

C7: Designing Digital Products from Idea to Reality

Project: Next-Gen Online Bookstore



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Batch : feb 14

Problem Statement :

Many book lovers struggle to find a simple and personalized reading app that lets them explore books, track their reading, and connect with other readers. Most apps only focus on buying books or just reading them, but not both. Users also miss having a way to track how much they read daily or share their thoughts with a community.



Design Goals (Simple Version):

1. Help users easily find books they like.
2. Make it simple to read, buy, and manage books.
3. Show reading progress and build daily reading habits.
4. Create a space for users to post and connect with other readers.
5. Use friendly colors and clear design to make the app feel warm and book-friendly



User Persona :



Aanya Verma

Age 22

Occupation Literature Student

Location Bengaluru, India

Android Smartphone & Tablet

BACKGROUND

Aanya is a passionate reader who often finds herself browsing her interests, he prefers EBooks on her tablet for convenience. She's goal-driven, regularly tracking her reading habits.

FRUSTRATIONS

- Heart icon: Too many irrelevant suggestions based on genre & history
- Hand icon: A unified space to read, track, and manage books
- Shield icon: Motivational nudges like progress bars or badges
- Bar chart icon: Clean, distraction-free digital reading space

"I don't want to waste time scrolling. I want books that match my

GOALS

- Heart icon: Discover books that match her personal interests
- Checkmark icon: Maintain a consistent reading routine
- Document icon: Track progress and set monthly reading goals
- Bookmark icon: Save interesting titles to purchase later
- Book icon: Avoid distractions and focus on meaningful reads

NEEDS

- Heart icon: Personalized recommendations based on genre and history
- Book icon: A unified space to read, track,

User Interview :

Interview 1:

Name :Ravi Shekhar,

Age : 27,

occupation : Working Professional

Interviewer: Hey Ravi, let's talk about books! How often do you read these days?

Ravi: Not as much as I'd like to. I read during metro rides or on Sundays—mostly non-fiction, like self-help or productivity.

Interviewer: Do you find it easy to discover good books online?

Ravi: Not really. There are too many choices. I usually just Google "Top 10 books for [topic]" and pick one.

Interviewer: Do you read on mobile or prefer physical books?

Ravi: Mostly mobile now. I like the convenience. But I wish reading apps didn't feel so... robotic.

Interviewer: What do you mean by robotic?

Ravi: I mean, there's no warmth. It's just black text on white background. No inspiration, no feedback, no feel of progress. I want the app to understand me—what I'm reading, how much I read, maybe even encourage me.

Interviewer: Would it help if the app showed your reading streak, progress graphs, or time spent reading?

Ravi: Oh definitely. It'll make me want to keep going, like how fitness apps do with steps or streaks.

Interviewer: And if there was a space to talk with other readers?

Ravi: That's a cool idea. I'm not a big sharer, but I'd like reading others' opinions or joining a mini-challenge.



Interview 2:

Name :Aanya Verma,

Age - 22,

Occupies : Literature Student

Interviewer: Hey Aanya! Thanks for taking the time. Can you tell me a bit about your reading habits?

Aanya: Sure! I usually read fiction—mostly romance and classics. I try to read every day, even if it's just for 30 minutes before bed.

Interviewer: That's great! How do you usually find new books to read?

Aanya: Honestly, it's a mix of Instagram reels, Goodreads, and sometimes my college friends' recommendations.

Interviewer: Do you use any apps to buy or track your reading?

Aanya: I've tried Kindle and Storytel, but I feel like something is always missing. Kindle is good for reading, but I don't feel very connected. Like, I read alone, and that's it.

Interviewer: Hmm, so do you track how much you read?

Aanya: Not really. Sometimes I wish I could see how much I read this week or if I've improved. That would be motivating.

