

BookTunes

Group 2 Project 1



Problem Statement

In the last few years, along with the increasing popularity of audiobook, which has got the attention of every reader around the world, comes with demerits - less retention , more distractions, and less control over the content.

Moreover there are still limitation in terms of discoverability, personalization and user experience.

Solution Statement

An enhanced version of audiobooks for bibliophiles. We aim to design an app that caters to the reader's needs, and helps in the enhancement of user retention and focus by incorporating multi-voice audiobooks, a discussion room that would enable users to explore new genres and include a goal target to enhance user productivity and learnability.

MEET, ANJANA



Gender	:	Female
Age	:	24
Education	:	Bachelor's degree
Occupation	:	Writer
Address	:	123 XYZ city

GOALS

She is a writer who is looking for her big break through online mediums.

NEEDS

She needs a platform which features upcoming writers and help them grow and provide a diverse audience.

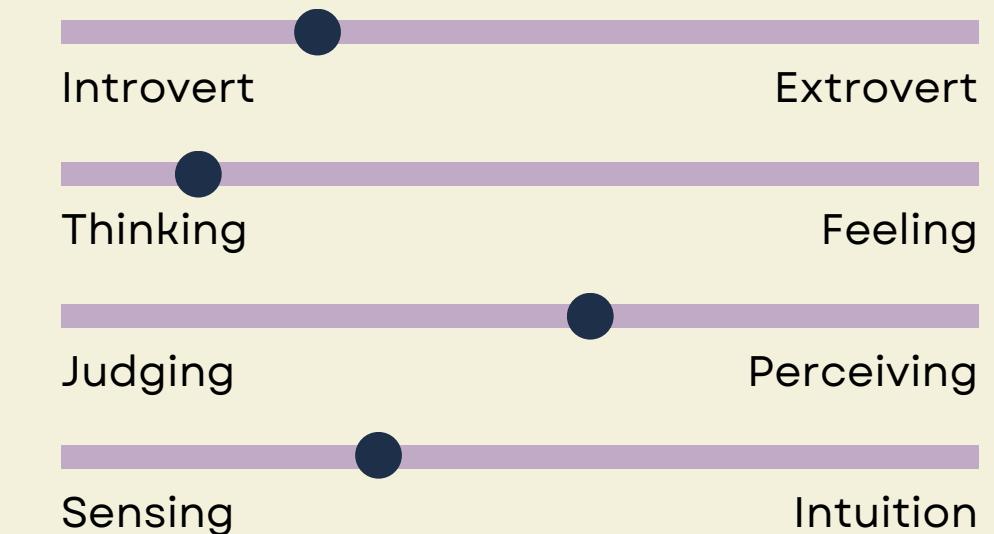
OBSERVATION

Most people hesitate in buying paperbacks unless its an established writer.

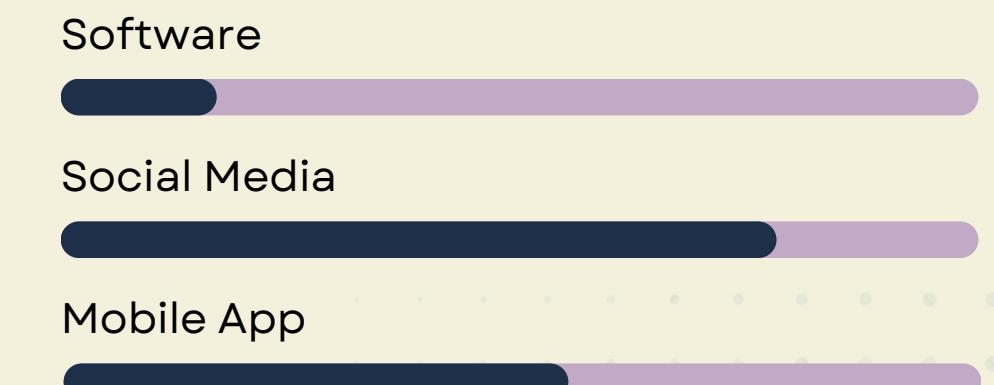
FRUSTRATIONS

As the cost of publishing books is high , she finds difficult to get a fair price . And she is not able to manage her writing works as a writer.

PERSONALITY



TECHNOLOGY



MEET, NISHANT



Gender	:	Male
Age	:	27
Education	:	Master's degree
Occupation	:	Entrepreneur
Address	:	123 XYZ city

GOALS

He owns a news agency which publishes weekly magazines. He wants to reach a wider audience base.

NEEDS

He needs an app through which he can collaborate and make his business grow and reach new users.

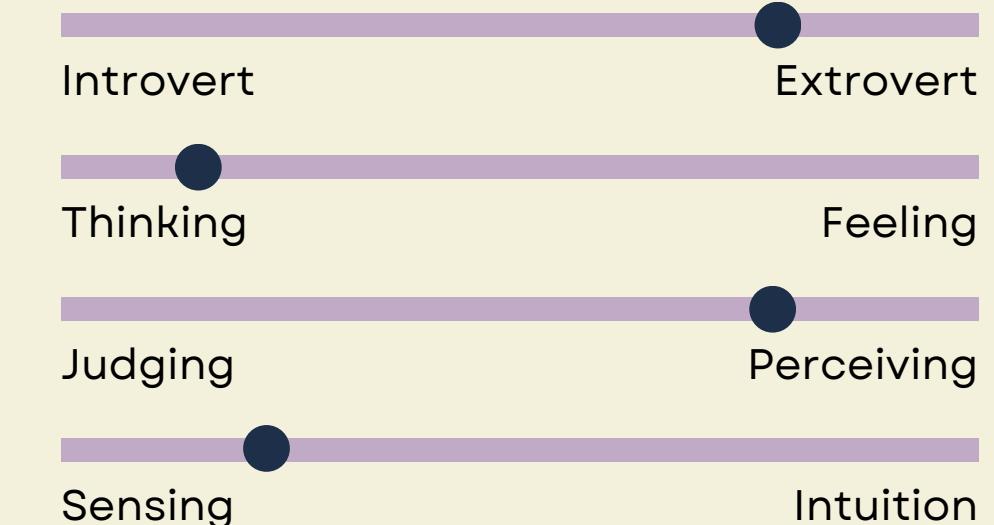
OBSERVATION

In a survey he conducted, he found that people prefer listening to weekly updates while doing their chores.

