



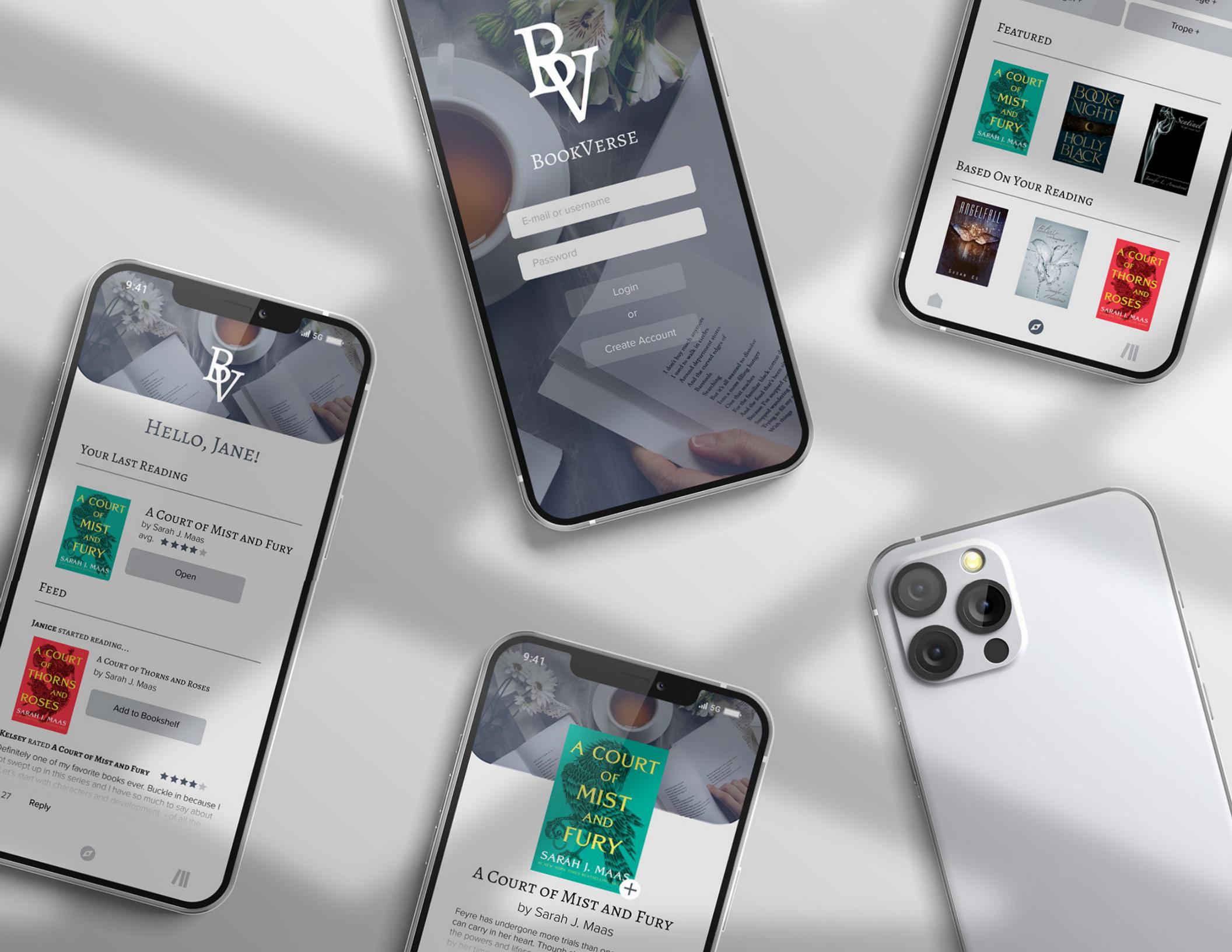
# BOOKVERSE

## 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





AND THIS IS HOW IT IS  
we go home  
and we shut our doors  
we don't sleep with them  
for fear the world  
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 reward  
left me. I'm not sleeping  
just shut the white door  
with a blue handle  
lie in bed  
at the ceiling all night.

## SOLUTION

A unique individual exploration process to maximize book matching to the right reader.

I don't buy much anymore  
I used to walk in circles  
around department stores  
the curved edges of  
Bath & Body Works  
Searching for a scent to dissolve  
But it's all I need to dissolve  
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  
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 create  
the art we create  
we're too afraid to place  
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 friend  
left me. I'm not sleeping  
just shut the white door  
with a blue handle  
lie in bed  
at the ceiling all night.

## BODYSTORMING

Gathering information about various platforms and using them with the purpose of discovering a book with several defining characteristics.

## CONSUMER INTERVIEWS

Will conduct interviews with individuals within the research group.

## COMPETITIVE ANALYSIS

Analyzing 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."

I used to sit in a corner  
Around deep edges of  
And the curved edges of  
Bar stools  
Searching  
But it's all seemed to dissolve  
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

## 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  
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and say, 'I haven't done laundry in a week.' My mother  
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Because I've stopped preparing for  
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With things



## INTERVIEWER SCREENING

### CONTEXTS

High phone/reading device usage

Enjoys frequent recreational activites

Social media usage

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the art we create we're too afraid to show the world  
see our broken hearts  
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and say, "I haven't done laundry in a week." My girlfriend  
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at the ceiling all night.