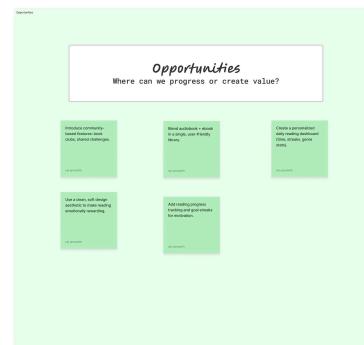
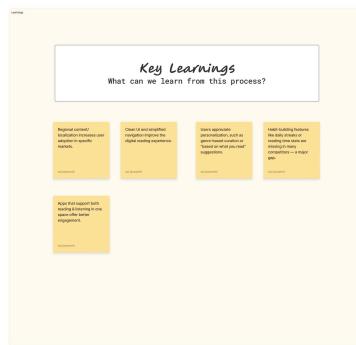
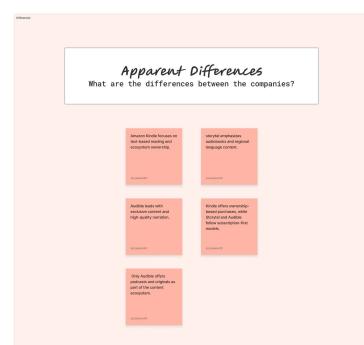
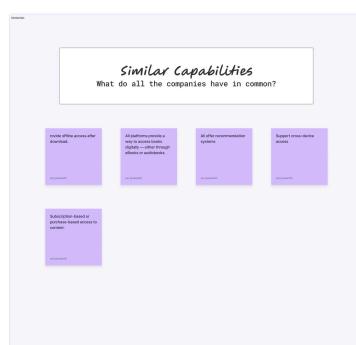
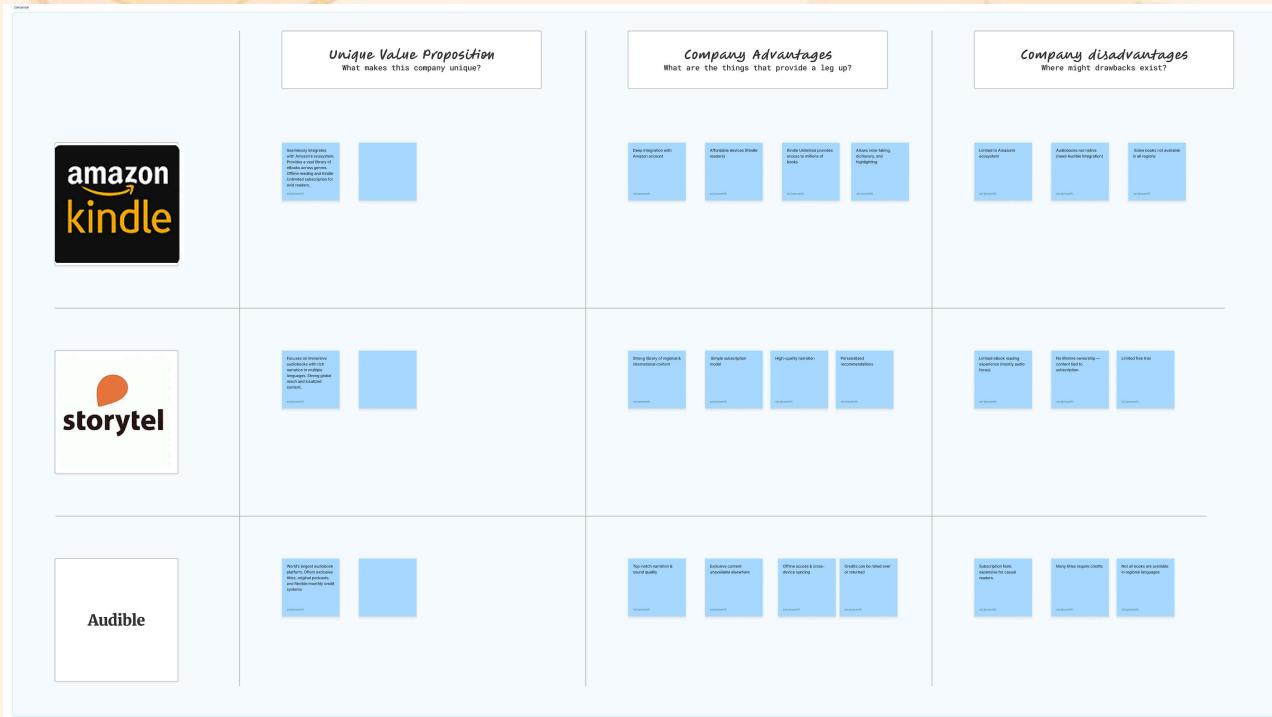
Interviewer: If an app showed your reading progress and also let you interact with other readers, how would you feel?

Aanya: That would be amazing. I'd feel like I'm part of something—like a book club but without the pressure.