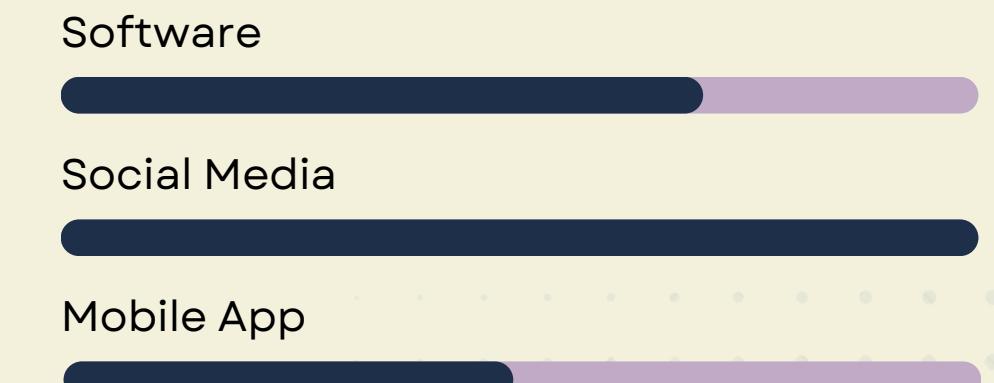
FRUSTRATIONS

He is not able to get new audience and readers .
As he runs an offline publishing house , he finds difficult to operate online.

PERSONALITY



TECHNOLOGY



MEET, AARAV



Gender	:	Male
Age	:	17
Education	:	High School
Occupation	:	Student
Address	:	123 XYZ city

GOALS

His goal is to be able to keep up with his reading despite his busy schedule.

NEEDS

He needs a wide selection of novels and romance novels to choose from, and he wants the app to have a user-friendly interface.

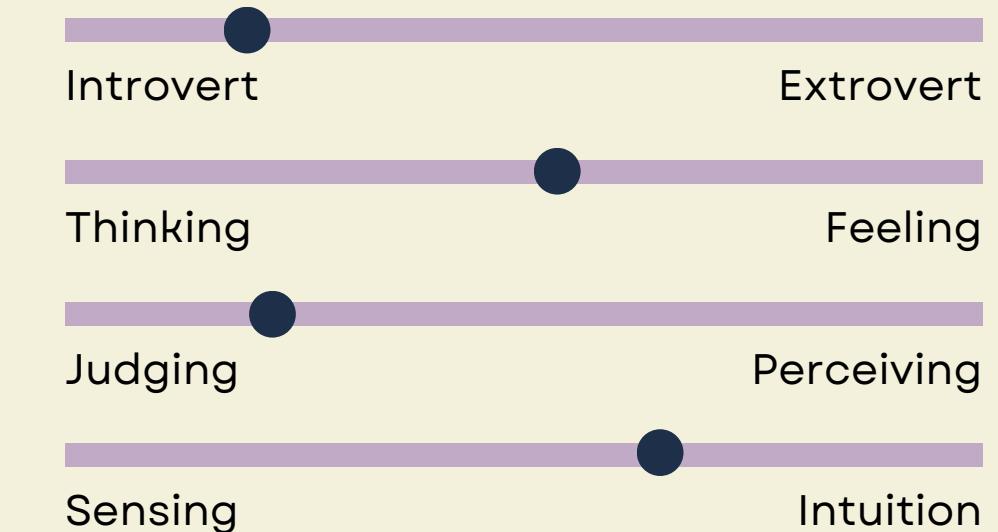
OBSERVATION

Zero interaction with other users with similar interests in existing apps as they are plagued by bots.

FRUSTRATIONS

One of his frustrations is when the app doesn't have a particular book that he's interested in, or when it's difficult to navigate.

PERSONALITY



TECHNOLOGY



MEET, SAMIKSHA



Gender	:	Female
Age	:	30
Education	:	Master's Degree
Occupation	:	Software Engineer
Address	:	123 XYZ city

GOALS

She is a busy working mom who commutes to work and spends a lot of time in her car.

NEEDS

She needs a wide selection of mystery and thriller novels to choose from, and she wants the app to have the latest releases.

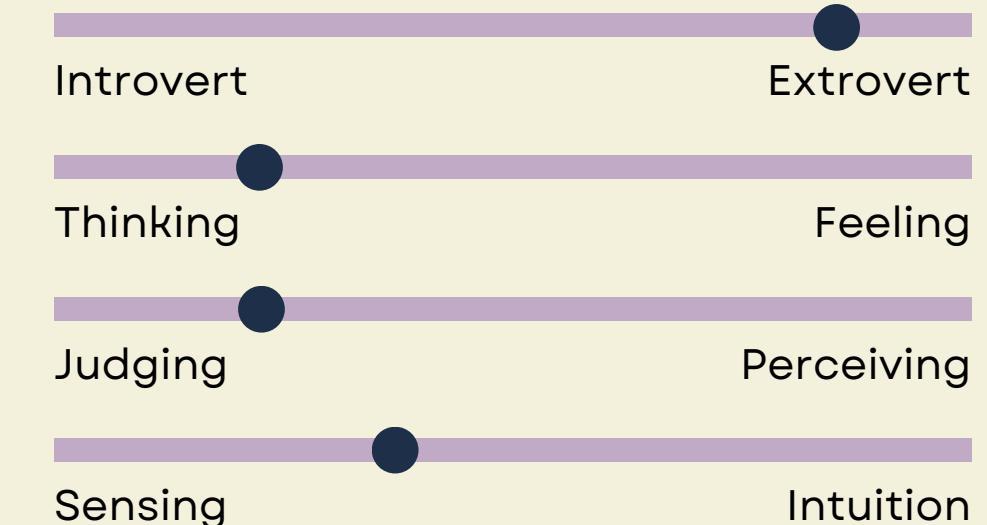
OBSERVATION

Most people listen to audiobooks passively as the narration is not engaging.

FRUSTRATIONS

She finds it hard to search for specific terms manually while listening to an audiobook or reading an e-book.

PERSONALITY



TECHNOLOGY



Empathy Mapping

What does the user think? (Complains and predispositions)

Most people hesitate in buying paperbacks unless its an established writer.

Zero interaction with other users with similar interests in existing apps as they are plagued by bots.

Reading is more immersive.

