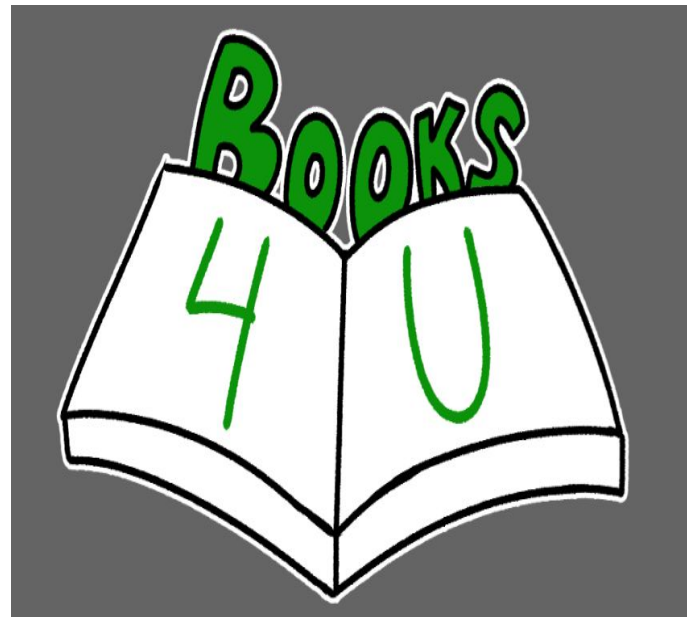# Books4U

Mateo Campos

Project overview

The product:

Introducing Books4U, a customizable library that allows users to follow specific book genres to their liking and learn about more!

Project duration:

Nov 2022 - Nov 2023

Google

Project overview

The problem:

When trying to shop online, customers are swarmed with advertisements, distracting or frustrating them from looking up what they'd like.

The goal:

Create a customizable menu that allows users what they want to see on their homepage, letting them shop with ease and no pressure.

Project overview

My role:

Lead UX designer, project leader

Responsibilities:

- Prototyping
- Wireframing
- Surveying

Google

Understanding the user

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

Google

User research: summary

Conducting research, we had a group of people look through a website and see how easy it was to navigate to what they were looking for, with Adblocks off.

User research: pain points

1

Pain point

Consumers were confused on where to navigate.

2

Pain point

Consumers were annoyed with the amount of advertisements presented.

3

Pain point

Consumers were distracted with other features of application instead of shopping.

4

Pain point

Consumers are confused on what the product is with no visual imagery.

Google

Persona: **Name**

Problem statement:

Jane is an elementary

school teacher

who needs books

for her students.

"Jane"

Age: 55
Education: Masters
Hometown: San Carlos
Family: Husband, 2 Kids
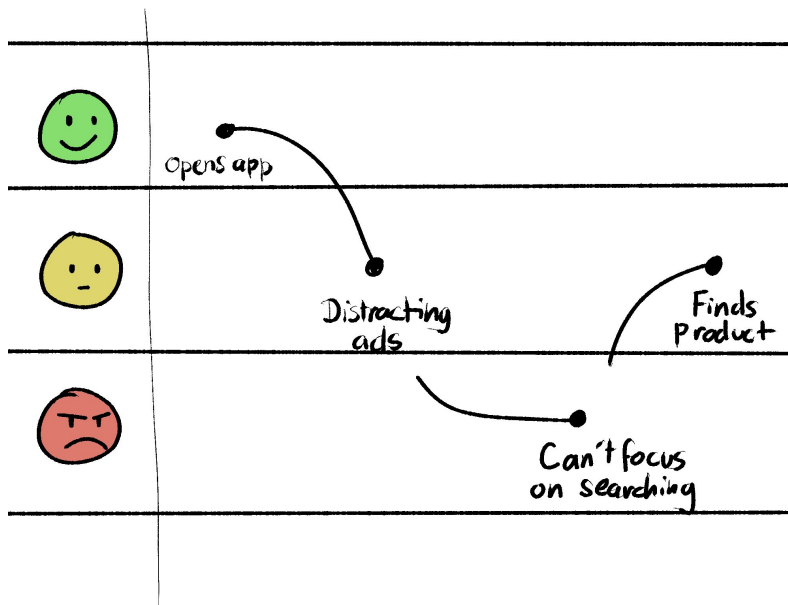Occupation: Teacher

Goals:
- Finding the best educational subjects for her students

Frustrations:
- Figuring out where to find the best source material.
- Waiting constantly.