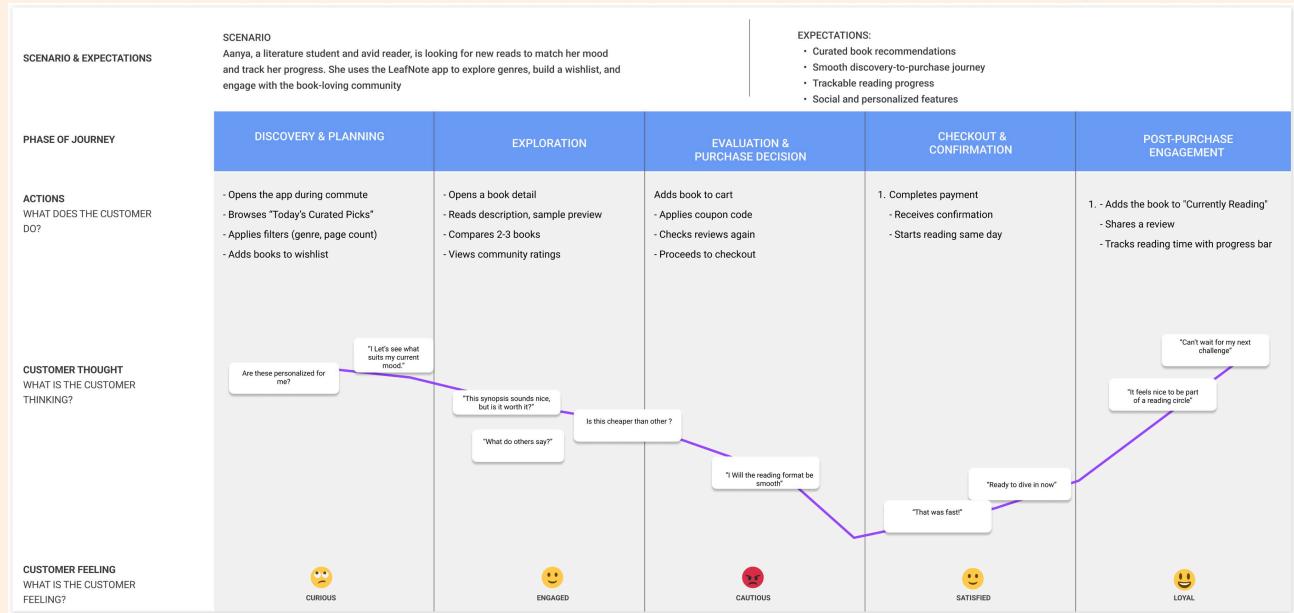
Interviewer: What frustrates you the most in current apps?

Aanya: Too many buttons, boring UI, and no emotional connection. I want the app to feel like a cozy reading space, not a shopping site.

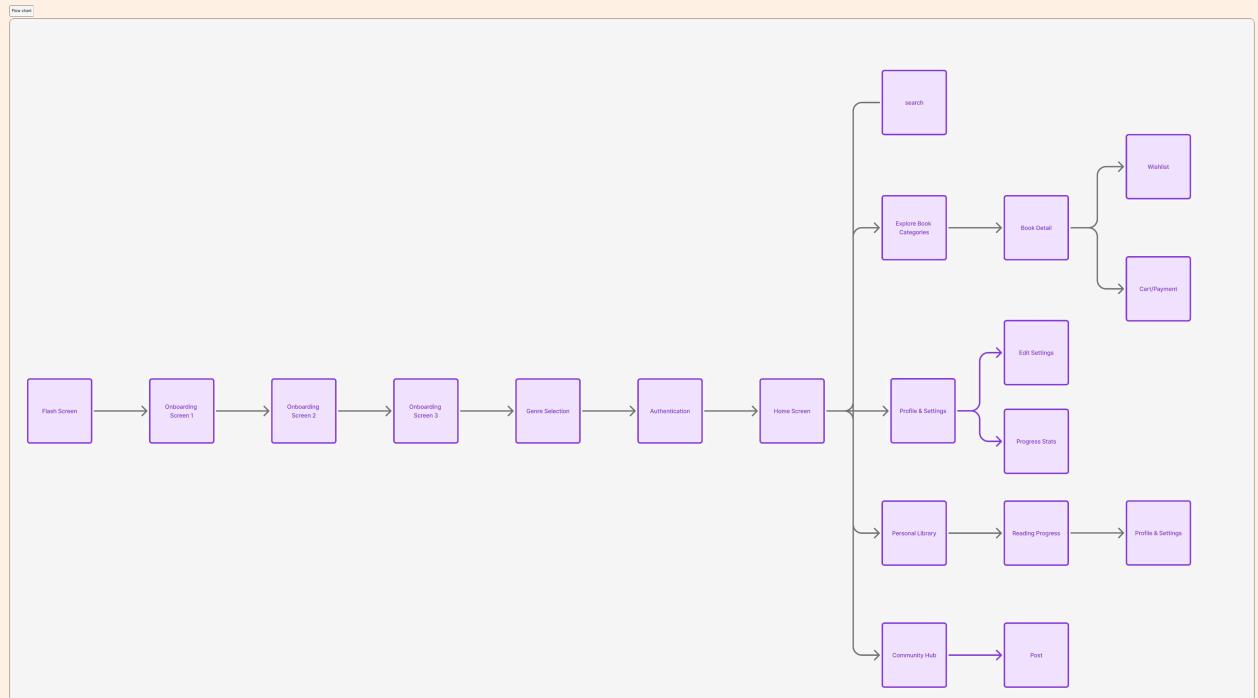
Competitive Analysis :