WHAT DOES THE USER DO? (ACTIONS AND BEHAVIOUR)

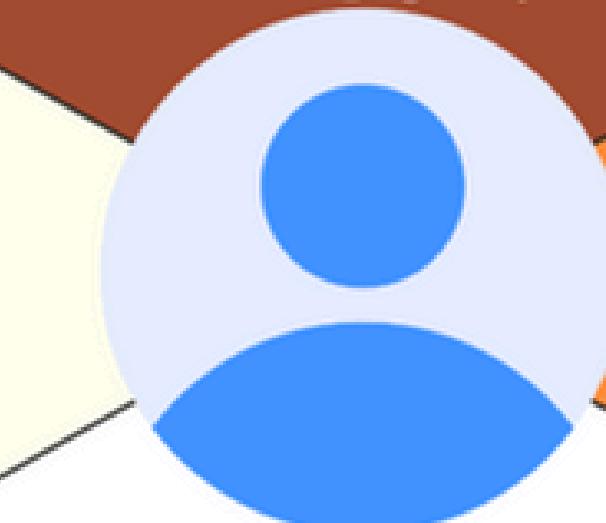
Listens to audiobooks/Reads books while commuting.

searches for meanings on google or through a dictionary while listening to an audiobooks.

Engages in discussions about societal topics.

Reads books as they release.

people prefer listening to weekly updates while doing their chores.



WHAT DOES THE USER HEAR? (INFLUENCES AND ADVICES)

would rather listen to gossip than listen to books.

read books if you want to succeed in life.

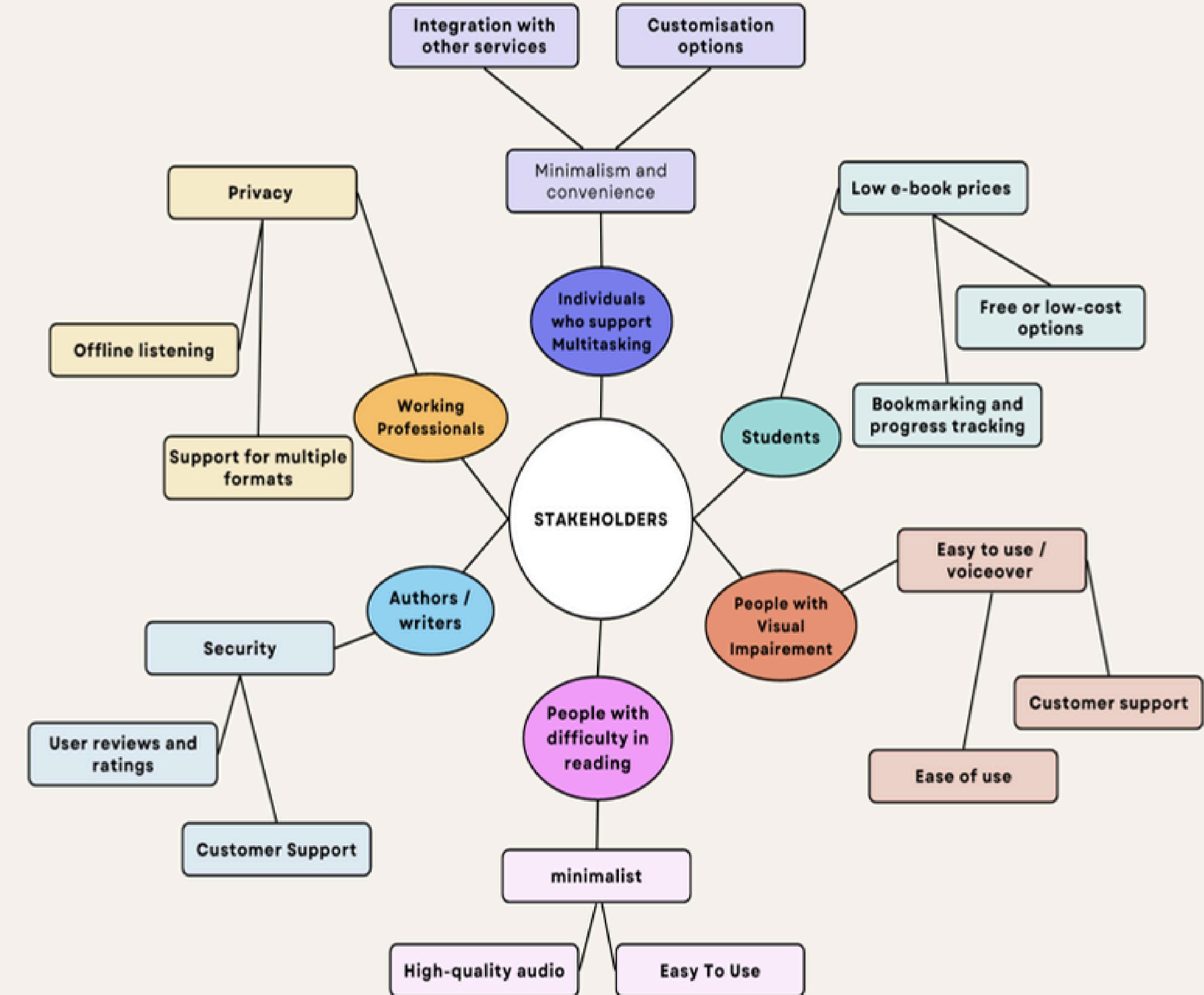
WHAT DOES THE USER FEEL? (FRUSTRATIONS AND ASPIRATIONS)

Frustration when the app doesn't have a particular book that he's interested in, or when it's difficult to navigate.

