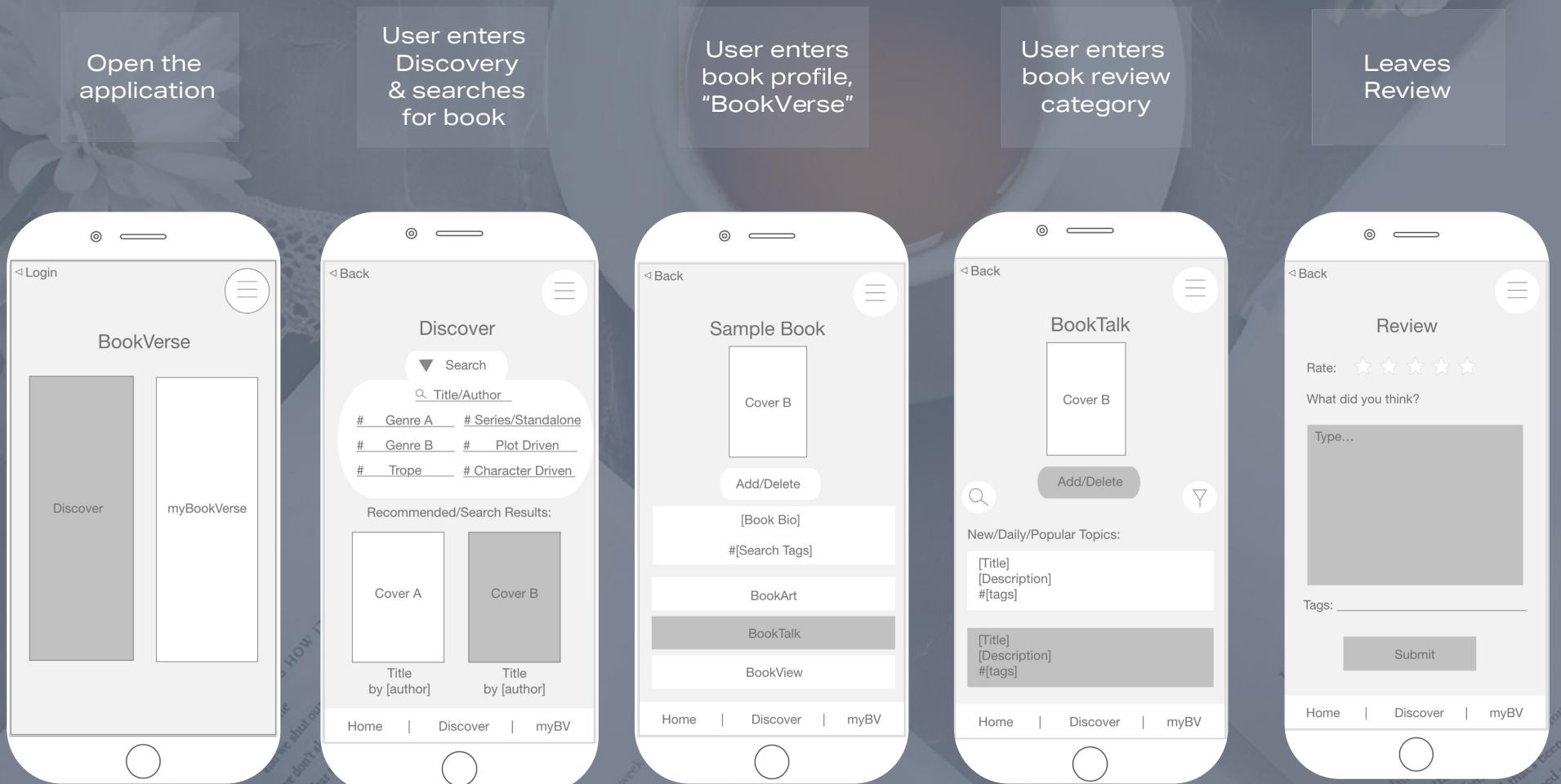
Task One: User will explore BookVerse for a new book recommendation, specifically by browsing forums for new books using the Discovery page.



Task Two: User will go to personal profile to view/interact with saved books, then browse for their next reading selection by exploring fanart.



Task Three: User will fill out a review to help improve book listing recommendations.



BEHAVIORS

- Phone usage
- Hard-working
- Frequent recreational activities

CONTEXTS

- Ages 20
- Excess idle time, seeking ways to pass it with favorite pastime activity
- Experiencing new craving or book "hangover" to escape busy lifestyle

ATTITUDES

- Focused, but overall creative personality-minded regarding new experiences, fictional
- Reading is a form of self-enrichment, gaining new, unattainable experiences

MOTIVATIONS

- Seeking escapism through enriching activities
- Prefers passive activities when relaxing, wants to avoid exertion
- Wants positive impact on personal creativity & inspiration

ELIMINATING FACTORS

- Lack of smartphone or tablet usage eliminates participant
- Must be between 20-35 years of age
- Must frequent book forums/websites in search of new book
- Participant must have book genre preferences
- Must engage in some time-consuming occupation in day-to-day life, requiring easy transition to pastime activity

BV

AND THIS IS HOW IT IS
we go home
and we shut our doors
we don't sleep with them open
for fear the world sees in
really sees us
sees our pain
sees our mess
sees the things we can't brush into place
the art we create we're too afraid to show the world
see our broken hearts
turn the spotlight on
we don't open our doors wide
and say, "I haven't done laundry in a week."
turn the white door
left me. I'm not sleeping
we just shut the white door
with a blue handle
in bed
at the ceiling all night.

