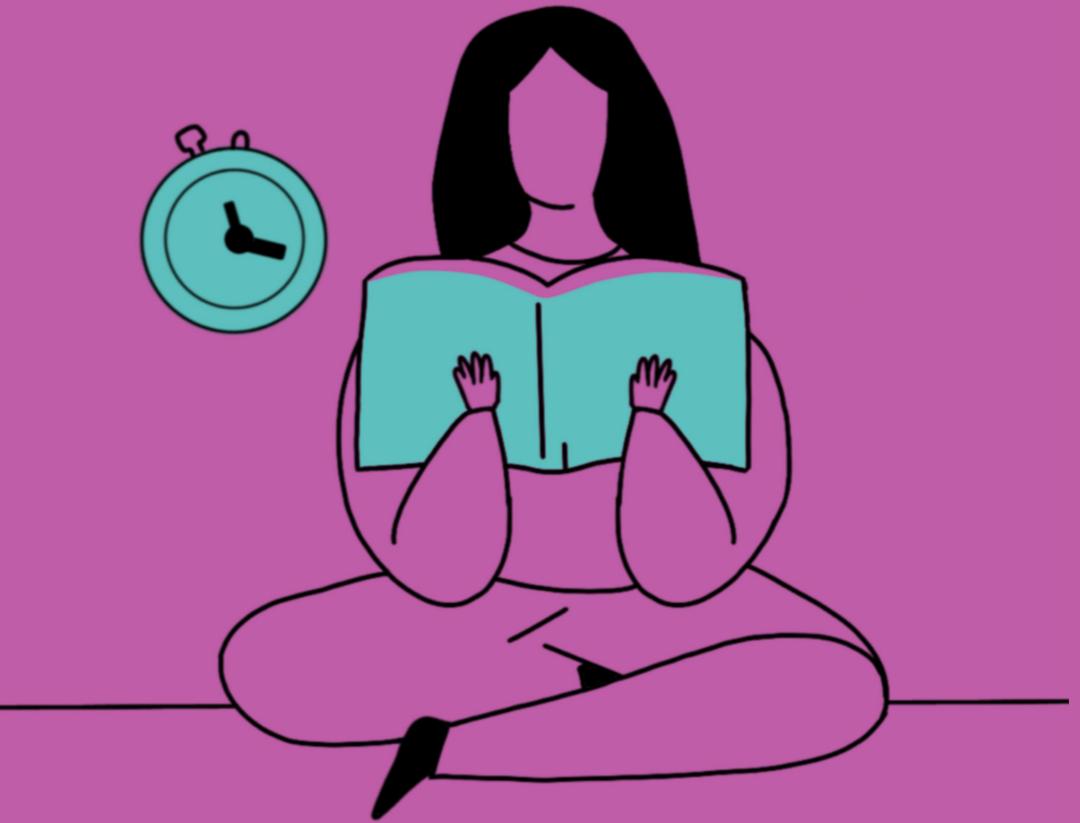


# Bookmark

## Colophon Report

# Contents

01. Introduction	1
02. Why Bookmark?	3
03. Strengths & Weaknesses	5
04. Challenges Faced	9
05. Technologies Used	11
06. Target Market	15
07. Delivery	17
08. Conclusion	19
09. Thank You	21