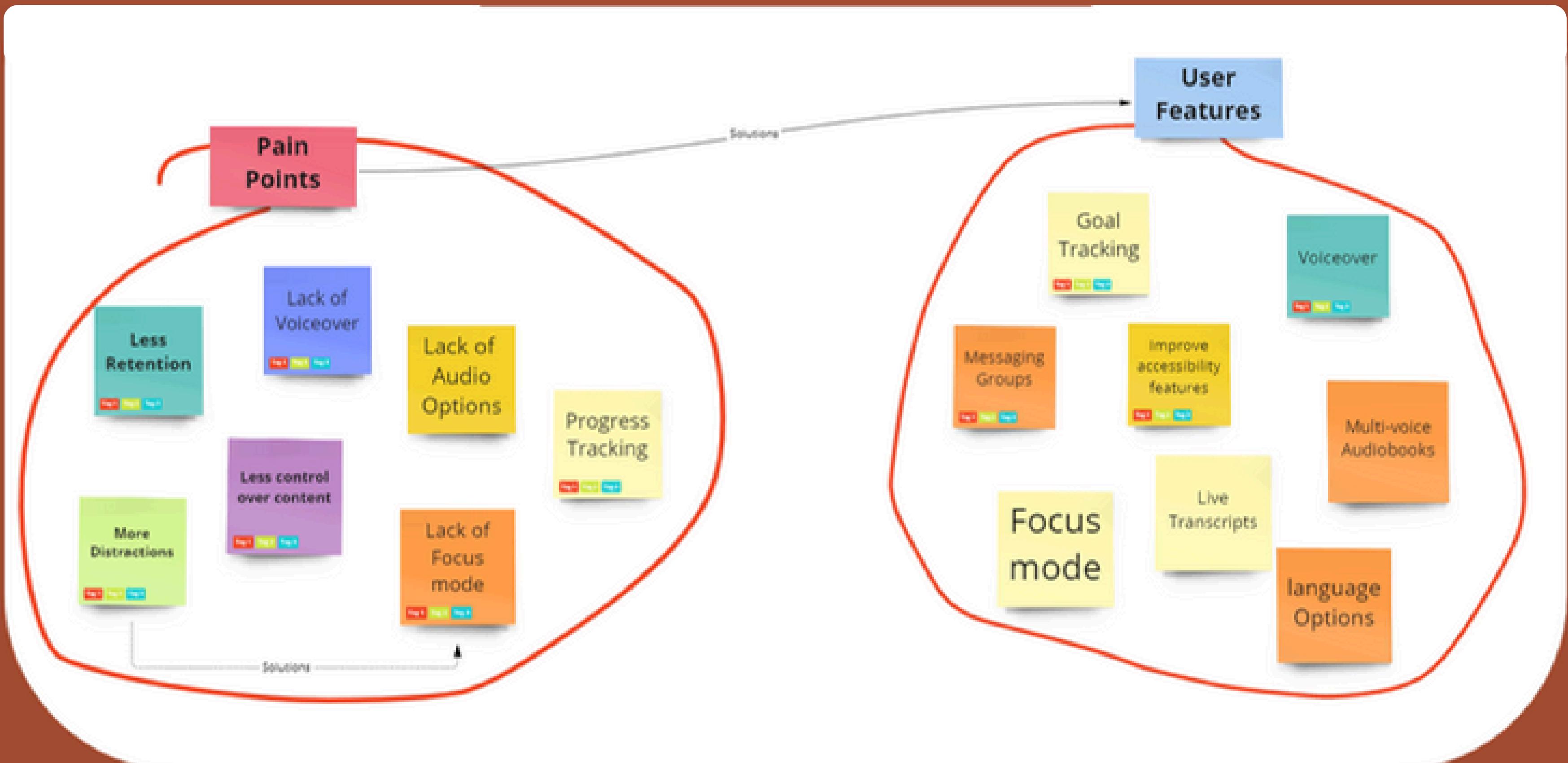
Wants to be able to understand what the author is trying to convey.

Aspires to be a established writer.