I don't buy much anymore
I used to walk in circles
Around department stores
And the curved edges of
Barstools
Searching
But it's all seemed to dissolve
Into a more filling hunger
One that reaches
For the familiar black cotton dress
And the empty space
Because I've stopped preparing for
Success
Trying to fill my empty spaces
With things

RV

AND THIS IS HOW IT IS
we go home
and we shut our doors
we don't sleep with them open
for fear the world sees in
really sees us

sees our pain
sees our mess
sees the things we can't brush into place
the art we create we're too afraid to show the world
see our broken hearts
turn the spotlight on
we don't open our doors wide
left me. I'm not sleeping –
turn the white door
and say, "I haven't done laundry in a week." My girlfriend
we just shut the white door
with a blue handle
in bed
at the ceiling all night.

USER TEST ONE

Moderator: Lora Galoyan
Participant: Kristen [alias]

I don't buy much anymore
I used to walk in circles
Around department stores
And the curved edges of
Barstools
Searching
But it's all seemed to dissolve
Into a more filling hunger
One that reaches
For the familiar black cotton dress
And the food that's been sitting in the
Because I've stopped preparing for
Stopped wandering endless circles
Trying to fill my empty spaces
With things

B
V

AND THIS IS HOW IT IS
we go home
and we shut our doors
we don't sleep with the windows open
for fear the world outside
really sees us
sees our pain
sees our mess
sees the things we can't brush off
the art we create we're too afraid it'll show the world
see our broken hearts
see our open doors wide
turn the spotlight on
we don't open our eyes
and say, "I haven't done laundry in a week." My mother
left me. I'm not sleeping
I just shut the white door
with a blue handle
lie in bed
at the ceiling all night.

TASK ONE FEEDBACK

"The homepage is pretty simplistic, but I'm not really sure what 'myBookVerse is supposed to be."

"I'd probably use the Title/Author feature more than the other ones."

"My initial instinct is to look through recommended search results."

TASK TWO FEEDBACK

"Am I supposed to be finding the bookshelf on the homepage, or do I go somewhere?"

"I wouldn't have guessed that myBookVerse led to my personal profile."

"I'd probably look at 'reading' to see the book I'm on and find the fan art."

TASK THREE FEEDBACK

"I'd probably go to leave a review through my own profile, not the discovery tool. Will the searchability be the same?"

"I can't tell the difference between BookTalk and BookView? I was thinking BookView would take me to 'view the book,' or something."

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With things



OVERALL CONCLUSIONS

Although Kristen seemed to find the entire interface fairly straightforward, some of the labels confused her from the very beginning. Once she went past the initial screen for each one of the tasks, she was able to navigate fairly easily through most of the tasks.

She was able to recognize certain icons like "creating" a new post in the task that required her to leave a review, but certain names confused her in terms of understanding whether she was entering a forum page or a book review page.

It seemed, in general, she was also expecting there to be a bit more use of icons that she recognized, such as an actual "bookshelf." This can be attributed to being a more visually-driven person, or perhaps this is what she is accustomed to using with other competing apps and sites. When trying to find a way to leave a review, she picked up on the icon prompts much faster than she did the written labels of each of the app's features.

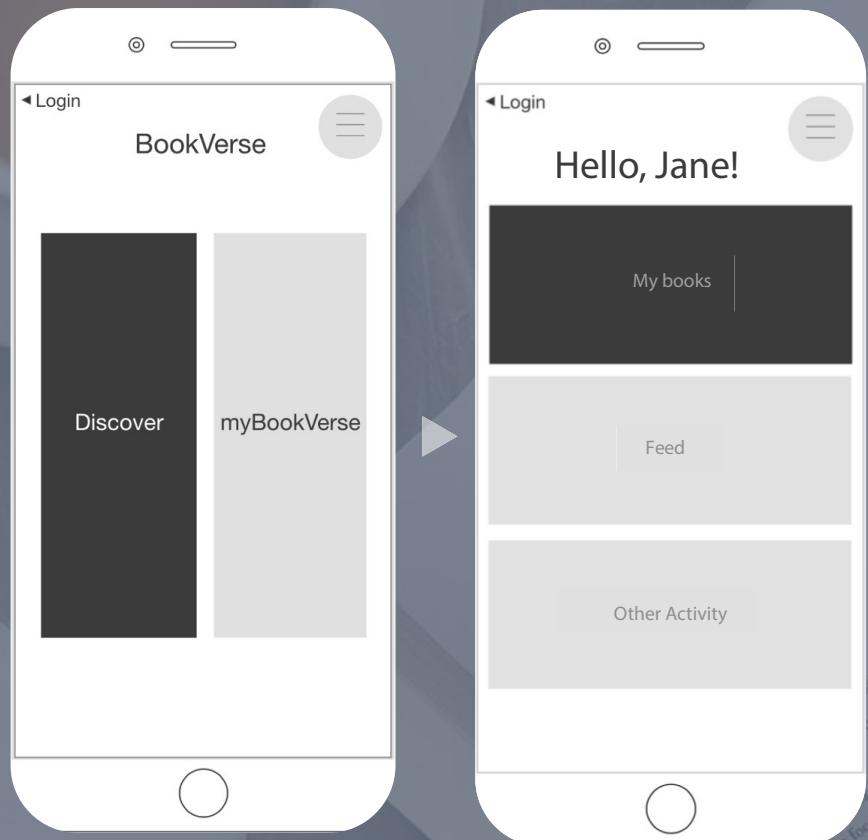
AND THIS IS HOW IT
we go home
and we shut our door
for fear it's never coming back
really sees us
sees our pain
sees our mess
sees the things we can't
see our broken hearts
the art we create we're too
see our laundry in a week
we don't open our doors wide
turn the spotlight on
and say, 'I haven't slept'
left me. I'm not sleeping
we just shut the white door
with a blue handle
lie in bed
the ceiling all night