User Journey Mapping

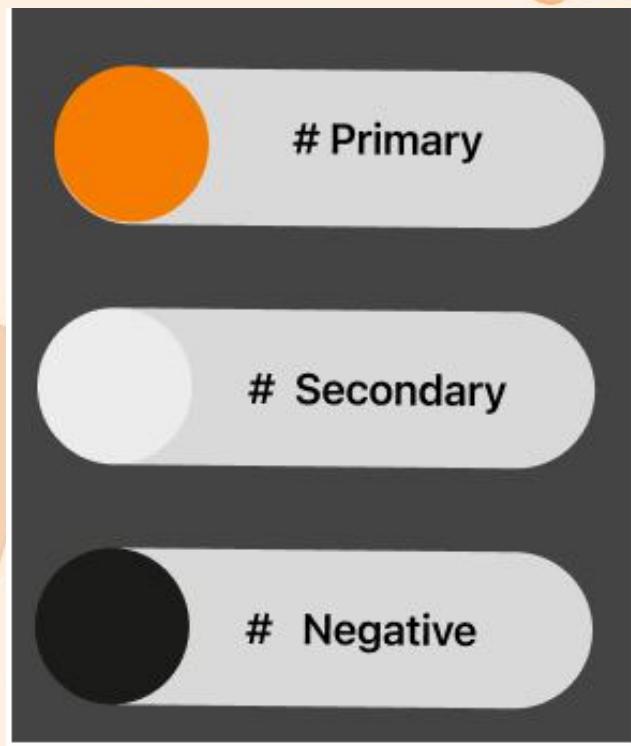


User Flow :