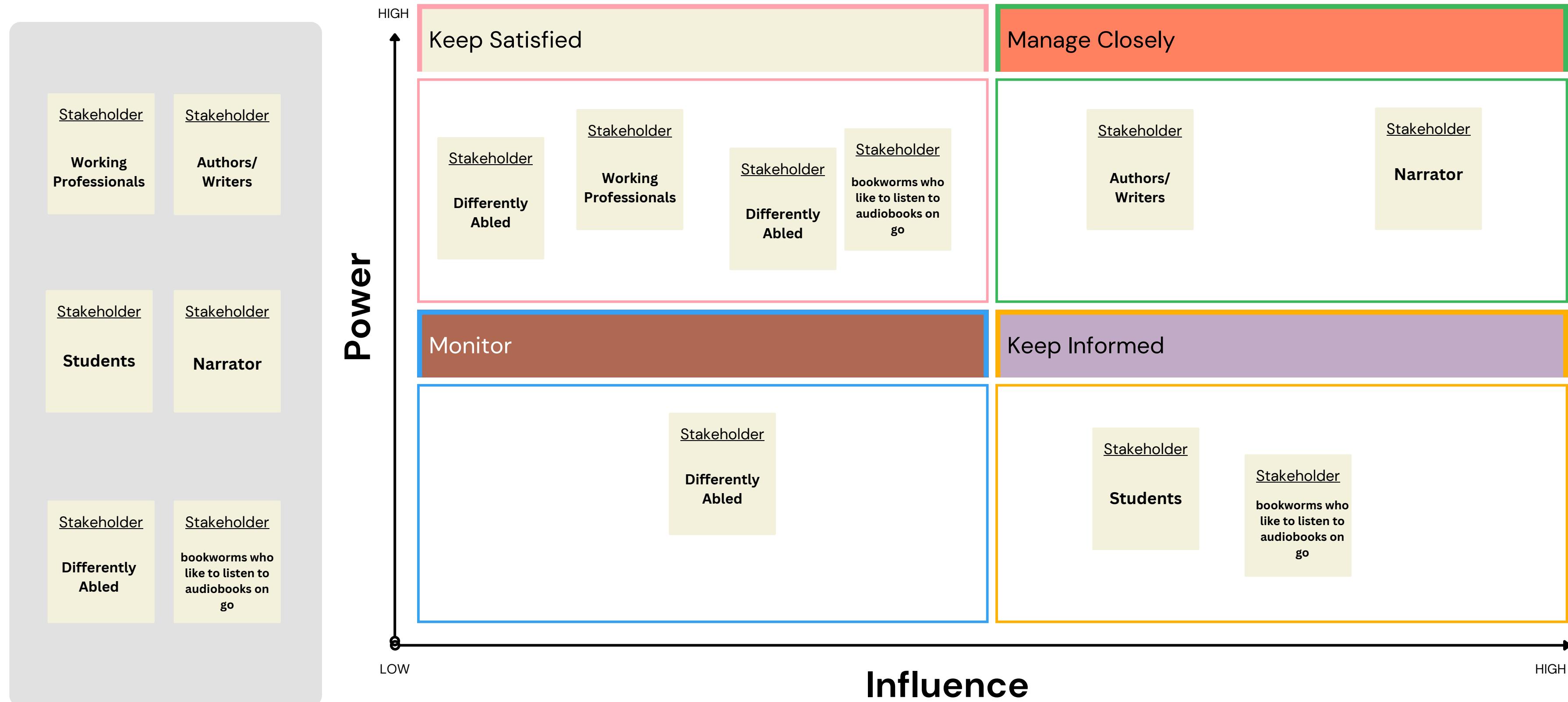
Mind Mapping



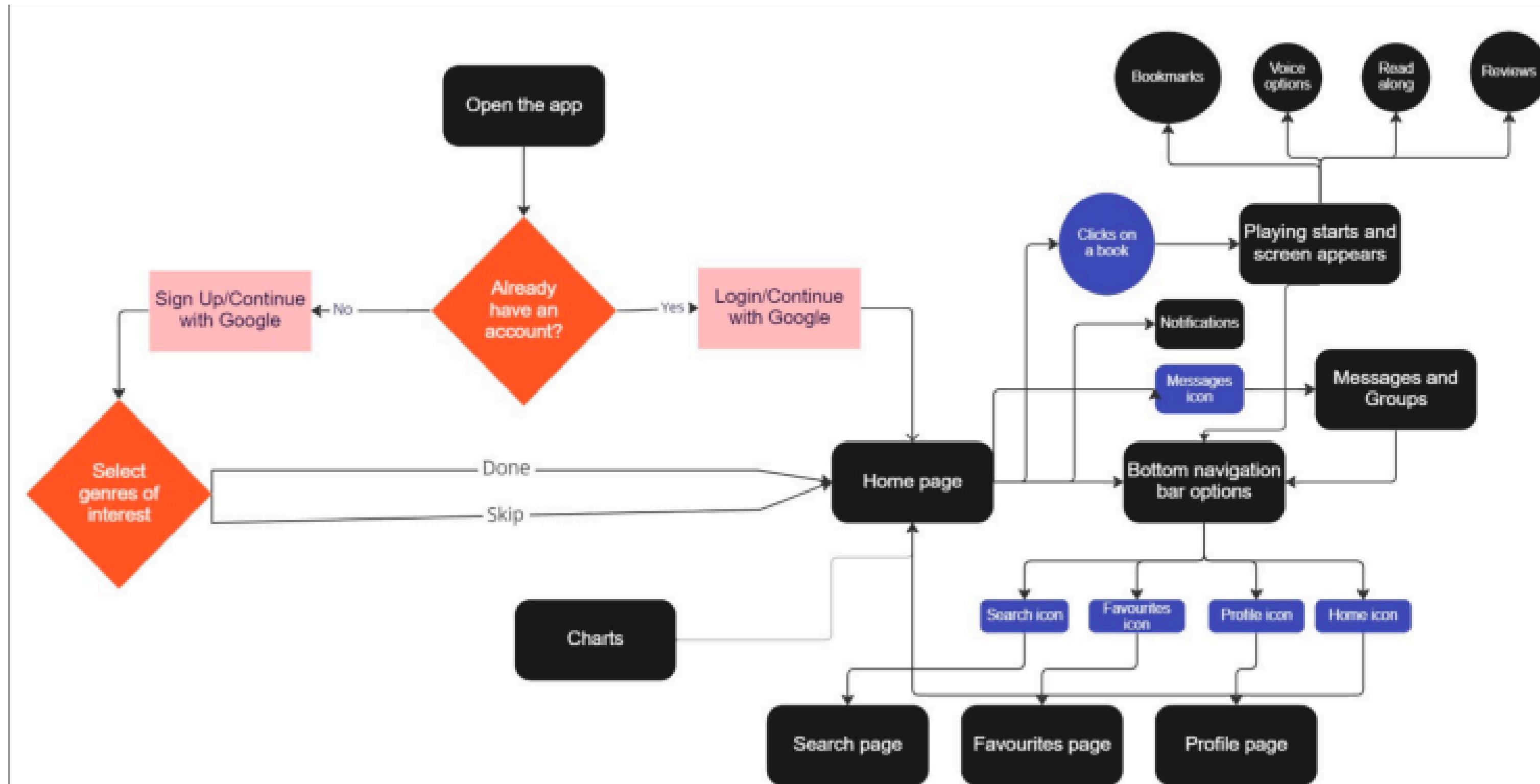
Problem Understanding



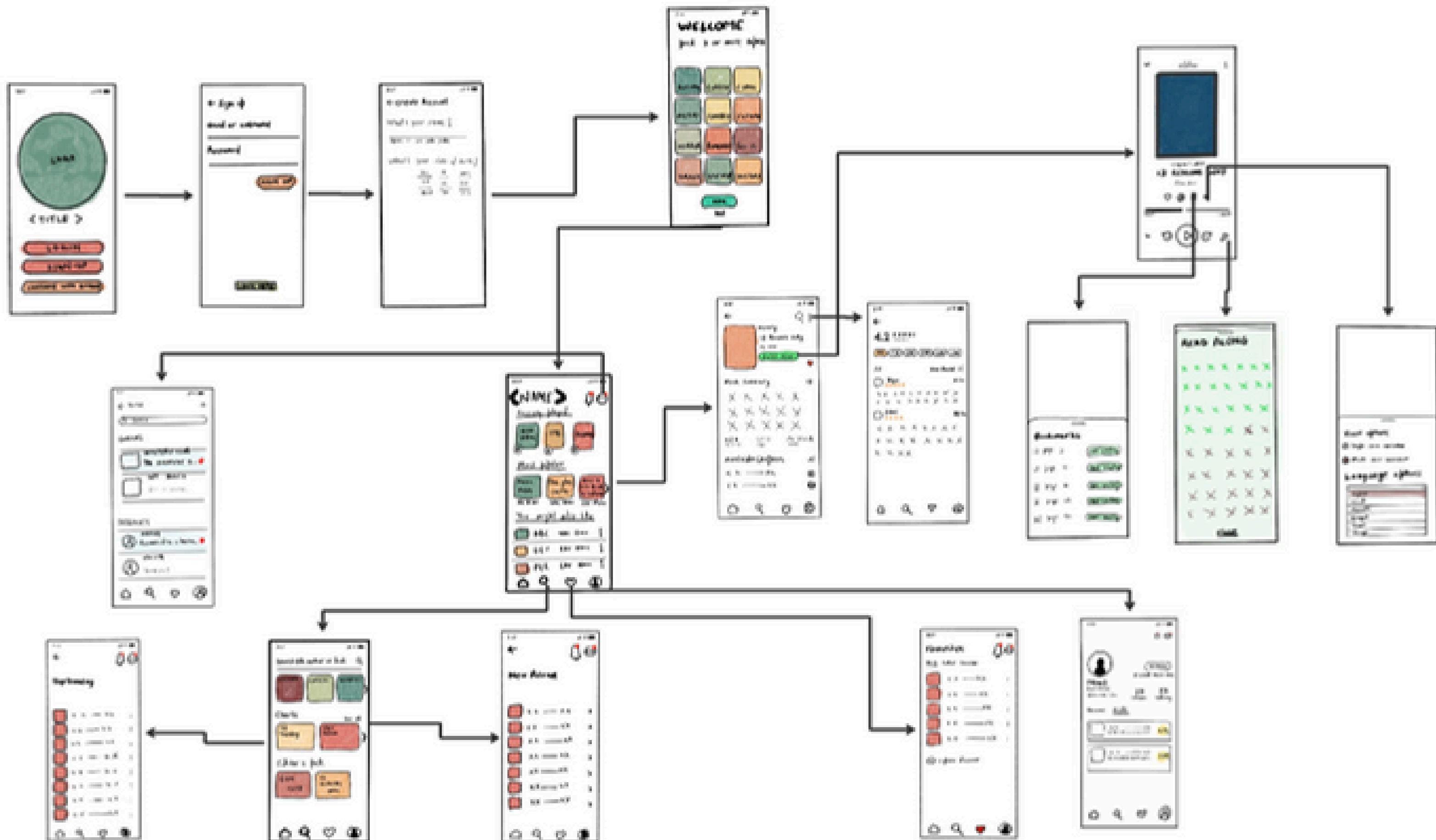
Stakeholders