Google

User journey map

People will get cluttered or distracted when trying to find their own products, leaving frustration and or confusion.

Opens app

Distracting ads

Finds Product

Can't focus on searching

Google

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

Paper wireframes

- User is greeted with categories at the homepage, with a search bar, log in, settings, and cart icon.
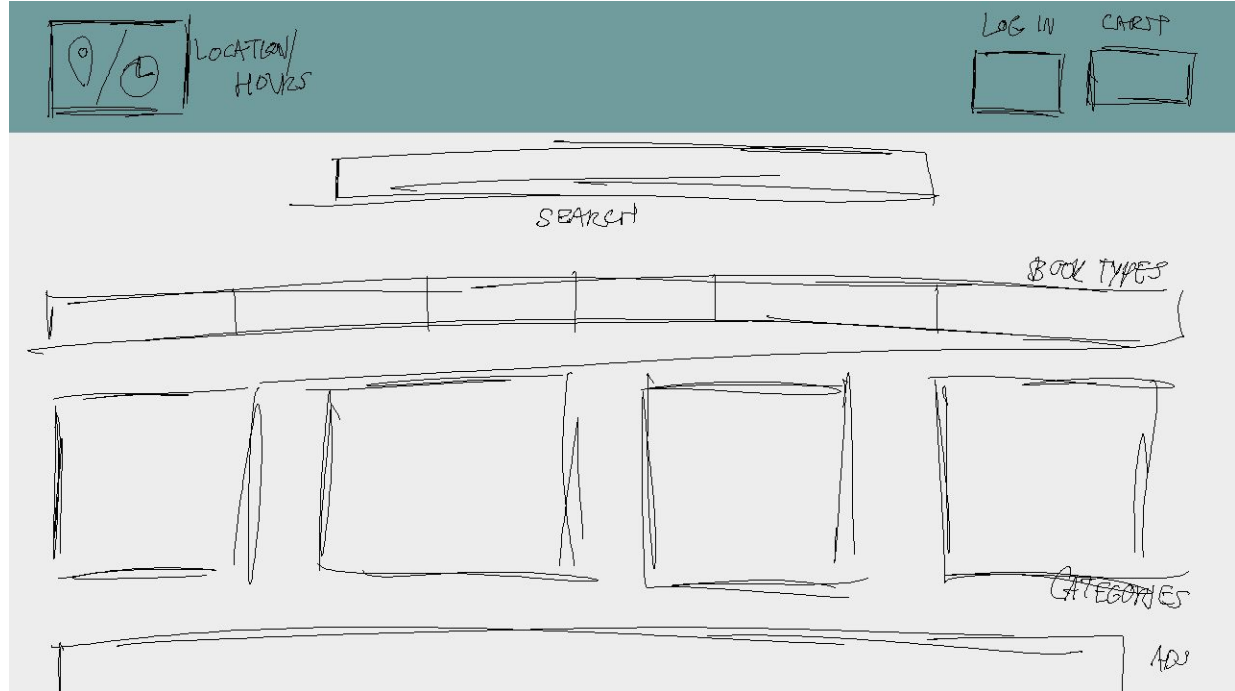
SIGN/LOG IN