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One that reaches
For the familiar black cotton dress
And the food that's been sitting in the
Because I've stopped preparing for the
Stopped to fill my empty circle
With things



PRIMARY CHANGES

The original layout of the homepage confused this user the most, as she proceeded through the rest of the tasks quickly. The new layout will simply feature the user's first interest - getting to the book they were reading last and their feed for recent reviews, artworks, etc.



RV

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sees our mess
sees the things we can't brush into place
the art we create we're too afraid to show the world
see our broken hearts
turn the spotlight on
we don't open our doors wide
left me. I'm not sleeping –
turn the white door
and say, "I haven't done laundry in a week." My girlfriend
we just shut the white door
with a blue handle
in bed
at the ceiling all night.

USER TEST TWO

Moderator: Lora Galoyan
Participant: Laura [alias]

I don't buy much anymore
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And the curved edges of
Barstools
Searching
But it's all seemed to dissolve
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One that reaches
For the familiar black cotton dress
And the food that's been sitting in the
Because I've stopped preparing for
Stopped wandering endless circles
Trying to fill my empty spaces
With things



AND THIS IS HOW IT IS
we go home
and we shut our doors
we don't sleep with them open
for fear the world
really sees us
sees our pain
sees our mess
sees the things we can't speak about
sees the art we create
we see broken hearts
the art we create we're too afraid to show
we don't open our doors wide
turn the spotlight on
and say, 'I haven't done laundry in a week'
left me, I'm not sleeping
we just shut the white door
with a blue handle
tie in bed
at the ceiling all night

TASK ONE FEEDBACK

"The homepage is a little less intuitive because I don't know what myBookVerse is supposed to mean."

"I would probably be curious to see what 'myBV' is in the toolbar if I'm confused with the discovery tool."

"I would mostly only use the author/title tool in the search bar."

TASK TWO FEEDBACK

"The interface feels user friendly in this task."

"At the very beginning, I didn't know where to begin to look for my bookshelf."

"BookArt feels clear as to what I'm trying to find, but the other labels for the other buttons confused and distracted me."

TASK THREE FEEDBACK

"I wouldn't have guessed that BookView meant book reviews."

"The interface for leaving a review feels clean and clear."

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Searching
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One that reaches
For the familiar black cotton dress
And the food that's been sitting in the
Because I've stopped preparing for space
Stopped wandering endless circles
Trying to fill my empty spaces
With things



AND THIS IS HOW I
we go home
and we shut our eyes
for fear we'll see
real things
sees our
sees the things
the art we create
sees our broken hearts
see our open doors wide
turn the spotlight on
we don't open our
left me. I'm not sleeping
I just shut the white door
with a blue handle
lie in bed
at the ceiling all night

OVERALL CONCLUSIONS

Like Kristen, Laura found the majority of the interface relatively user-friendly, though she didn't have the same fixation on the icons that we found in the initial test.

For her, the biggest problem was mostly with having an unintuitive approach to the labels themselves, and terms like "myBV," "myBookVerse," and BookTalk versus Bookview were confusing to her. This is the same result we found in the user test with Kristen.

She also wondered whether there would be an opportunity to click on certain titles that weren't clickable, versus the icons. All in all, the biggest changes from this task will be changing the myBookVerse, myBV and BookTalk/BookView labels, as well as making it more intuitive as to which way to navigate toward the profile page. The homepage will undergo the biggest change here, because she was stunted at the very beginning.