### ATTITUDES

Focused, but overall creative personality

Open-minded to new experiences

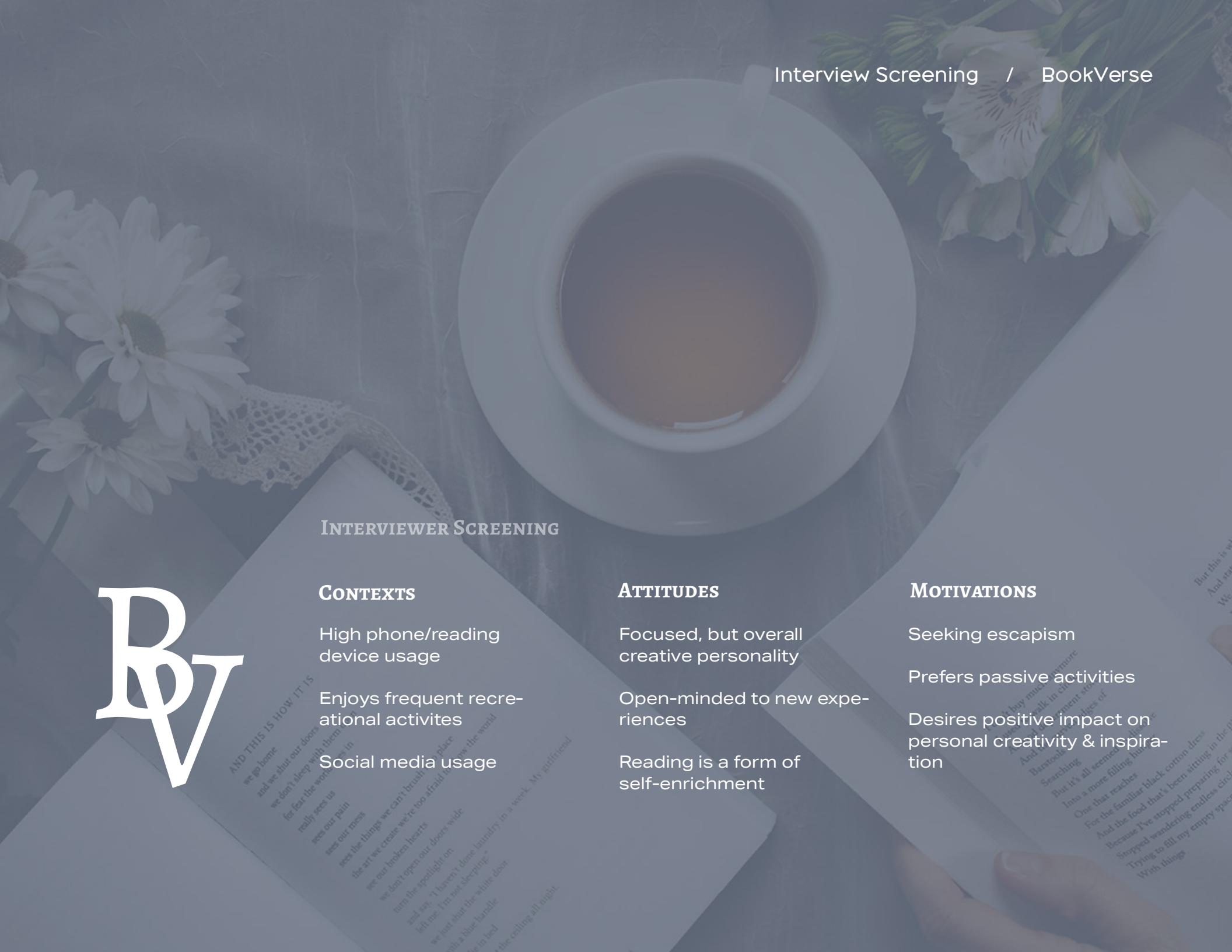
Reading is a form of self-enrichment

### 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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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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And the food that's been sitting in  
Because I've stopped preparing  
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

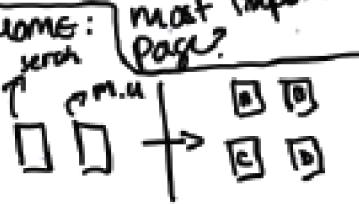
Information is abundant on the app, but there are nuanced features that users must sift through in order to access it. Customization options are limited.

## 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.

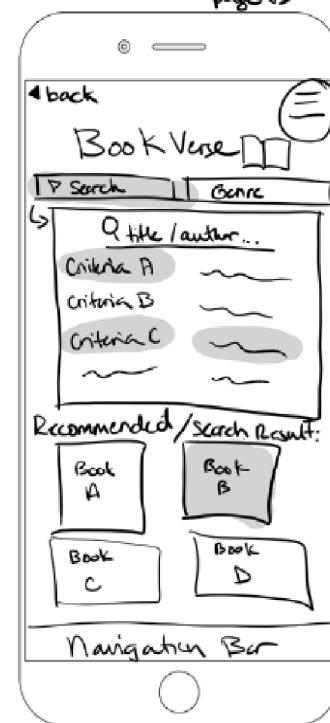
Ease/Usability	BookVerse	Tagging	Searchability
<p>Homepage → search → explore?</p> <p>Home: search most important page?</p>  <p>Bookverse universe navigation</p>	<p>A</p> <pre> graph TD     A[ ] --&gt; PlotForum[Plot Forum]     A --&gt; ChorandoFormat[Chorando Format]     PlotForum --&gt; Spoiler[Spoiler]     PlotForum --&gt; Page[Page]     ChorandoFormat --&gt; Spoiler     </pre> <p>Discussion vs. Questions</p> <ul style="list-style-type: none"> <li>→ can like, can comment</li> <li>→ Photo Page for posting merchandise? (if applicable)</li> </ul>	<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"> <li>→ specific tropes</li> <li>→ specific character personalities</li> <li>!!! <u>Not</u> in bookverse search will be in separate page!!!</li> <li>Call it: cold search? Separate from searching for book already in user's possession.</li> </ul>
<p>Productivity</p> <ul style="list-style-type: none"> <li>→ one standard form for each book, optimal to fill out. Star-based system, can filter.</li> <li>→ Will be part of Bookverse</li> <li>→ organize bookshelf and categorize books for algorithm?</li> </ul>	<p>Interaction</p> <ul style="list-style-type: none"> <li>Goodreads = reviews</li> <li>Instagram = artwork / comments / fan pages</li> <li>→ like an organized Instagram             <ul style="list-style-type: none"> <li>↳ confusion pages</li> <li>→ maybe character pages?</li> </ul> </li> <li>→ Question / spoiler forums</li> </ul>	<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"> <li>→ own page to fill w/ fans, like YouTube reviews.</li> </ul> </p>	<p>Author</p> <ul style="list-style-type: none"> <li>→ user return to favorite authors,</li> <li>→ authors can have their own "master page," share fan art</li> </ul> <p>!!! Potential for new writers? Might be diff. opp - review</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