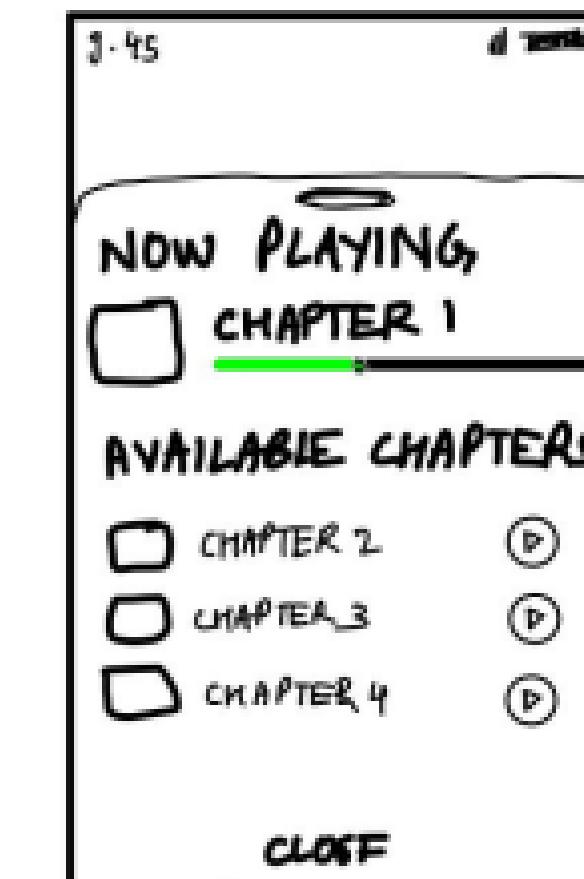
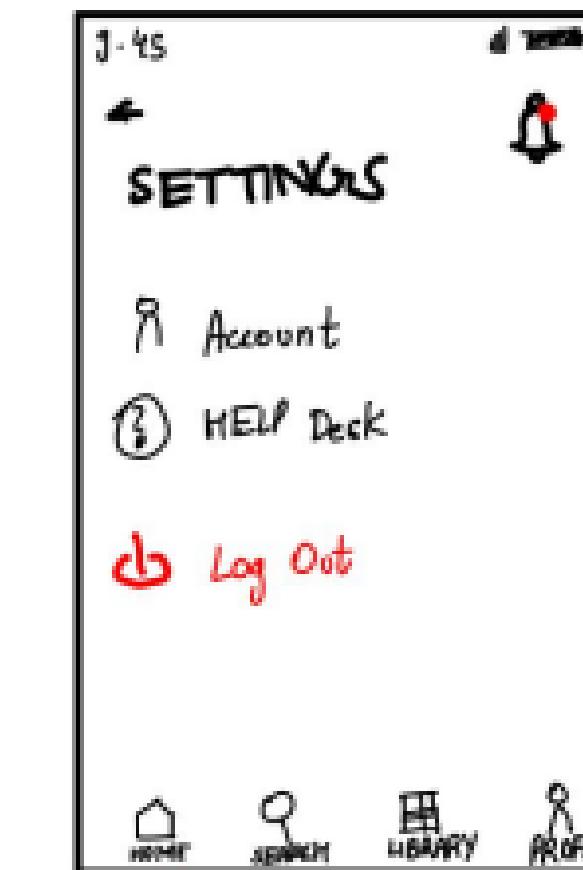
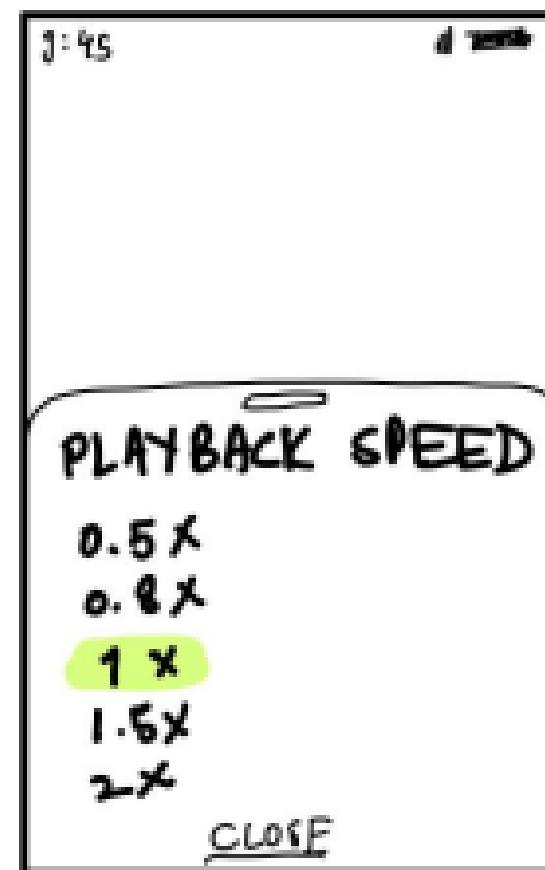
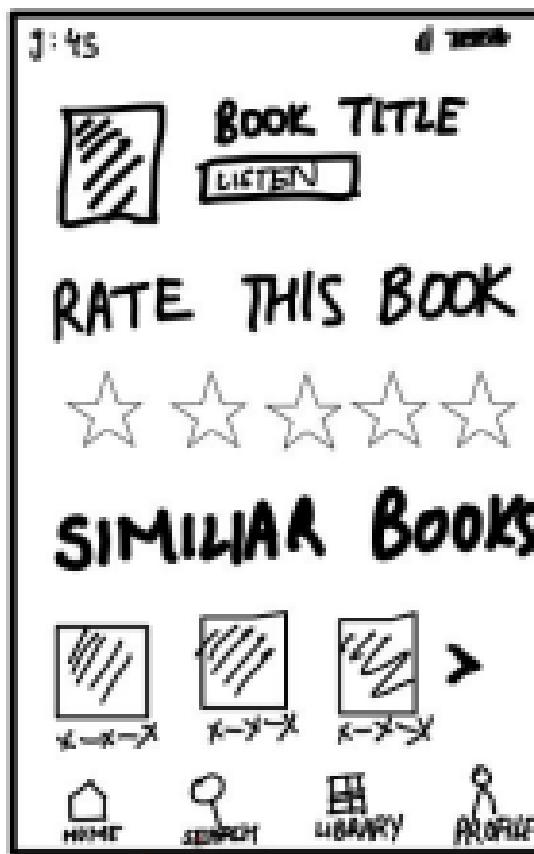
Task Flow