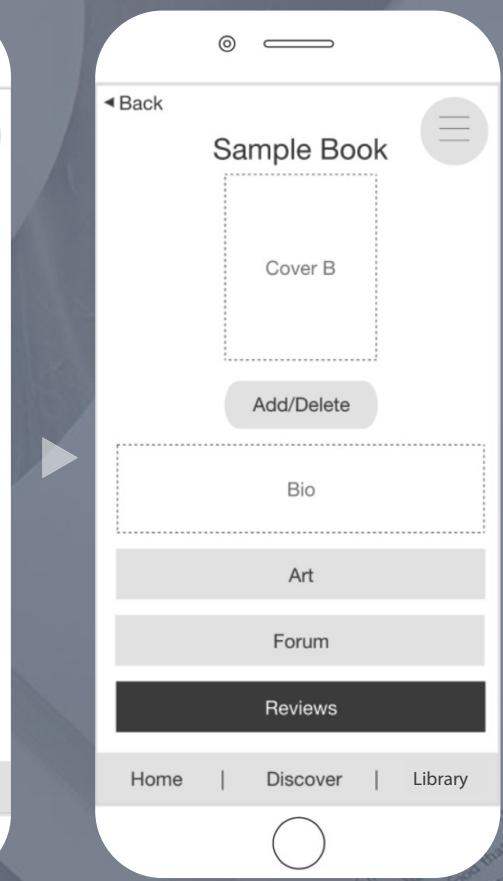
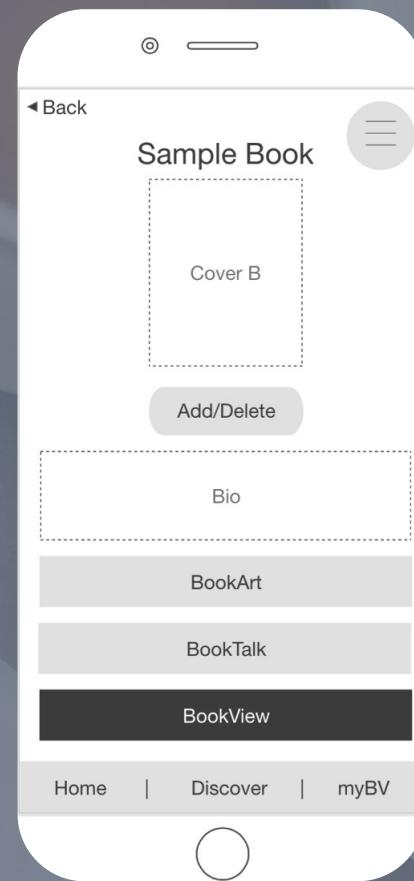
I don't buy much anymore
I used to walk in circles
Around department stores
Barstools
Searching
But it's all seemed to dissolve
Into a more filling hunger
One that reaches
For the familiar black cotton dress
And the food that's been sitting in the
Because I've stopped preparing for
Stopped wandering endless circles
Trying to fill my empty spaces
With things



AND THIS IS HOW IT
we go home
and we shut our doors
we don't sleep with them open
for fear the world sees in
really sees us
sees our pain
sees our mess
sees the things we can't brush into place
sees the art we create we're too afraid to show the world
see our broken hearts
we don't open our doors wide
turn the spotlight on
and say, 'I haven't done laundry in a week.' My girlfriend
left me. I'm not sleeping
we just shut the white door
with a blue handle
lie in bed
at the ceiling all night.

PRIMARY CHANGES

Changes to the "BookTalk",
"BookArt", "BookView" and "myBV"
labels to make navigation easier.



RV

AND THIS IS HOW IT IS
we go home
and we shut our doors
we don't sleep with them open
for fear the world sees in
really sees us

sees our pain
sees our mess
sees the things we can't brush into place
the art we create we're too afraid to show the world
see our broken hearts
turn the spotlight on
we don't open our doors wide
left me. I'm not sleeping –
and say, "I haven't done laundry in a week." My girlfriend
turn the spotlight on
we just shut the white door
with a blue handle
we just lie in bed
at the ceiling all night.

USER TEST THREE

Moderator: Lora Galoyan
Participant: Annie [alias]

I don't buy much anymore
I used to walk in circles
Around department stores
And the curved edges of
Barstools
Searching
But it's all seemed to dissolve
Into a more filling hunger
One that reaches
For the familiar black cotton dress
And the food that's been sitting in the
Because I've stopped preparing for
Stopped to fill my empty spaces
Trying to fill things



AND THIS IS HOW IT IS
we go home
and we shut our doors
for fear that
really sees us
sees our pain
sees our mess
sees the things we can't
see our broken hearts
the art we create we're too
see our laundry in a world
we don't open our doors wide
turn the spotlight on
and say, "I haven't slept"
left me. I'm not sleeping
we just shut the white door
with a blue handle
lie in bed
at the ceiling all night

TASK ONE FEEDBACK

"I would expect the forum to have some user icons or something indicating that people made these posts."

User wondered whether the sample book in the prototype meant finding a sample of a book page, which may be a possibility to consider in revisions.

"I like the home page because it's very simple. The fewer buttons, the better."

TASK TWO FEEDBACK

"The interface is very consistent, so I don't have to worry about learning too much across different pages."

"I'm not sure what the difference is between the filter icon in my bookshelf and the search tool in the discovery page."

User was unsure of whether she should instinctually want to find book through the bookshelf or filter tool.