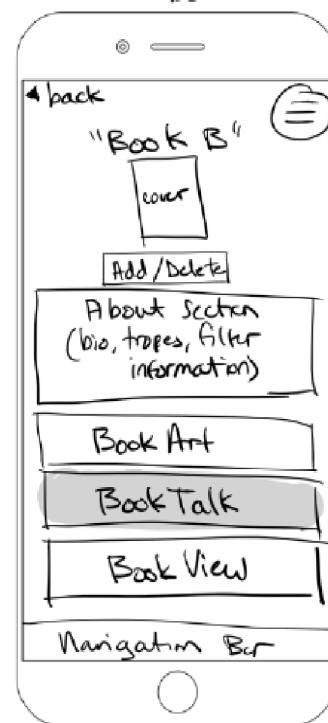
## STEP # 1: Home Page



## STEP # 2: 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

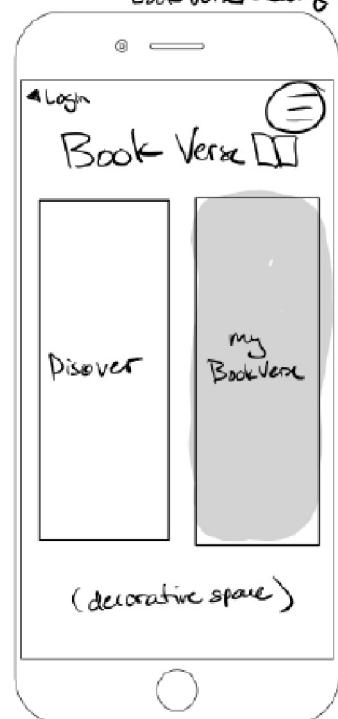
## NOTES

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 # &amp; DESCRIPTION

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



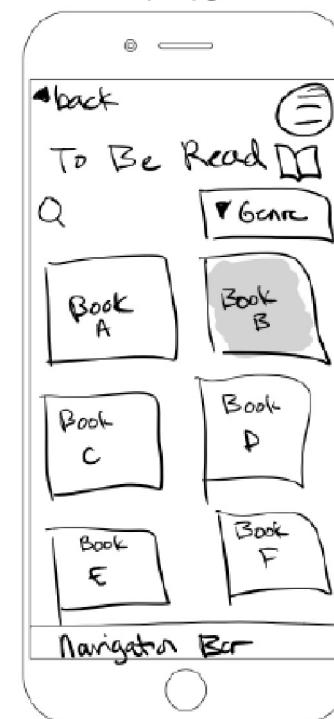
STEP #2: Enter my  
Profile



STEP #3: Review  
Books saved in  
my Bookshelf



STEP #4: Look through  
books in "To be read"



## NOTES

User enters personal  
profile from Home  
Page

## NOTES

User enters profile  
and navigates to saved  
books

## NOTES

User enters bookshelf  
and selects "TBR"

## NOTES

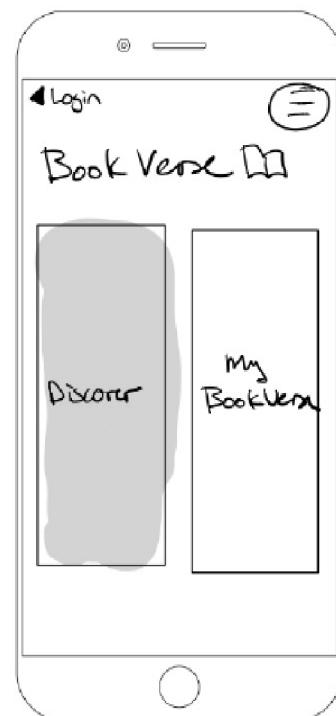
User navigates to  
potential book

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

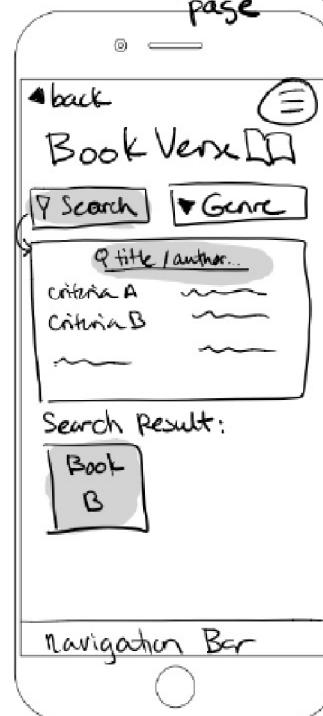
Task 3:

## TASK # &amp; DESCRIPTION

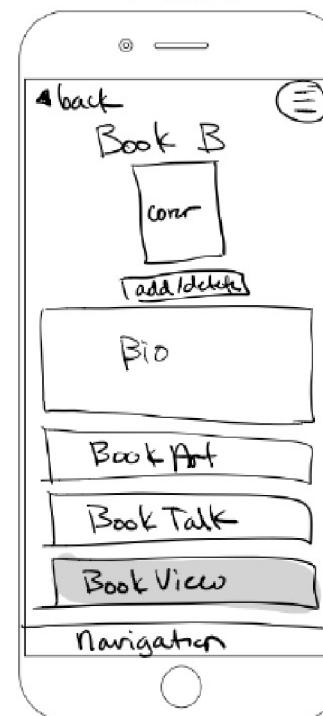
STEP # 1: User will enter Discovers



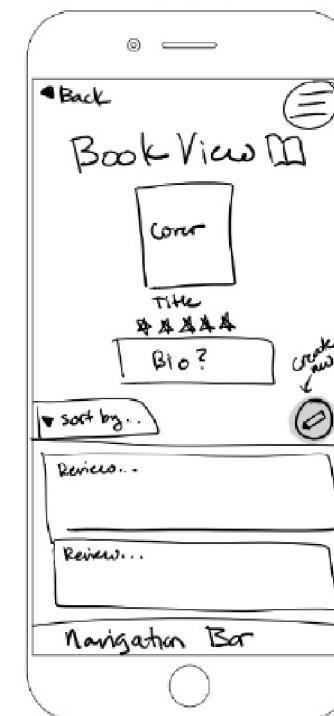
STEP # 2: Search for book in discover page



STEP # 3: Enter BookVerse to review



STEP # 4: Enter Book View



## NOTES

User will want to leave review after reading

## NOTES

User searches by name and finds book

## NOTES

User enters Book View 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.