SHOPPING CART

QTY
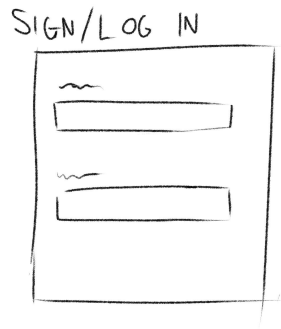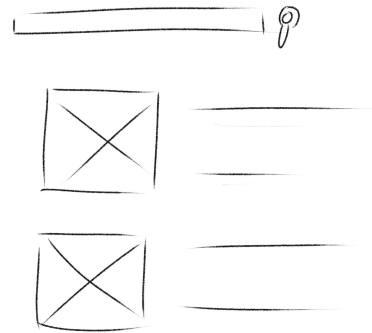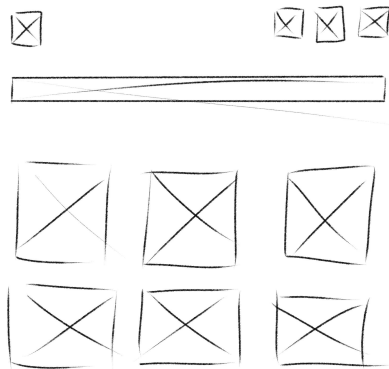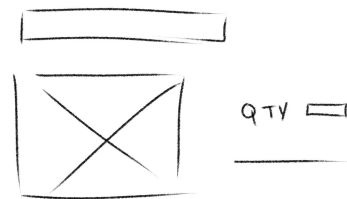
CHECKOUT

Digital wireframes

[User can see a variety of categories and themes, and even a location/hours tab.

LOG IN   CART

LOCATION/ HOURS

SEARCH

BOOK TYPES

CATEGORIES

Google

Digital wireframes

A second wireframe of the homepage showing two tabs on the top for promoting joining the Books4U rewards program, and a tab for looking up locations and hours.
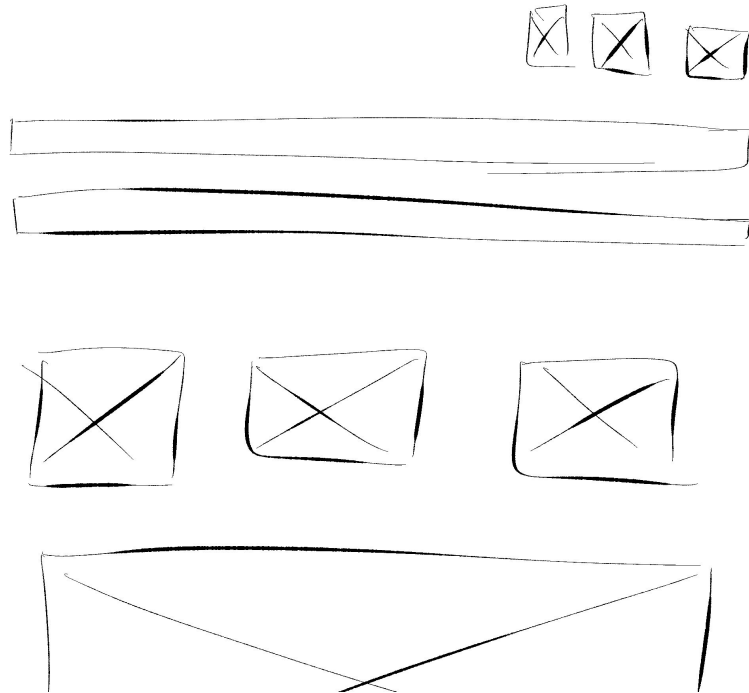
Low-fidelity prototype

User would be greeted to a homepage menu on the app showing a log in/settings, categories for books, then ads below.

Google
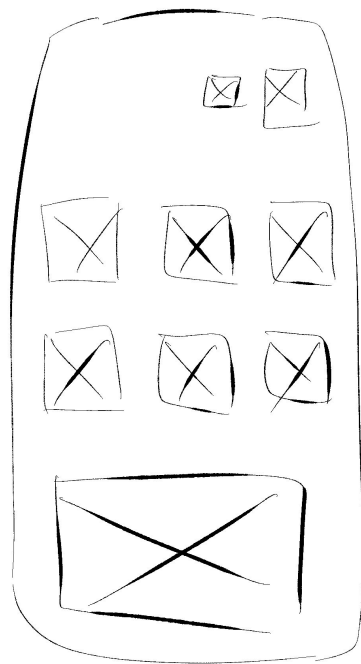
Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1   Visual appeal