TASK THREE FEEDBACK

"This task has the simplest set of pages/interfaces, they're easy and straightforward."

User was unsure of whether they needed to add a book to a certain shelf to be able to review it.

I don't buy much anymore
I used to walk in circles
Around department stores
And the curved edges of
Barstools
Searching
But it's all seemed to dissolve
Into a more filling hunger
One that reaches
For the familiar black cotton dress
And the food that's been sitting in the
Because I've stopped preparing for
Stopped wandering endless circles
Trying to fill my empty spaces
With things



AND THIS IS HOW IT IS
we go home
and we shut our eyes
for fear the world outside
really sees us
sees our pain
sees our mess
sees the things we can't brush away
the art we create we're too afraid to show
see our broken hearts
see our open doors wide
turn the spotlight on
we don't open our eyes wide
and say, 'I haven't done laundry in a week'
left me, I'm not sleeping
we just shut the white door
with a blue handle
lie in bed
at the ceiling all night

OVERALL CONCLUSIONS

Annie had a lot of feedback and recommendations to give throughout the process. All in all the interface was very intuitive for her and she was able to register what the buttons and titles were guiding her to do.

There were some minor logistical confusions (such as the searchability and the difference between finding a book in discovery versus finding a book in her personal profile) that confused her a bit. This was also seen in another test and will be addressed in the revisions, though it contradicts other testers which claimed that having the simple interface for the home page was easier/harder for different reasons.

Annie's biggest note came in the first task when she pointed out that she wasn't sure how to interpret the discussion forum itself. She wasn't sure if the posts were intended to be written by people.

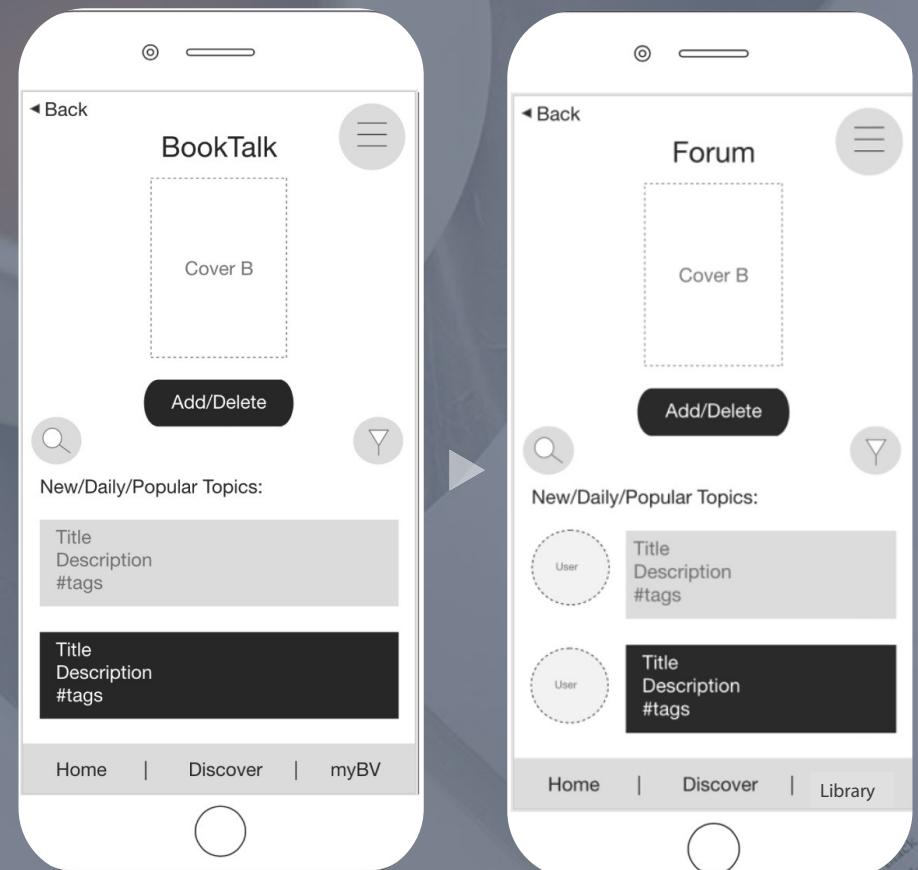
I don't buy much anymore
I used to walk in circles
Around department stores
And the curved edges of
Barstools
Searching
But it's all seemed to dissolve
Into a more filling hunger
One that reaches
For the familiar black cotton dress
And the food that's been sitting in the
Because I've stopped preparing for
Stopped to fill my empty circle
Trying to fill things



AND THIS IS HOW
we go home
and we shut our doors
we don't sleep with them
for fear the world sees in
really sees us
sees our pain
sees our mess
sees the things we can't brush into place
the art we create we're too afraid to show the world
see our broken hearts
see our open doors wide
turn the spotlight on
we don't open our doors wide
and say, 'I haven't done laundry in a week.' My girlfriend
left me. I'm not sleeping
turn the white door
left me. I'm not sleeping
with a blue handle
lie in bed
at the ceiling all night.

PRIMARY CHANGES

Changes to the labels from the previous test still stand, but with differentiation on the forum page to make it easier for the user to understand the interface.