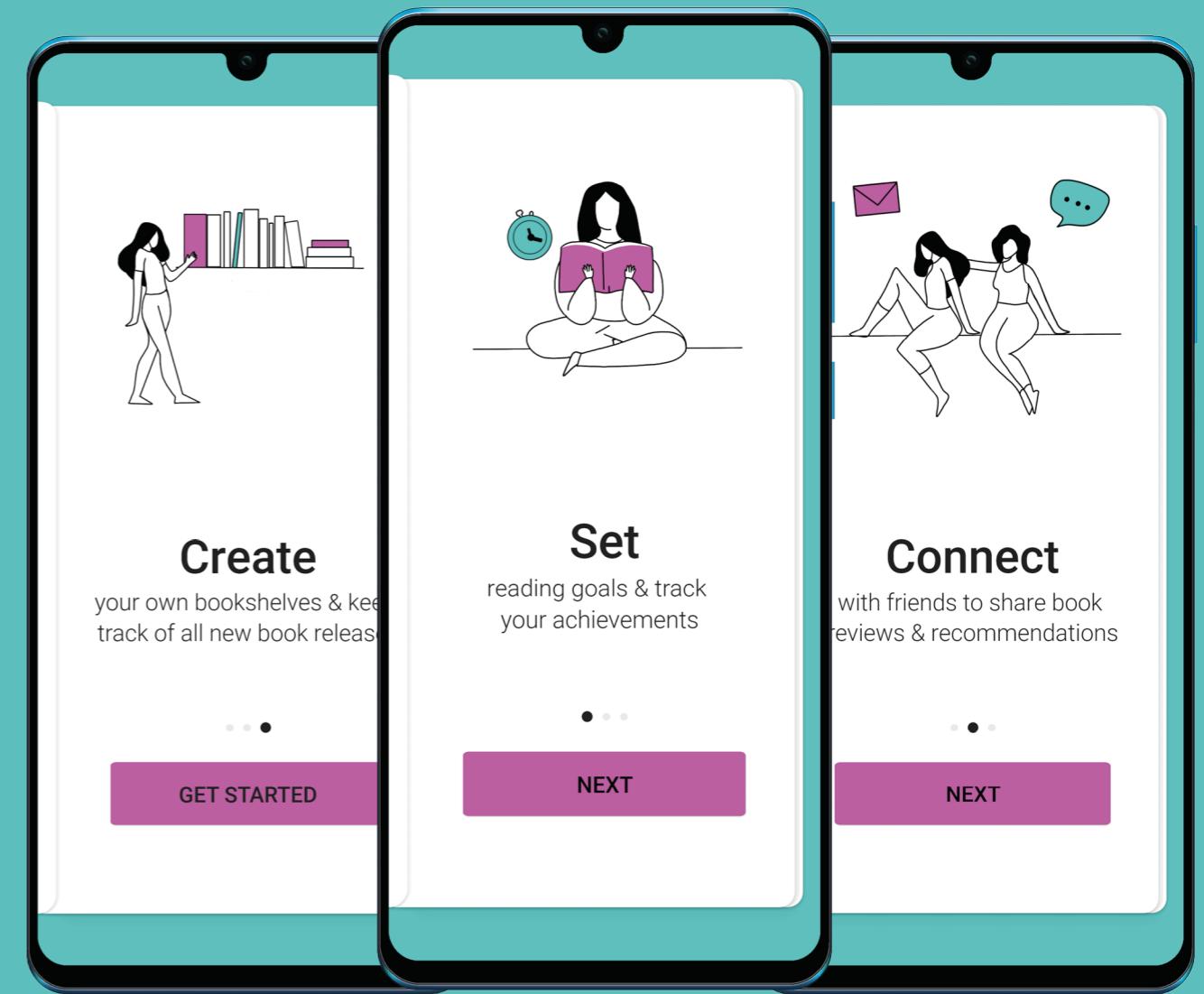
# Introduction

Bookmark is an app which will help users develop a solid reading habit through viewing book reviews and setting daily goals. Users have the option to set their goals in either hours or pages. Once users meet their daily reading goals, they'll successfully unlock 1 out of 8 different achievement awards.

I decided to create this app concept as I wanted to focus on a hobby that I'm passionate about, which is reading. I also recognised that there was a gap in the current market for reading tracking and book review apps.

Bookmark is an android app, but there will also be a supporting website to give users an overview of what the app does. The website will indicate where they can go to download the app and to also keep up to date with Bookmark's social media, via Twitter, Instagram and Facebook.

Bookmark will have features which allow users to track reading habits, participate in reading challenges, set daily goals, unlock achievements and connect with friends through accessing their profile and viewing both their latest read books and their reviews.



Onboarding experience for Bookmark.

# Why Bookmark?

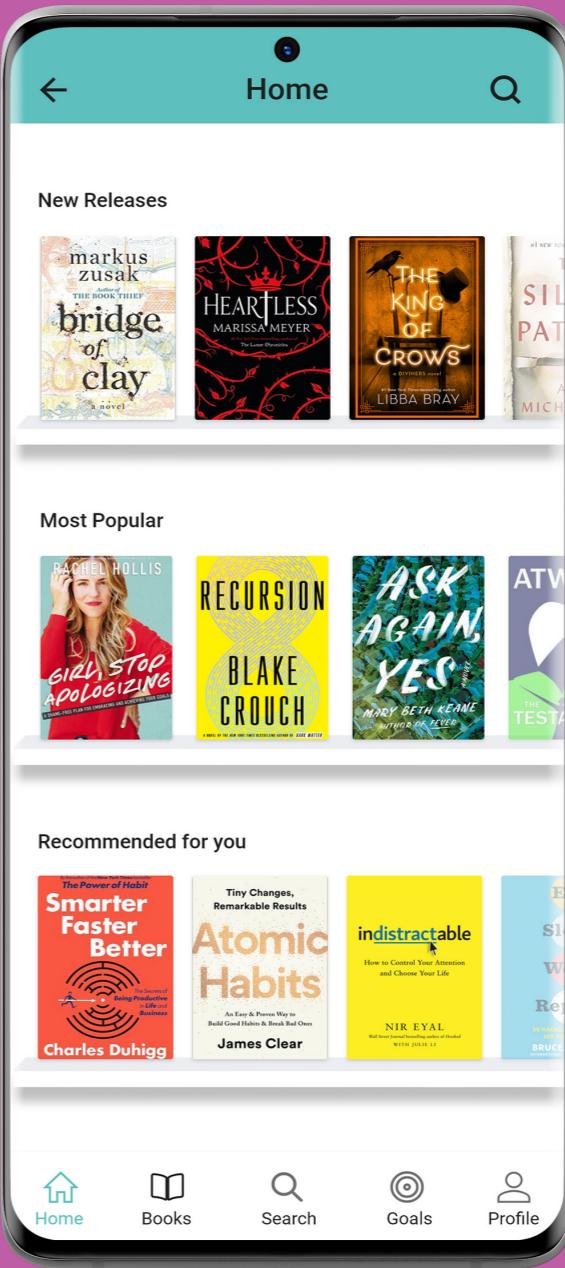
Through my initial user research into reading habits, I discovered that due to the ever-growing digital age, reading is on the decline. Fewer parents are reading to their children at night which sets them up for less enjoyment of reading as they get older, neglecting it as a regular habit.