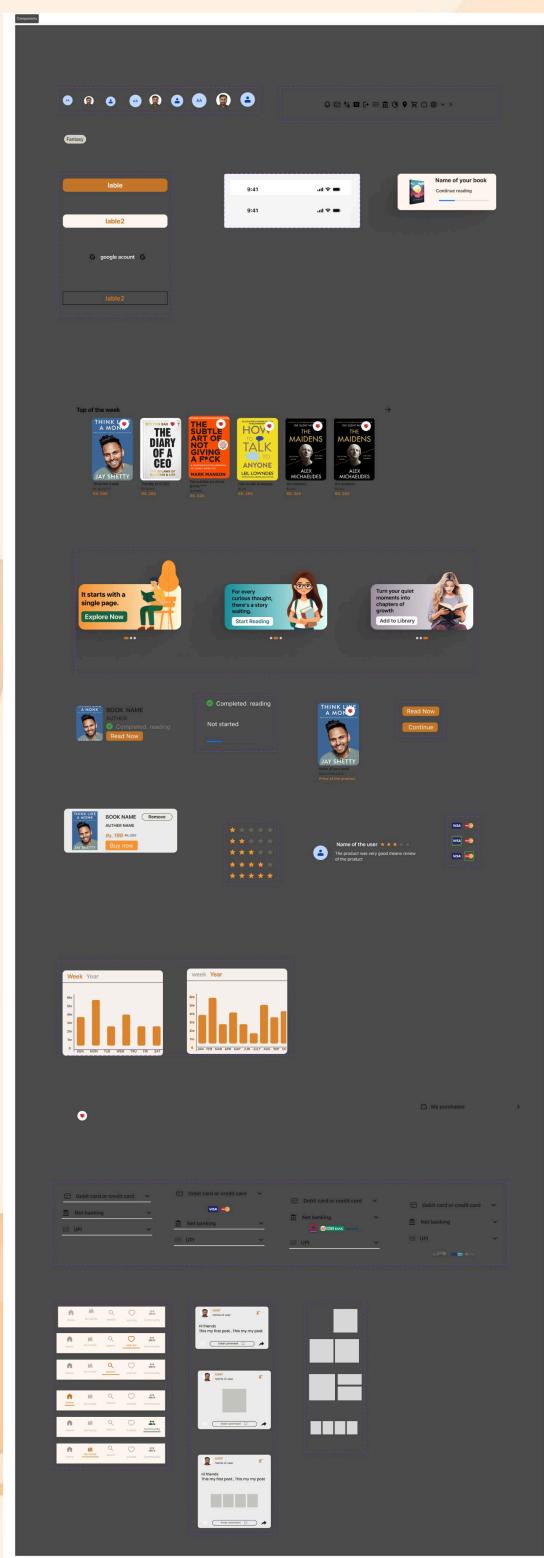


UI Style Guide :

Colors :

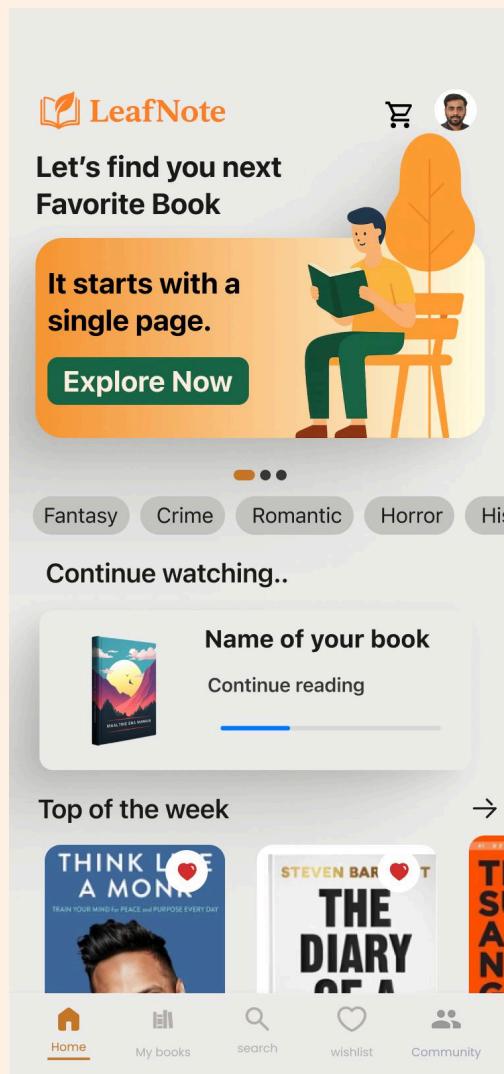


Components :



High-Fidelity Screens:

Home screen



The home screen of the LeafNote app features a large orange header with the app's logo and name. Below it, a central message encourages users to find their next favorite book by starting with a single page. A button labeled "Explore Now" is prominently displayed. To the right, there's an illustration of a person reading a book under a tree. The bottom section includes a "Continue watching.." section with a thumbnail for "Name of your book" and a "Top of the week" section showing book covers for "THINK LOVE A MONG" and "THE DIARY OF A". The footer contains navigation icons for Home, My books, search, wishlist, and Community.

Progress



The progress screen shows the time as 9:41 and the location as Progress. It features a circular icon with books and a progress bar indicating 55% completion of a reading challenge, which is described as "Completed your ultimate target". Below this, a trophy icon indicates 14 books finished this year. A chart at the bottom tracks weekly reading hours from Sunday to Saturday. A badge at the bottom right shows "180 of 240 Target Books" completed.