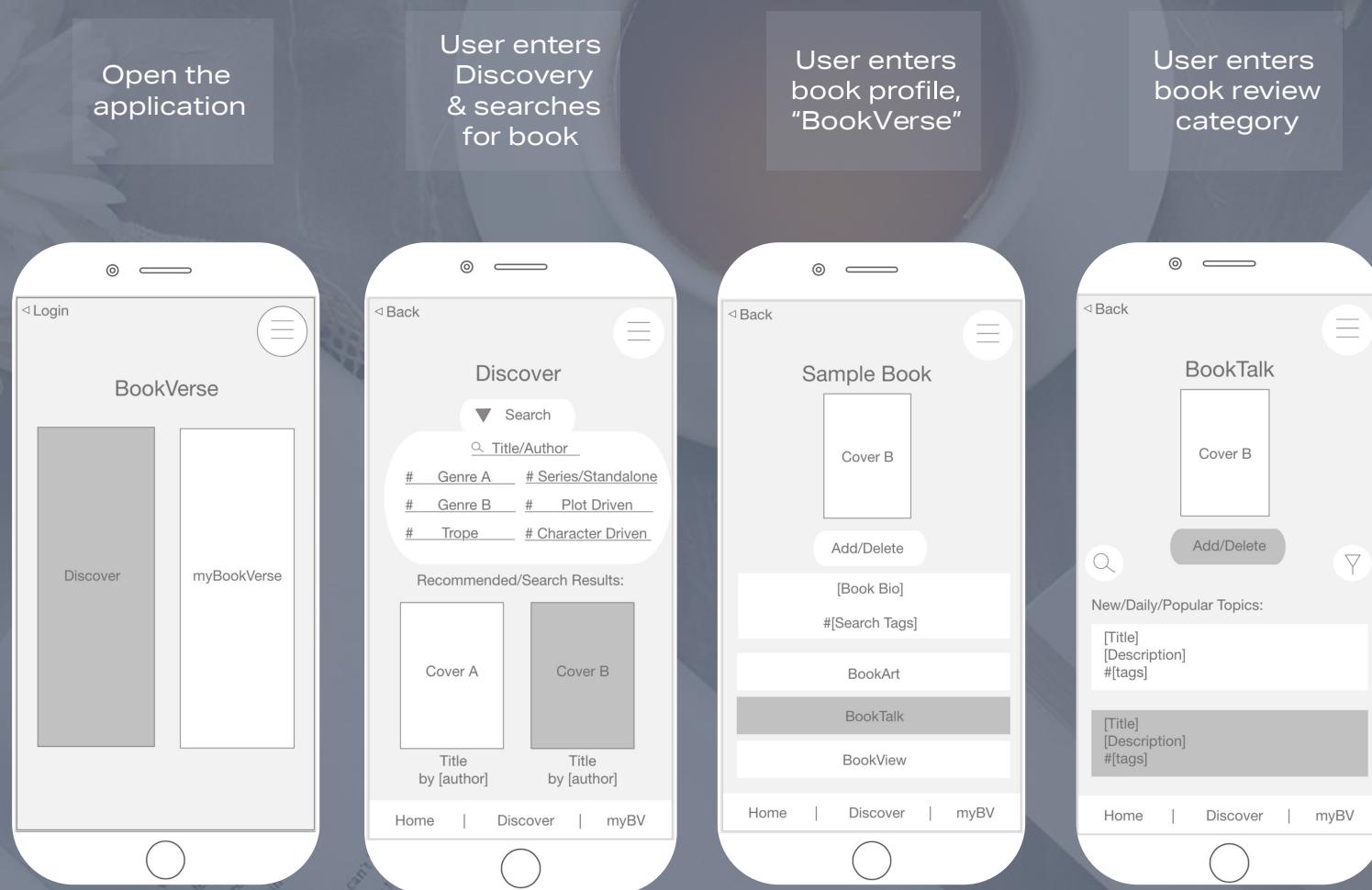
Task Two: User will go to personal bookshelf to view/interact with saved books, browsing for their next reading by exploring fanart.



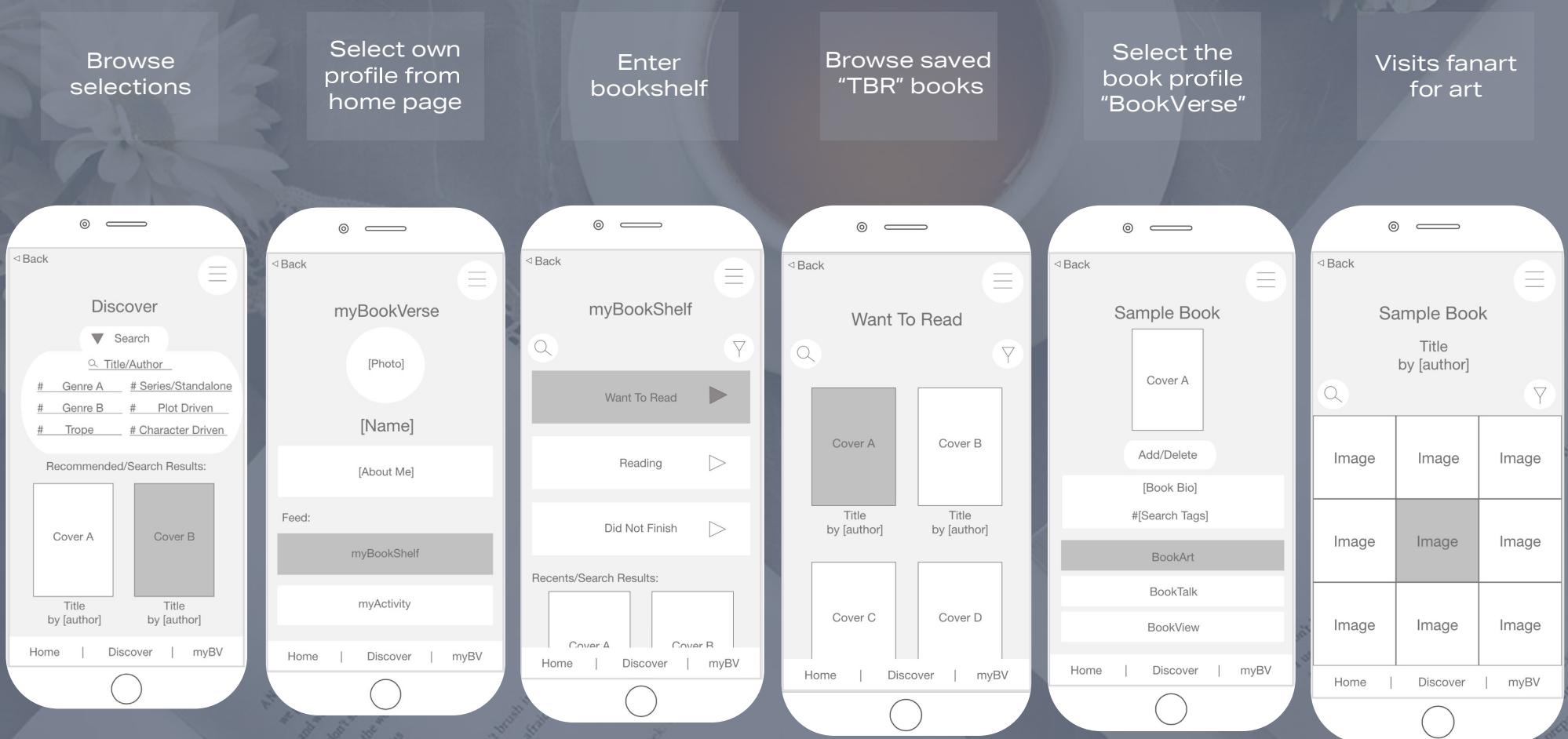
Task Three: User will fill out a review to help improve book listing recommendations.