Low Fidelity Prototype



Changes after User Evaluation



↓
App 2 account settings
with a help desk for

↓
enhanced media player
options

Logo and Brand Identity

We decided to call our brand 'BookTunes' because it signifies how we offer the feature of listening to books. Additionally, the name is catchy and easy to remember, which is an essential consideration for a product name. It helps the app stand out in a crowded market and makes it easier for users to find and recommend it to others.

Our hand-drawn logo consists of headphones around a book, and the brand name BookTunes is written in the 'League Spartan', the typeface we use as a primary font in our app.



BookTunes

Color Scheme

We can justify our color scheme in the following ways:

- The orange color used for the buttons creates an inviting atmosphere, draws attention, and appeals to a tech-savvy audience.
- Using rich black for the media player helps reduce strain on the user's eyes, creates a sense of elegance, makes other interactive elements stand out, and helps the media player blend into the background when not in use.
- Using bright colors for signifiers helps them stand out from the background and helps create a sense of hierarchy within the app.
- Using ocean green for selection within the app and the play icons reinforces these as positive behaviour.



High Fidelity Prototype

Link to the High - Fidelity Prototype -

<https://www.figma.com/proto/izefnTurboypo9qXwwB4S/hi-fi?node-id=4%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=4%3A2>

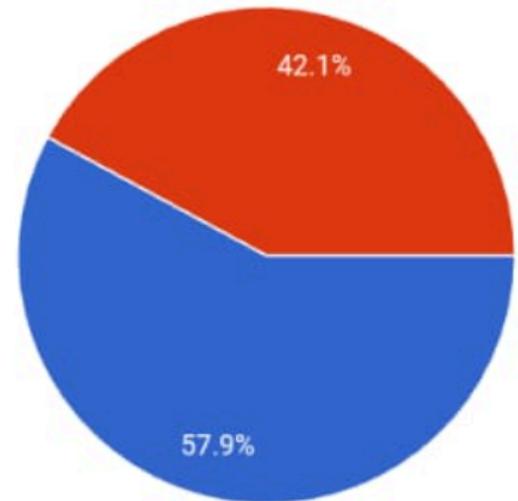
Link to the High - Fidelity Design File -

<https://www.figma.com/file/izefnTurboypo9qXwwB4S/hi-fi?node-id=0%3A1&t=MVyKRAUYWnhRliip-1>

User Testing : Online Survey

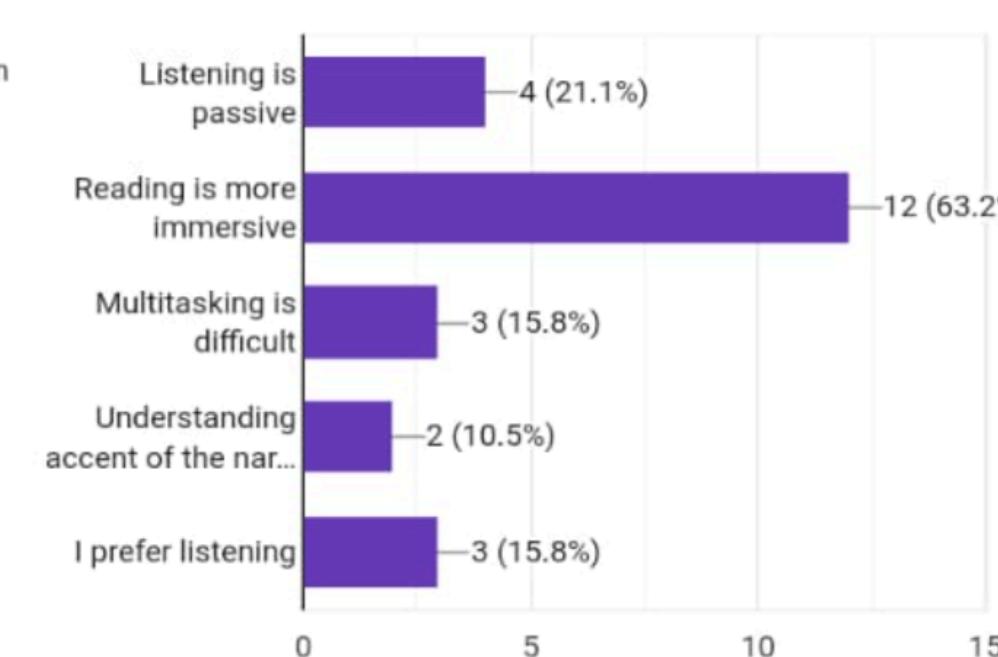
Do you prefer to read books or listen to them?

