

Prototype and Test Brainstorm

Thursday, February 17, 2022 4:07 PM

Idea One – Work Program that gives PTO for Reading (hours earned vs time read) [Megan]

Description: Incentivized program offered to workers based on amount of reading (time). Tracked on an official form to showcase amount of time read and what the equivalent PTO time earned would be. Based on an honor system. Reduces the amount of stress in employees and helps to reduce costs of insurance based on healthier people (incentive for the higher ups to buy into providing this for their employees). App that tracks time read and offers incentives based on points earned. Different tiers of benefits (smaller points equal a free coffee versus larger points equals merchandise, tech, PTO, etc). Gives live feedback to employer for data tracking.

Supplemental Items:

USER SCENARIO: Dave works a desk job in a successful tech industry. He frequently needs to meet deadlines and work overtime in order to do so. The job in and of itself is high stress and high demand. When Dave does have time to kick back, reading is not at the top of his priority list. But his work just launched this new PTO for reading program and he is looking to earn some extra days off. Having cited how reading reduces stress amongst the adult population, his company has decided to implement this program, and Dave decides to jump in.

Idea Two – Algorithm that suggests book based on 'vibe' [Lauren]

Description: User is presented with a 'word wall' of various emotions and feelings from books and they are asked to select a certain amount of them. Algorithm helps to select books based on those feelings and sensations regarding those words selected. Produces items for perusal based off what is selected, choices can be altered at any time to create more vague or specific selections. Both in a website and as an app format. Added benefit of tracking books based on their 'vibe', can categorize them and come back to old vibes or start a new one, creates a 'shelf' of those books. Can rate books based on if it fit the vibe well or not for feedback.

Supplemental Items:

USER SCENARIO: Spencer, a self-proclaimed 'mood reader', is a recent college graduate who prefers to spend their free time on social media and has recently come across BookTok but has noticed that all of the recommended books are not for them. They don't know enough about genre to make decisions, and often get book recommendations from friends based on how they feel to them. During an internet deep dive, they come across a website tailored to finding books based on emotional cues that arise during reading. This website is interactive and allows them to select descriptive words that they are searching for in their books. The algorithm produces a hearty list of books for Spencer to choose from.

Idea Three – Reading Metrics to 'Tracker' lifestyle app [Bruce]

Description: An app that tracks your amount of reading logged (pages, time spent on it, etc.) Can track your reading rate and tell you how many pages you read in that time for data. Can create challenges with friends to see how much they read in comparison and give a winner at the end of the selected date. Can link to additional health and wellness trackers like FitBit to relay information about lowering stress levels, resting heart rate, blood pressure, how it impacts sleep quality, etc. Could set reminders for other health options -- reminding you to go to bed so you don't stay up all night reading, don't lie down

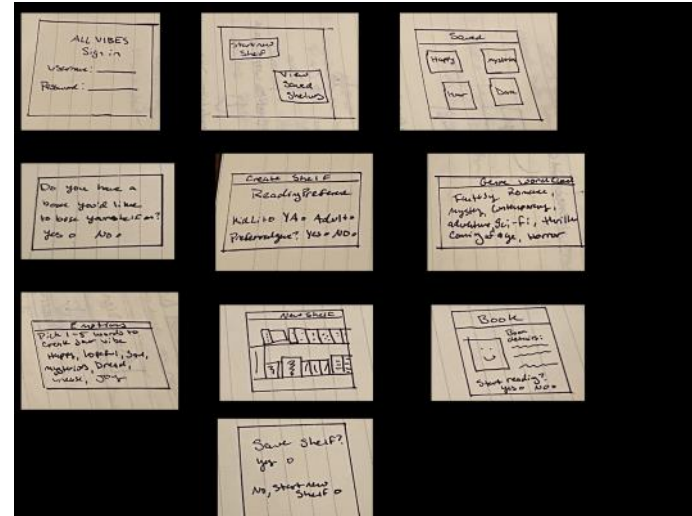
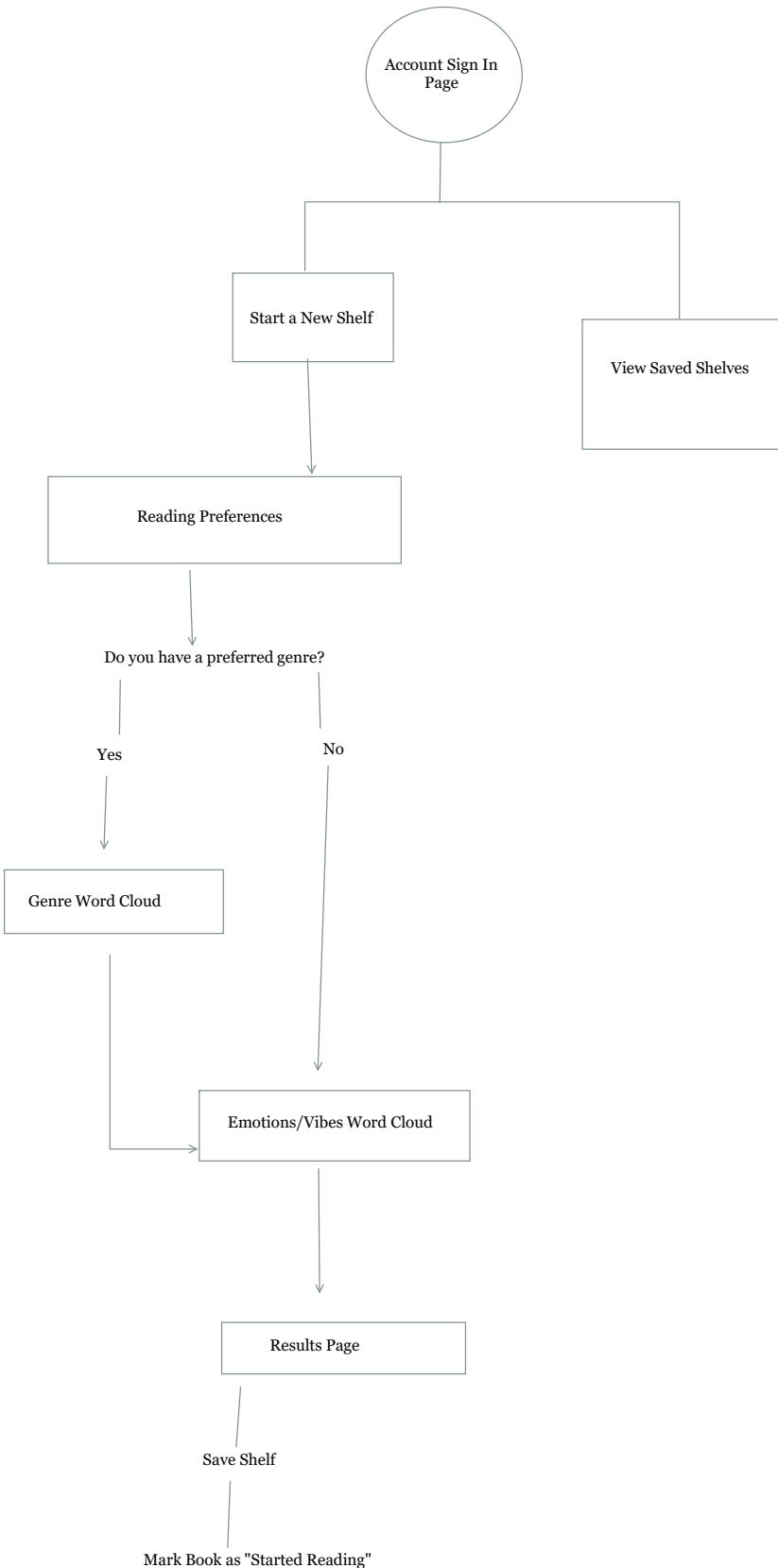
reading for hours, etc. Automatically tracking your progress reading if you're using an e-reader, syncing to that device to keep track of how many pages you've actively read.