Day	Hours
SUN	3.5hr
MON	5.5hr
TUE	2.5hr
WEN	4hr
THU	2.5hr
FRI	2.5hr
SAT	2.5hr

Wishlist Screen



9:41

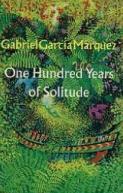
My Wishlist

All Currently reading Completed Not

BOOK NAME Remove
AUTHER NAME
Rs. 199 Rs.300
Buy now



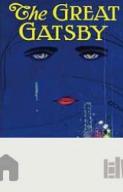
BOOK NAME Remove
AUTHER NAME
Rs. 199 Rs.300
Buy now



BOOK NAME Remove
AUTHER NAME
Rs. 199 Rs.300
Buy now



BOOK NAME Remove
AUTHER NAME
Rs. 199 Rs.300
Buy now



Home My books search wish list Community

Product Screen



9:41

The subtle art of not Giving a f*ck

BY Mark Manson

★★★★★ Motivation

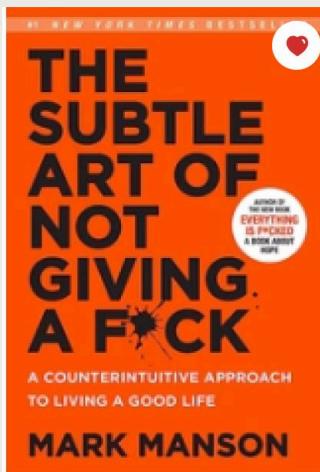
#best book of year

Description

Some details of the book and the story of the book and the summary of the book

RS.499

Buy now



THE SUBTLE ART OF NOT GIVING A F*CK
A COUNTERINTUITIVE APPROACH TO LIVING A GOOD LIFE
MARK MANSON

MY Profile

9:41

My Profile 



Name of User
Join Date

Books Read: 25 

Reading Goal: 50 

Reading Time Today: 1h 45m 

 My purchases >

 Progress >

 Langagene >

 Notifications >

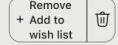
 log out >

Cart

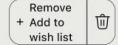
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Cart 

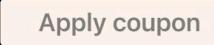


BOOK NAME: BOOK BOOK
AUTHOR: ROBERT KIYOSAKI
₹200 

eBOOK Ready to read

BOOK NAME: BOOK BOOK
AUTHOR: ROBERT KIYOSAKI
₹200 

eBOOK Ready to read

*TERMS AND CONDITION APPLIED

Total books: 3 Total price: ₹400 

All the books are digital and accessible via "My library" after purchase.



100% secured payment

Payment

9:41



← Payments

Total Amount ₹400

Debit card or credit card ▾

Net banking ▾

UPI ▾

Payment

100% secured payment

Transition success

9:41



← Transition success



Transition success

28 / 08 / 2024 9:00pm

Order ID : 62763836e837

Continue shopping

Go to library

Interactive Prototype :

figam link

[https://www.figma.com/design/oNMj1IvFbHr4qmx6mgxr05/C7--COURSE?
node-id=262-3188&t=edJmLURN4PrXkFEE-1](https://www.figma.com/design/oNMj1IvFbHr4qmx6mgxr05/C7--COURSE?node-id=262-3188&t=edJmLURN4PrXkFEE-1)

A/B Testing :

LeafNote – A/B Testing Summary :

We conducted A/B testing on selected screens with 2 participants to validate design improvements made during the iteration phase. Below is the comparison of User Experience before (Version A) and after (Version B) applying feedback from user interviews.

Feature/Screen	Version A (Before Feedback)	Version B (After Feedback)	User Preference
Onboarding Screen	Plain layout with brief intro text	Personalized 3-screen flow with illustrations and soft colors	Version B – More engaging and emotional
Book Detail Page	Minimal data: title, price, and buy button	Detailed preview, rating, and clean visual hierarchy	Version B – Clear and informative
Community Hub	Single text field for comments	Visual post feed with categories and interaction options	Version B – Feels like a real community
My Library	Text list of purchased books	Book cards with progress bar and cover images	Version B – Easier to scan and continue reading

Final Result:

Users clearly preferred Version B across all tested features. The improvements led to better emotional connection, clarity, and engagement, proving the value of user-driven iteration.

Final Learnings & Reflections :

Working on the LeafNote project gave me hands-on experience with the complete UX design process — from identifying a user problem to crafting a working solution through research, wireframes, and high-fidelity UI screens.

I learned how to:

- Understand real user pain points through user interviews and persona creation.
- Analyze competitors deeply and extract useful insights that shaped my design decisions.
- Structure user experiences clearly using information architecture, user flow, and journey mapping.
- Translate rough ideas into polished UI screens with strong branding and consistent design systems.
- Improve designs with feedback through A/B testing and refine based on user reactions.

This case study helped me grow not only as a UX thinker but also as a UI designer. I now feel more confident in delivering end-to-end design solutions that are user-focused, visually strong, and practically useful.

*Thank
you!*