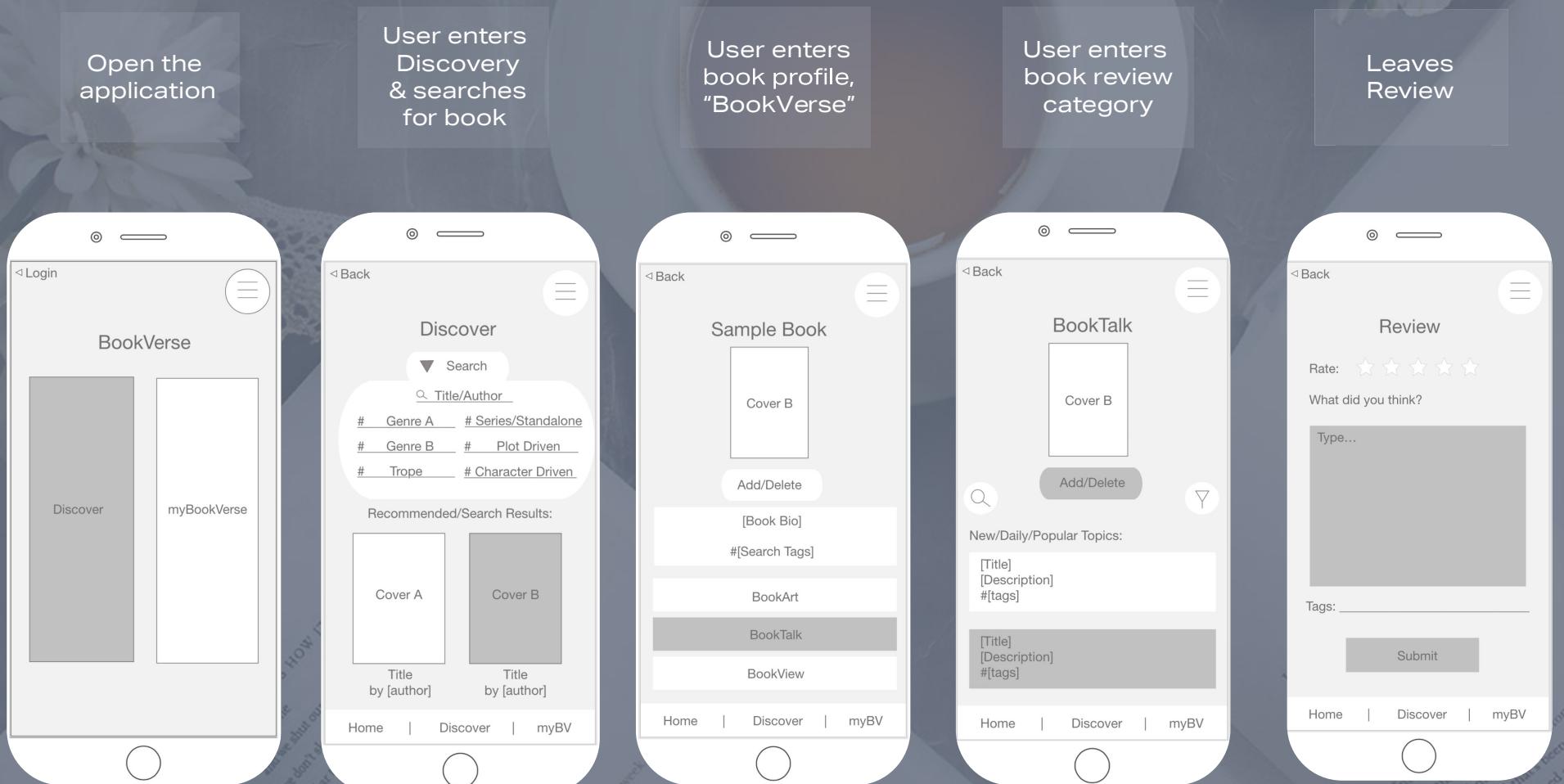
**Task One: User will explore BookVerse for a new book recommendation, specifically by browsing forums for new books using the Discovery page.**



**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  
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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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Searching  
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Into a more filling hunger  
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Because I've stopped preparing for space  
Stopped wandering endless circles  
Trying to fill my empty spaces  
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.