19 responses



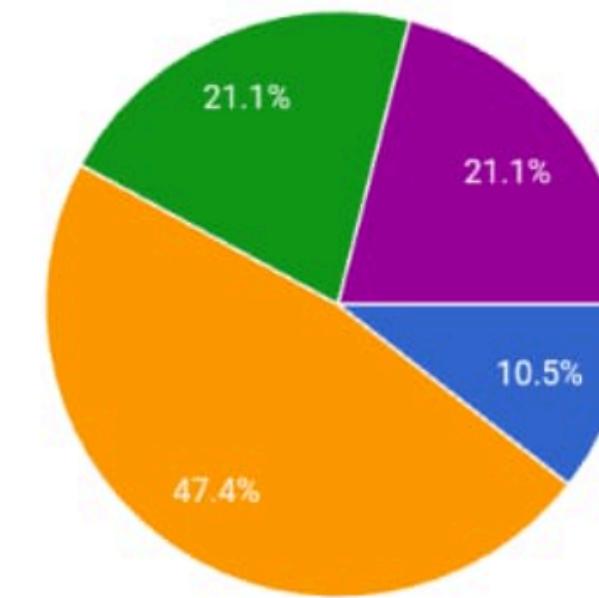
If you prefer reading over listening to books, what are the reasons?

19 responses



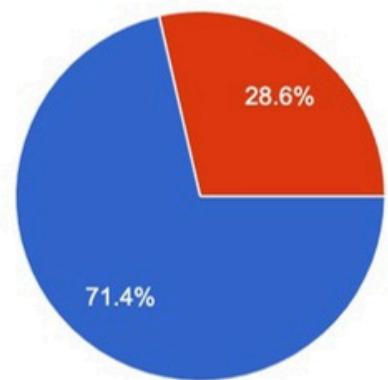
How often do you listen to Audiobooks/Podcasts?

19 responses



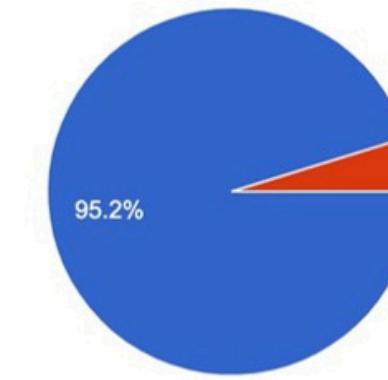
Do you think providing a messaging section is useful in a book ?(where we can chat with users personally/in groups about books)

21 responses



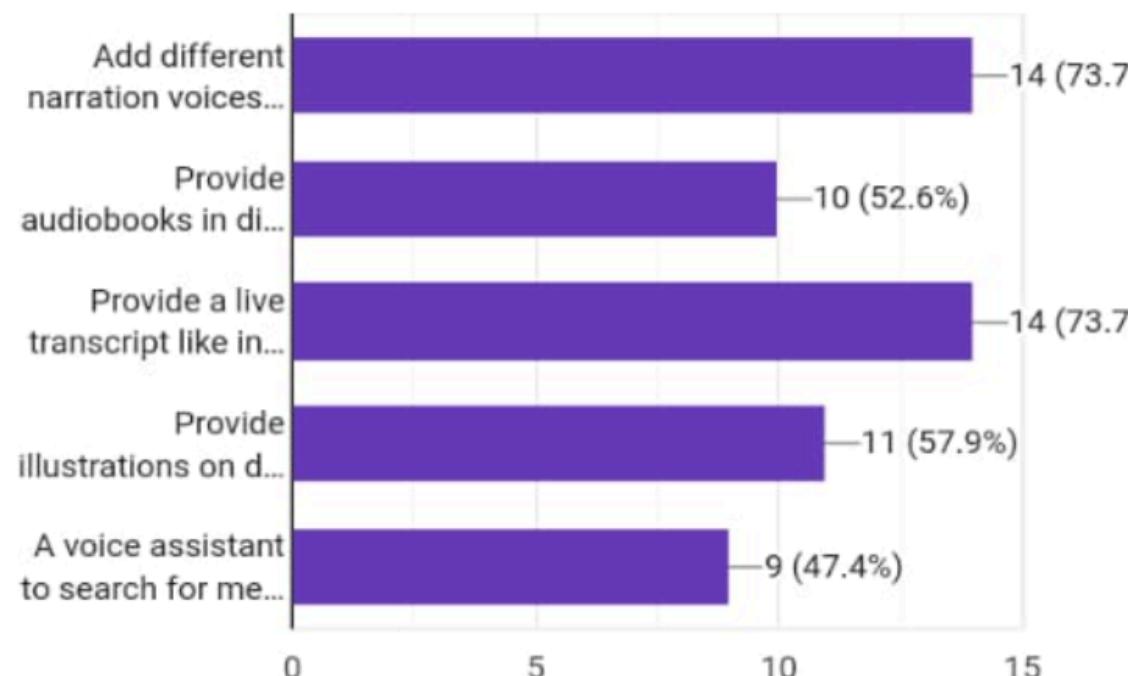
Are these icons affordable for a player (i.e. is it clear what action will be performed by tapping them?)

21 responses



How can we improve the scope of audiobooks?

19 responses



Evaluation

- The majority of people prefer reading because they find listening passive and less immersive.
- In addition to the above point, users would prefer to have a live transcript, read along as mentioned in the lo-fi.
- Nearly half of the respondents preferred listening to audiobooks, and the majority of them preferred to have features that made listening more immersive and easy to use.
- Voice commands: Allow users to control the app using voice commands, such as "play," "pause," "next chapter," or "change speed."
- Accessibility: Accessibility for visually impaired users, by providing options for larger text, high-contrast mode, and more.
- In-app analytics: Allow users to track their listening progress and habits.

Learning and reflections

Through the user survey, we discovered several things that needed fixing with the hi-fi we delivered. Some of them are as follows:

- We couldn't provide all the promised features in our project proposal and after that.
- The app failed to stand out from other audiobook apps.
- Some of the functionality in our prototype was not clear enough.

We fixed them through the following steps:

- Reviewed our goals, stakeholders, and personas for which we designed.
- Added a list of features like - focus mode, VoiceOver, Dark Theme, and Option to Share personal work
- Made task flow much clearer and introduced uniformity.

Learning and reflections

The design process for the IHCI Project helped us learn in several ways.

First, it taught me the importance of user research and testing. By conducting surveys and interviews with potential users, I was able to gain a better understanding of their needs and pain points, which helped inform the design decisions I made throughout the project.

Second, the design process helped me learn how to effectively communicate my ideas and collaborate with others. By sharing my designs with my classmates and receiving feedback, I was able to iterate on my designs and improve them based on the suggestions and critiques I received.

Lastly, working with Figma helped me improve my design skills. I learned how to use the various design tools and features in Figma to create interactive wireframes and prototypes that were both functional and visually appealing.

Overall, the design process for this project was a valuable learning experience that helped me improve my user research, communication, and design skills.



THANK YOU

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