AND THIS IS HOW IT IS
we go home
and we shut our doors
we don't sleep with them open
for fear the world sees in

really sees us

sees our pain

sees our mess

sees the things we can't brush into place

the art we create we're too afraid to show the world

see our broken hearts

we don't open our doors wide

turn the spotlight on

left me. I'm not sleeping –

and say, "I haven't done laundry in a week." My girlfriend

we just shut the white door

with a blue handle

we just lie in bed

at the ceiling all night.

MEDIUM-FIDELITY WIREFRAMES

I don't buy much anymore
I used to walk in circles
Around department stores
And the curved edges of
Barstools
Searching
But it's all seemed to dissolve
Into a more filling hunger
One that reaches
For the familiar black cotton dress
And the food that's been sitting in the
Because I've stopped preparing for space
Stopped wandering endless circles
Trying to fill my empty spaces
With things

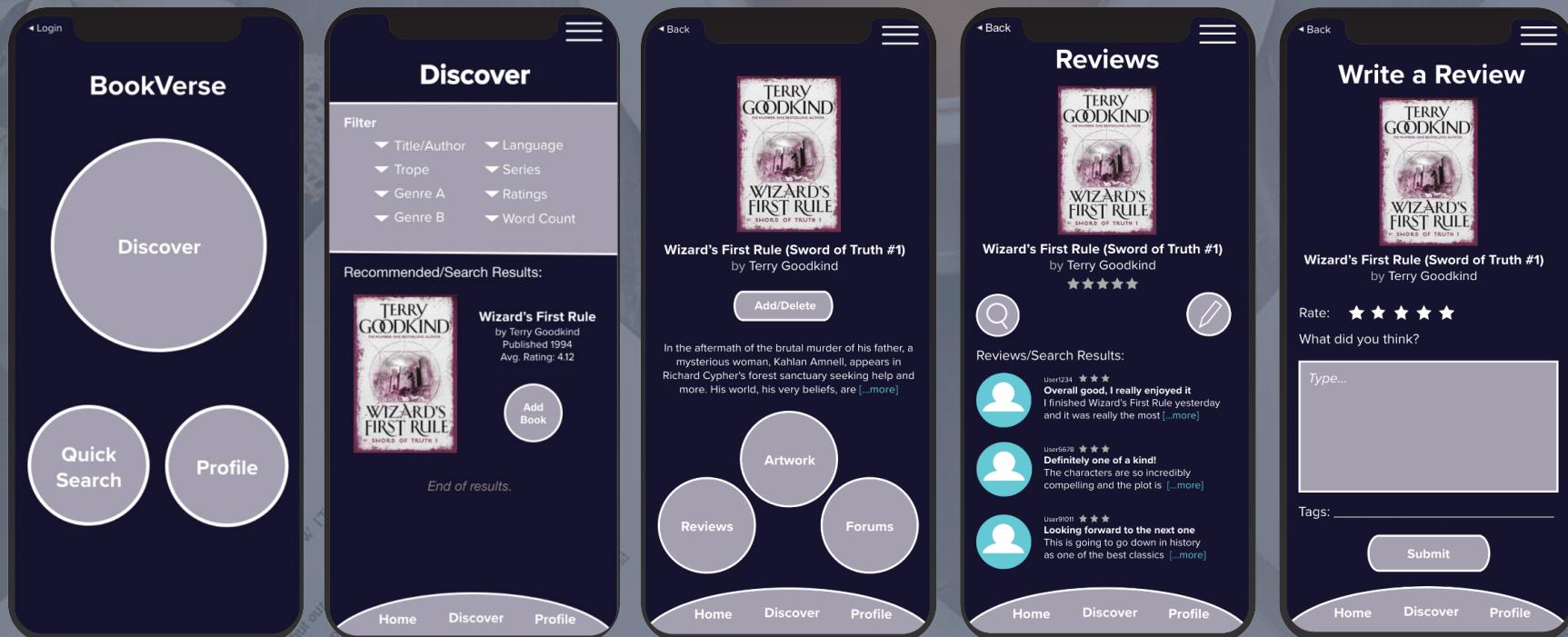
TASK ONE



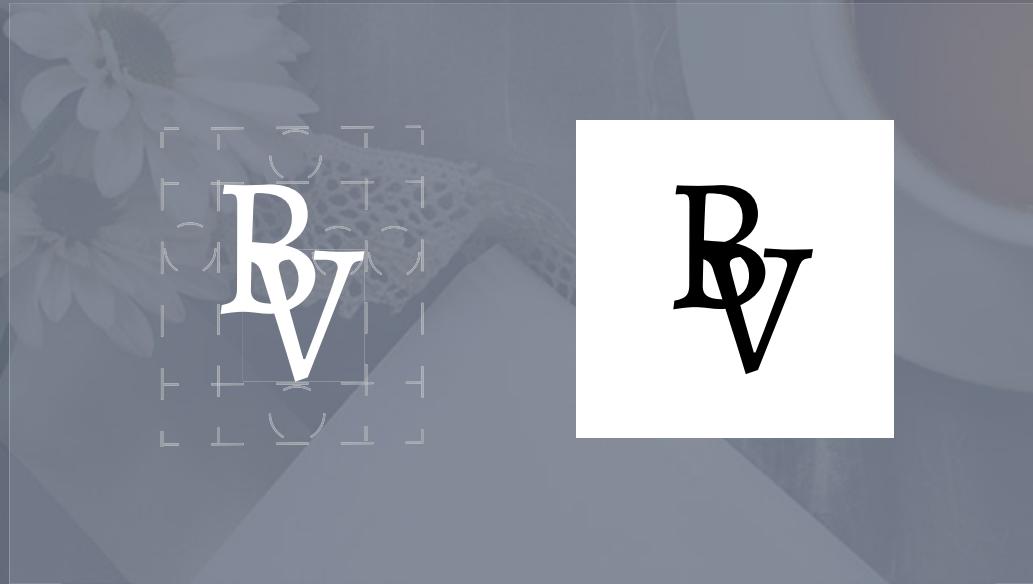
TASK TWO



TASK THREE



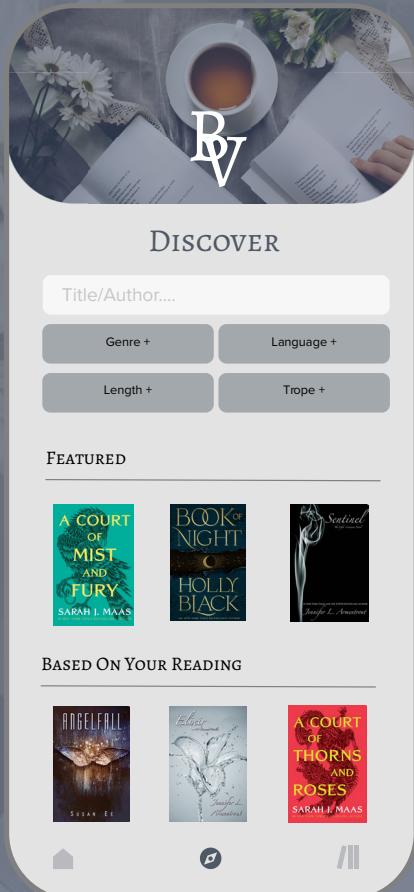




LOGO CONCEPT

Brands often have a logo that features their name with a letterform logo - this is especially true in the publishing industry. This simple, straightforward logo for BookVerse is inspired by the industry's favorite typeface for print books, known as Baskerville.