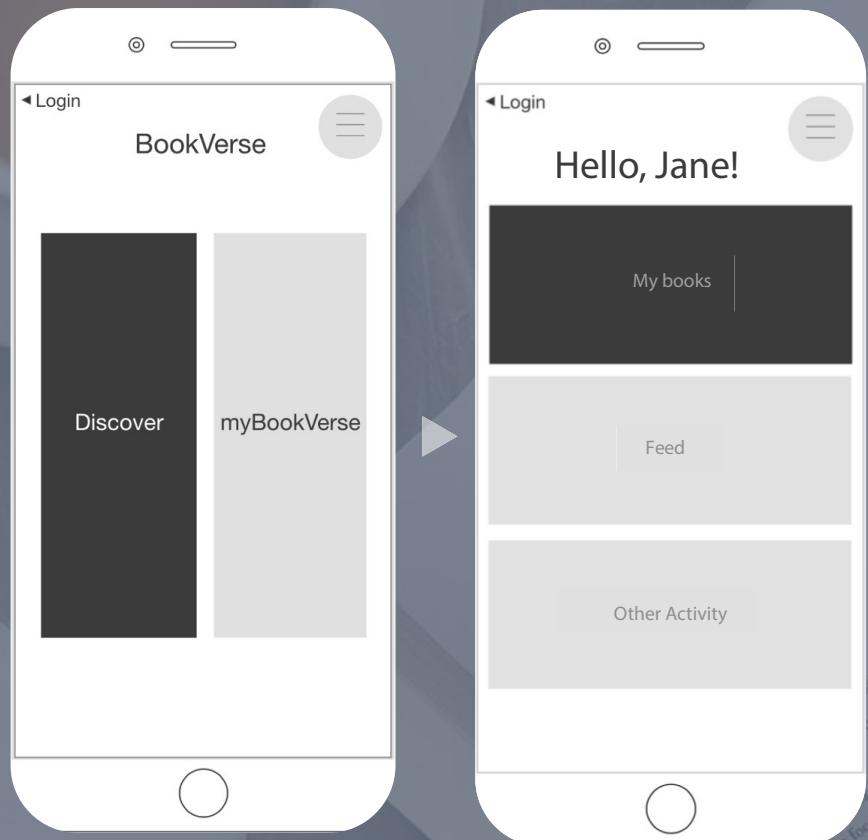
AND THIS IS HOW IT  
we go home  
and we shut our door  
for fear it's never coming back  
really sees us  
sees our pain  
sees our mess  
sees the things we can't  
see our broken hearts  
the art we create we're too  
see our laundry in a week  
we don't open our doors wide  
turn the spotlight on  
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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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

AND THIS IS HOW IT IS  
we go home  
and we shut our doors  
we don't sleep with them open  
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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 TWO

Moderator: Lora Galoyan  
Participant: Laura [alias]

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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 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 afford  
sees the art we create  
we're too afraid to touch it  
sees our broken hearts  
turn the spotlight on  
we don't open our doors 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  
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."

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



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.

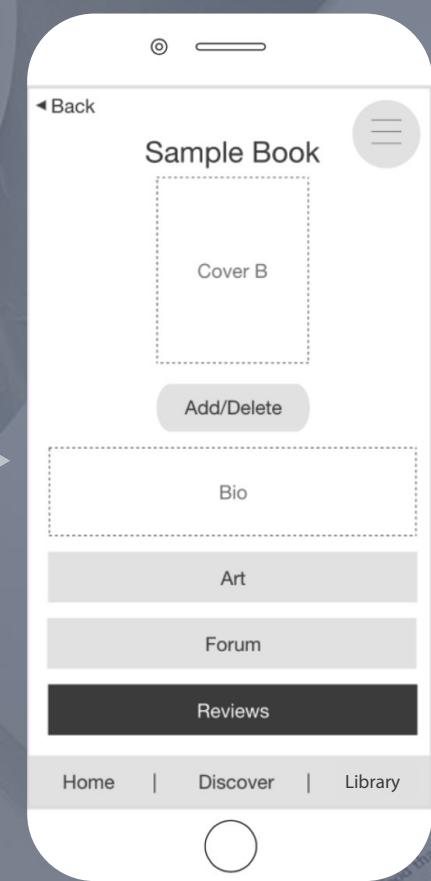
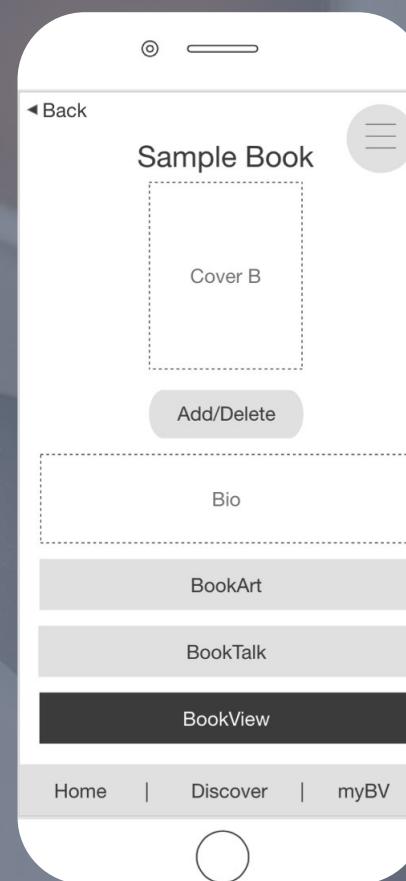
She also wondered whether there would be an opportunity to click on certain titles that weren't clickable, versus the icons. All in all, the biggest changes from this task will be changing the myBookVerse, myBV and BookTalk/BookView labels, as well as making it more intuitive as to which way to navigate 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



## 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.

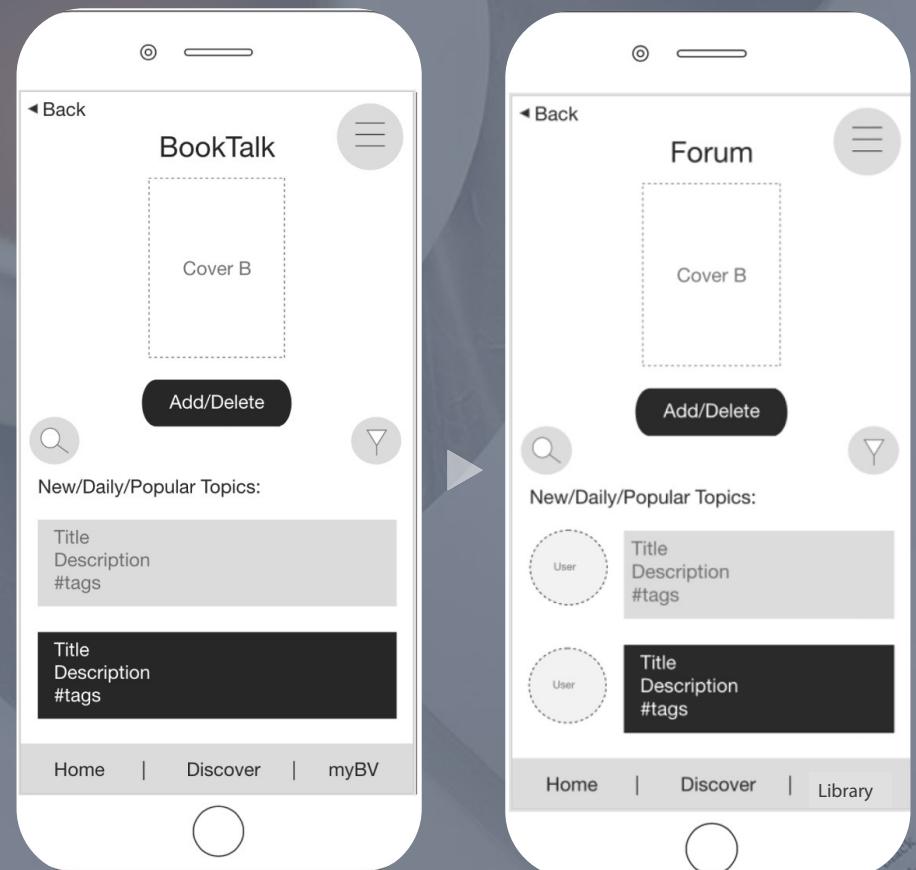
I don't buy much anymore  
I used to walk in circles  
Around department stores  
And the curved edges of  
Barstools  
Searching  
But it's all seemed to dissolve  
Into a more filling hunger  
One that reaches  
For the familiar black cotton dress  
And the food that's been sitting in the  
Because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