2   Organized boxes

3   Need to add a cart button

Round 2 findings

1   Text needs to be more clear

2   Add shading to text/icons
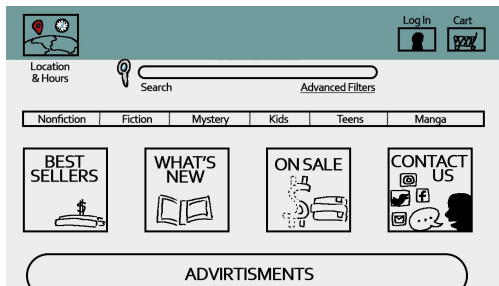
3   Have multiple colors to tell difference between icons

Google

Refining the design
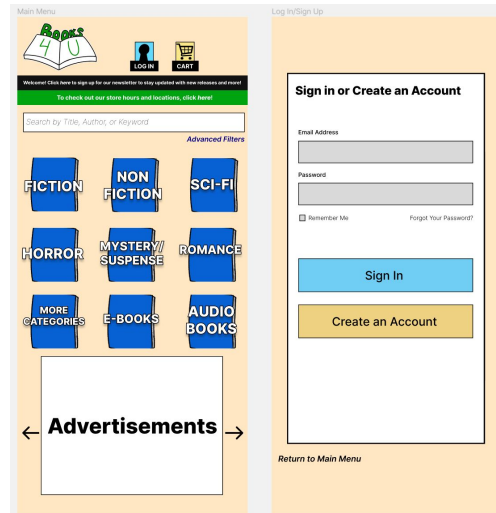
- Mockups
- High-fidelity prototype
- Accessibility

Google

Mockups

More icons with more categories, more color, add a logo.

Google

Mockups

High-fidelity prototype
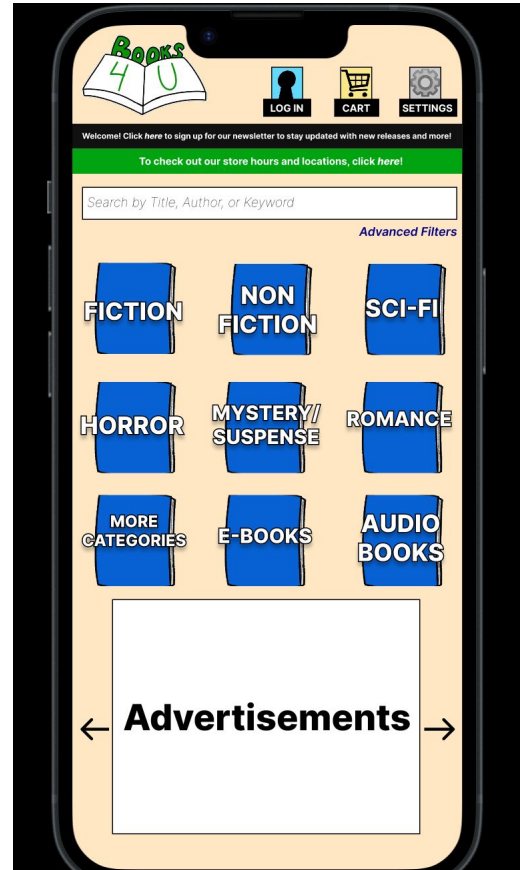
Accessibility considerations

1

A sound design to implement where exactly the user is navigating to.

2

Touch controls or voice options to allow the user to navigate how they please.

3

Have visual icons to help a user navigate if they're having trouble figuring out where to go.

Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

We hope our visually appealing and straightforward designs/icons can help the user feel greeted professionally and warmly, so they can use the website/app at ease.

What I learned:

The simplest things can get people frustrated and turn away.

Google

Next steps

1

Taking surveys to see what kind of issues/things users did not like with the app/website.

2

Add more iconography!

3

See in what other ways we could make the app/website more accessible to others.

Google

Let's connect!

For anyone looking for a UX/UI designer, I love to draw and create iconography to make websites and apps look more appealing!

My email is mateocampos@my.smccd.edu.
Website: https://mateofcampos.github.io/

Google