I don't buy much anymore
I used to walk in circles
Around department stores
And the curved edges of
Bar stools
Searching
But it's all seemed to dissolve
Into a more filling hunger
One that reaches
For the familiar black cotton dress
And the food that's been sitting in the
Because I've stopped preparing for space
Stopped wandering endless circles
Trying to fill my empty spaces
With things



PRIMARY COLORS

#4F5967



#E4E4E4F

SECONDARY COLORS

#4F5967



#A44E27

ACTION HUE

#F7F7F7



#A3A8AD

Typography

Header One 20px - Proxima Nova

Header Two 19px - Proxima Nova

Body Text One 16px - Proxima Nova

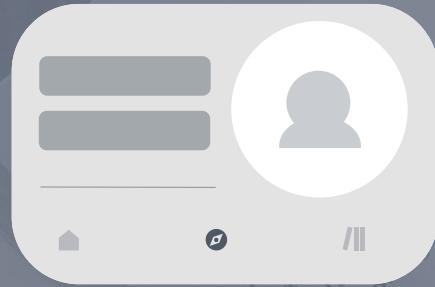
Body Text Two 15px - Proxima Nova

Button Text 15px - Proxima Nova

Input Field 15px - Proxima Nova

Minimal Buttons 14px - Proxima Nova

Textures



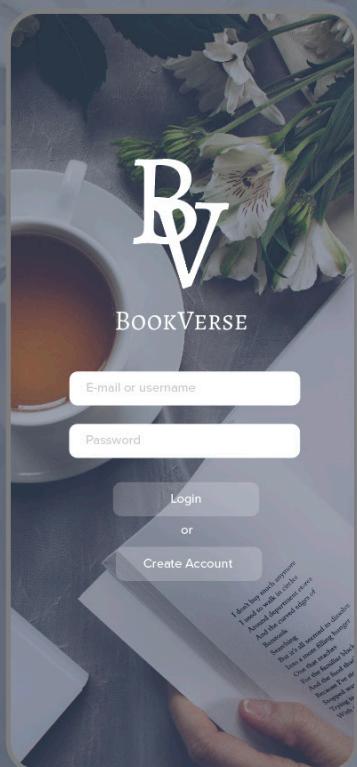
RV

AND THIS IS HOW IT IS
we go home
and we shut our doors
we don't sleep with them open
for fear the world sees in
really sees us
sees our pain
sees our mess
sees the things we can't brush into place

the art we create we're too afraid to show the world
see our broken hearts
turn the spotlight on
we don't open our doors wide
and say "I haven't done laundry in a week." My girlfriend
left me. I'm not sleeping
we just shut the white door
with a blue handle
we lie in bed
at the ceiling all night.