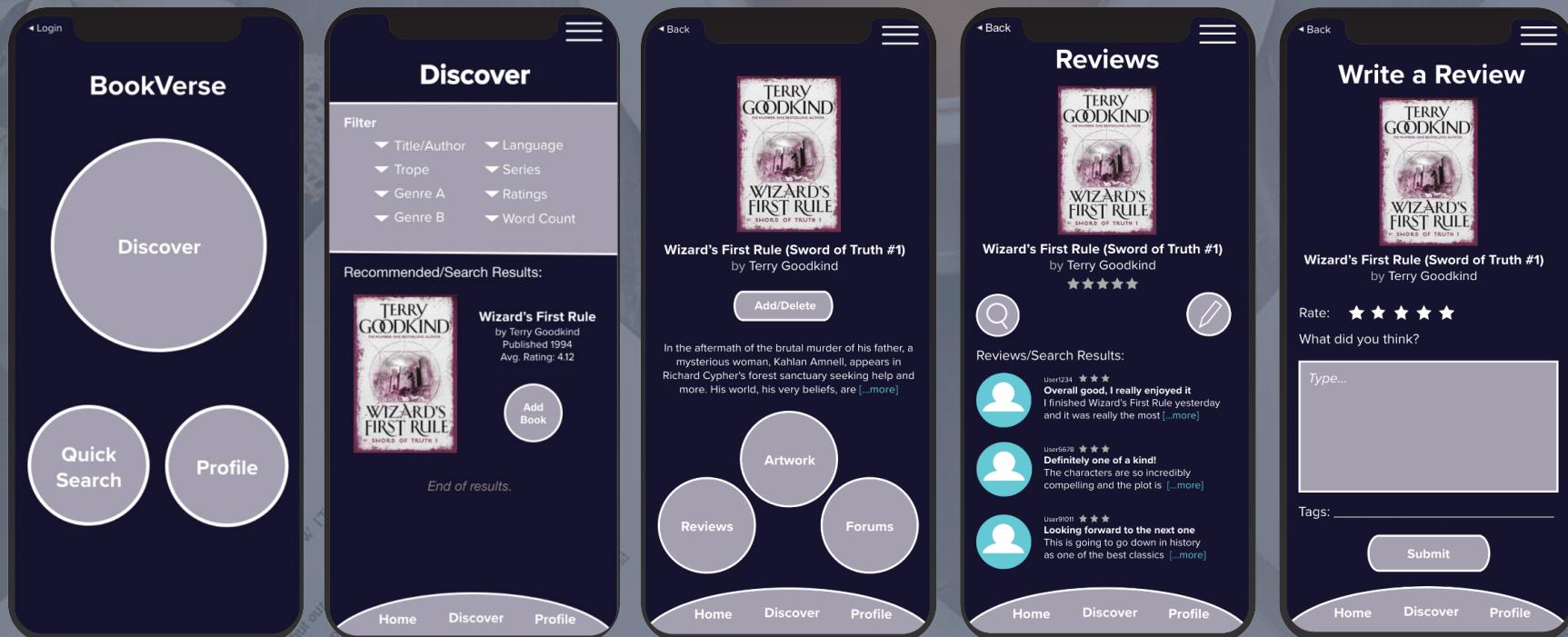
## TASK ONE



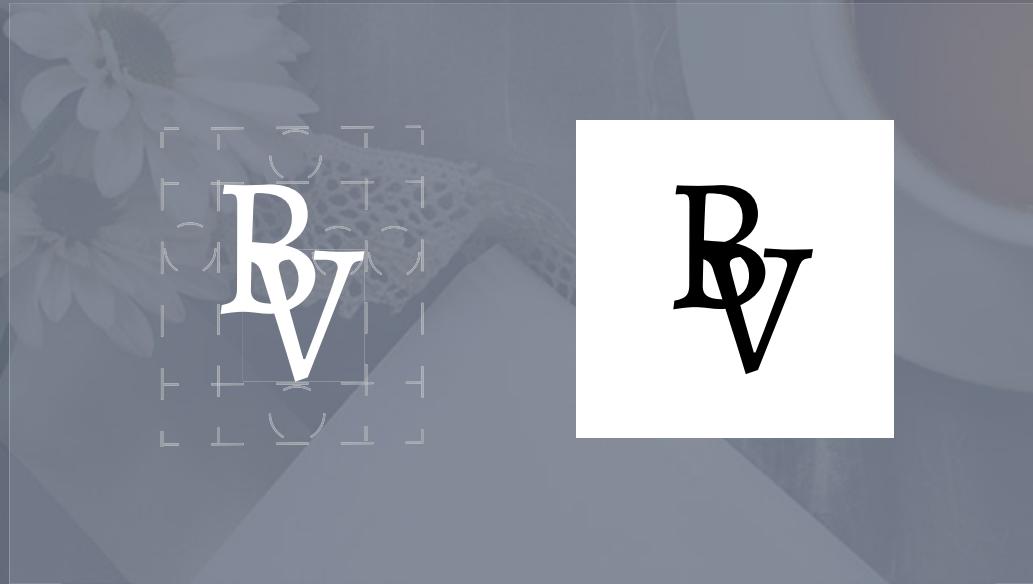
## TASK TWO



## TASK THREE



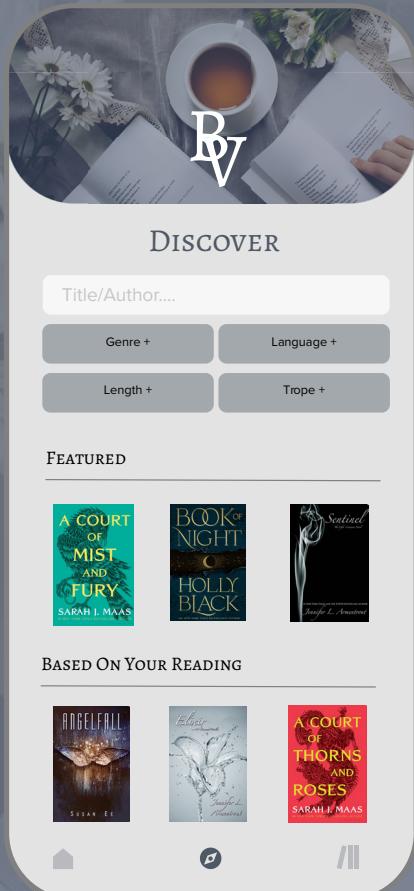




## LOGO CONCEPT

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

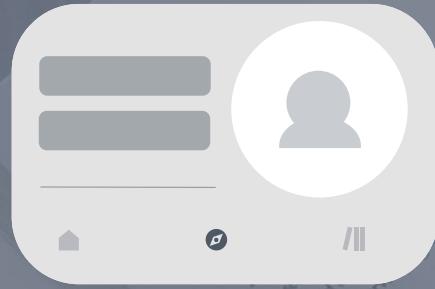
Body Text Two 15px - Proxima Nova

Button Text 15px - Proxima Nova

Input Field 15px - Proxima Nova

Minimal Buttons 14px - Proxima Nova

## Textures



I used to go around  
And the curtain was  
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 space  
With things

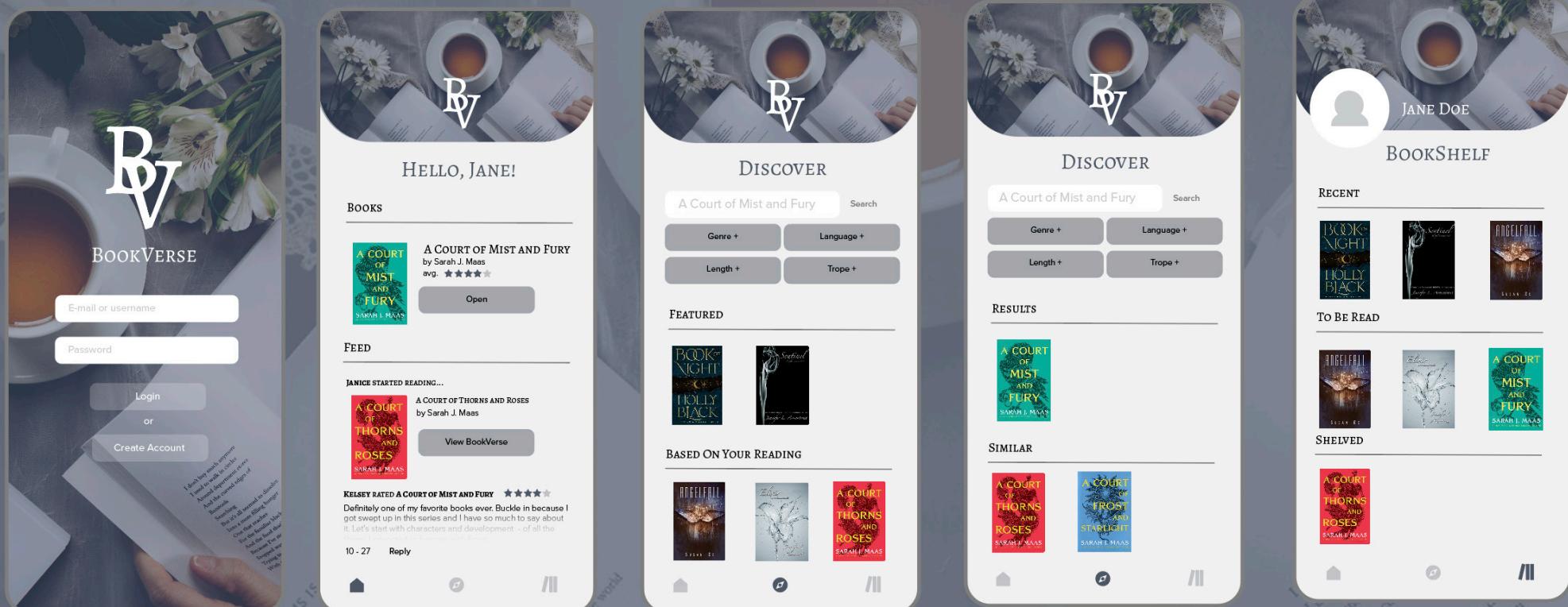
# RV

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  
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



The image displays four wireframe prototypes of a mobile application interface for the book "A Court of Mist and Fury" by Sarah J. Maas. Each prototype is set against a background of a floral patterned fabric.

**Prototype 1:** Shows a book cover for "A Court of Mist and Fury" by Sarah J. Maas. Below the cover is the title and author. A summary of the book's plot follows. At the bottom, there are sections for "REVIEWS", "FORUMS", and "ART". Under "REVIEWS", there are three user ratings: KELSEY RATED IT ★★★★☆, ALICE RATED IT ★★★★☆, and JANICE RATED IT ★★★★☆. Each rating includes a short quote and a "Read More" link. There is also a "Type here" input field with a "POST" button.

**Prototype 2:** Similar to Prototype 1, it includes a "Back" button and "Read More" links for the summary and reviews.

**Prototype 3:** Includes a "Reviews" section with a "Read More" link, a "Forums" section, and an "Art" section.

**Prototype 4:** Shows a grid of six small images representing different pieces of fan art or fan-made content related to the book.

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  
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