Supplemental Items:

USER SCENARIO: Jenny, a busy homemaker, finds that her new lifestyle app comes with a default setting that tracks your reading, and actively encourages it as part of a healthy lifestyle. This encourages her to pick up a book and start trying to log reading time and pages read. It automatically connects to her e-reader and updates her progress as she reads, and gives her feedback in terms of how it's impacting her health along the way, such as lowering her blood pressure or reducing stress. She finds that she makes more time for reading in her busy day now that it benefits her physically and mentally as well.

Algorithm Prototypes

Saturday, February 19, 2022 4:49 PM



Rationale: Something that came up during our Empathizing exercise was a distaste for recommendation services. The participants found that most services only took into account base items such as marketing category and genre. The participants put more emphasis on wanting a service that could recommend books based upon how the book made them feel. This emotions based recommendation service creates shelves based items such as marketing category and genre, but those are not the only factors. Users will also pick between one to five emotions they want to their next read to evoke. When they've finished a book they can tell the service whether that book accurately evoked the emotions they were expecting and add additional tags as necessary to help the algorithm learn for future recommendation shelves. The original problem statement was that there is little incentive for adults to pick up a book. The incentive for this design idea is the ease of having the reader's next pick chosen for them.

Evolution: The original design idea was to create an algorithm based service that creates recommendations based on the previous book a user has read. With the addition of the emotions word cloud, it allows the user to not only create a shelf based on previous books but by the mood they feel in the moment. This is a more freeing experience for the user as this website takes on the task of choosing a reader's next read for them.

Strengths: The algorithm taking out the burden of choice. More bespoke recommendation service. It's fun, Interactive, Customizable. Vary dependent on your current mood. Flexibility. It's a changeable algorithm.

Weakness: Too open ended. Requires a lot of user interaction to get the algorithm recommending correctly. Vibe is very hard to pin down as a concept. Hard to build a user base of new readers. Little incentive for new or non-readers.

Feedback: this looks like something I'd use if I was looking for a new book if I don't know what I to read next. Add a section for fiction vs. Non fiction under reading preferences instead of having them mixed in with the genre word cloud

Lifestyle app scenario

Monday, February 21, 2022 9:24 PM



Rationale: during the empathy phase, we learned that it was easy for adults to deprioritize reading despite the documented health benefits because of the many conflicting demands for attention. The incentive to simply read is not enough for people to reschedule their busy lives around it. This design attempts to address that by introducing an easy automated and integrated way for people to track not only their reading, but their other goals and daily tasks as well in a single lifestyle app that tracks, monitors and reports progress to the user through their smartphone.

Evolution: app was designed first as a way to track reading for the purpose of helping users without as much disposable time still be able to reap the benefits of reading. After talking with a potential user, tracking alone wasn't enough and the app would benefit with push notifications informing the user that it's time to read.

Strengths: does most of the work of tracking for you which frees the user to do things. Potentially easy to integrate with a large pool of existing devices and other monitoring services.

Weakness: some of the motion tracking will inevitably fail leading to missed read pages count and inaccurate data collection.

Feedback: user isn't looking forward to additional activities to track and correct when the app gets it wrong. User also wants an app that integrates with a calendar service like outlook or calendly to help with reminders and scheduling reading sessions.