HIGH-FIDELITY WIREFRAMES

I don't buy much anymore
I used to walk in circles
Around department stores
And the curved edges of
Barstools
Searching
But it's all seemed to dissolve
Into a more filling hunger
One that reaches
For the familiar black cotton dress
And the food that's been sitting in the
Because I've stopped preparing for
Stopped wandering endless circles
Trying to fill my empty spaces
With things



HELLO, JANE!

BOOKS

A COURT OF MIST AND FURY by Sarah J. Maas
avg. ★★★★☆

Open

FEED

JANICE STARTED READING...

A COURT OF THORNS AND ROSES by Sarah J. Maas

View BookVerse

KELSEY RATED **A COURT OF MIST AND FURY** ★★★★★

Definitely one of my favorite books ever. Buckle in because I got swept up in this series and I have so much to say about it. Let's start with characters and development - of all the

10 - 27 Reply

DISCOVER

A Court of Mist and Fury Search

Genre + Language +
Length + Trope +

FEATURED

BOOK OF NIGHT by Holly Black

Sacrificed by Sarah J. Maas

BASED ON YOUR READING

ANGELFALL by Susan Ee

Edge by Sarah J. Maas

A COURT OF THORNS AND ROSES by Sarah J. Maas

DISCOVER

A Court of Mist and Fury Search

Genre + Language +
Length + Trope +

RESULTS

A COURT OF MIST AND FURY by Sarah J. Maas

SIMILAR

A COURT OF THORNS AND ROSES by Sarah J. Maas

A COURT OF FROST AND STARLIGHT by Sarah J. Maas

JANE DOE

BOOKSHELF

RECENT

BOOK OF NIGHT by Holly Black

ANGELFALL by Susan Ee

TO BE READ

ANGELFALL by Susan Ee

Edge by Sarah J. Maas

A COURT OF MIST AND FURY by Sarah J. Maas

SHELFED

A COURT OF THORNS AND ROSES by Sarah J. Maas

The image displays four wireframe prototypes of a mobile application interface for the book "A Court of Mist and Fury" by Sarah J. Maas. The prototypes are arranged in a horizontal row, each showing a different layout for the reviews, forums, and art sections.

Prototype 1 (Left):

- Reviews:** Shows a list of reviews with titles like "KELSEY RATED IT ★★★★★", "ALICE RATED IT ★★★★★", and "JANICE RATED IT ★★★★★". Each review includes a snippet of text and a "Read More" link.
- Forums:** Shows a large input field labeled "Type here" with a "POST" button below it. Below the input field are three small icons: a house, a person, and a list.
- Art:** Shows a grid of six small images representing book-related art.

Prototype 2 (Second from Left):

- Reviews:** Shows a list of reviews with titles like "KELSEY RATED IT ★★★★★", "ALICE RATED IT ★★★★★", and "JANICE RATED IT ★★★★★". Each review includes a snippet of text and a "Read More" link.
- Forums:** Shows a large input field labeled "Type here" with a "POST" button below it. Below the input field are three small icons: a house, a person, and a list.
- Art:** Shows a grid of six small images representing book-related art.

Prototype 3 (Third from Left):

- Reviews:** Shows a list of reviews with titles like "KELSEY RATED IT ★★★★★", "ALICE RATED IT ★★★★★", and "JANICE RATED IT ★★★★★". Each review includes a snippet of text and a "Read More" link.
- Forums:** Shows a large input field labeled "Type here" with a "POST" button below it. Below the input field are three small icons: a house, a person, and a list.
- Art:** Shows a grid of six small images representing book-related art.

Prototype 4 (Right):

- Reviews:** Shows a list of reviews with titles like "KELSEY RATED IT ★★★★★", "ALICE RATED IT ★★★★★", and "JANICE RATED IT ★★★★★". Each review includes a snippet of text and a "Read More" link.
- Forums:** Shows a large input field labeled "Type here" with a "POST" button below it. Below the input field are three small icons: a house, a person, and a list.
- Art:** Shows a grid of six small images representing book-related art.

RV

AND THIS IS HOW IT IS
we go home
and we shut our doors

we don't sleep with them open
for fear the world sees in
really sees us

sees our pain
sees our mess

sees the things we can't brush into place

the art we create we're too afraid to show the world

see our broken hearts

turn the spotlight on

we don't open our doors wide

and say "I haven't done laundry in a week." My girlfriend

left me. I'm not sleeping –

we just shut the white door

with a blue handle

we lay in bed

at the ceiling all night.

CLICKABLE PROTOTYPE

<https://xd.adobe.com/view/b7994256-ce55-4e35-9de4-07d8f7cf6443-e2ca/>

I don't belong anywhere
I used to walk in circles
Around department stores
And the curved edges of
Barstools
Searching
But it's all seemed to dissolve
Into a more filling hunger
One that reaches
For the familiar black cotton dress
And the food that's been sitting in the
Because I've stopped preparing for space
Stopped wandering endless circles
Trying to fill my empty spaces
With things