It's evident reading habits are steadily declining as in 2018, only a shocking 51% of UK adults managed to read a book in that last year.

Through Bookmark I aim to change this.

Currently, there are no apps on the market that enable users to have this gamification element to their enjoyment for reading. Nor is there an app to successfully track your reading habits apart from Goodreads, which is predominantly website based.

I strive to solve this problem by combining an app which enables users the ability to view book reviews while also encouraging them to read daily.



Bookmark Home screen.

# Strengths

Through switching degree courses from Interactive Multimedia Design for my final year of university, I wanted to develop new skills in both User Interface and User Experience Design. As this is the career I aim to pursue after graduation.

Therefore, I set out to create an app for my major project.

My placement year as a Web and Graphic Designer enhanced my design skills in illustration and in iconography. I knew I wanted to make sure I incorporated these into my major project.

Therefore, I set out to ensure I designed beautiful visuals and strong branding throughout Bookmark. These are shown through the initial onboarding screens, award badges and small illustrations incorporated throughout various screens.



# Weaknesses

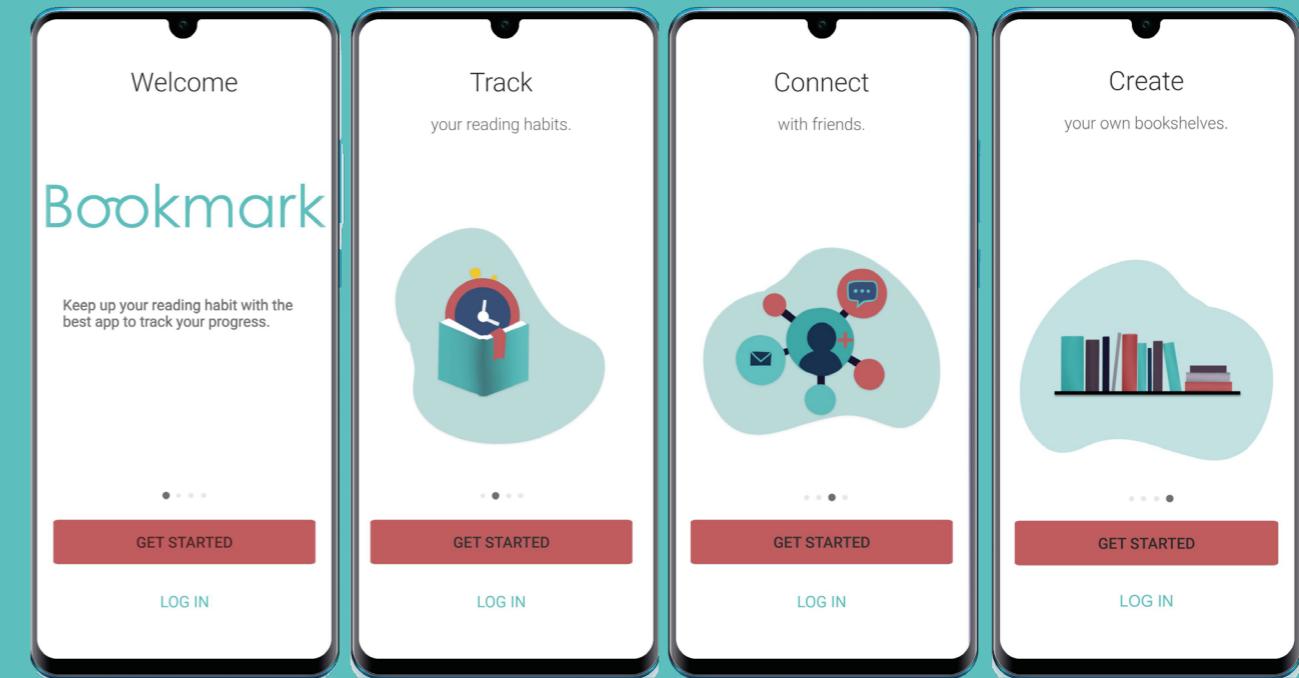
My lack of knowledge and background in UX design proved some initial difficulty with my major project, especially as I'd never built an app prototype before. To give me further insight into UX, I enrolled in the Interaction Design Foundation.

Through IDF, I learned the fundamentals of UX Design, starting from the small but essential areas of user research. Initially struggling with user flows and the micro-interactions between screens, I focused heavily on researching and using other android apps which were content-heavy.

Another struggle I had was with usability

testing initially; if I started rigorous testing earlier in my design process, I would have been able to improve my app significantly quicker. As gathering feedback through my initial low fidelity prototype would have been more valuable.

Instead, I've made significant changes to the layout, design and interactions to my high-fidelity prototype. Mainly I could have saved myself more time originally if I carried out this process with the low fidelity version.



Original onboarding experience before user testing.

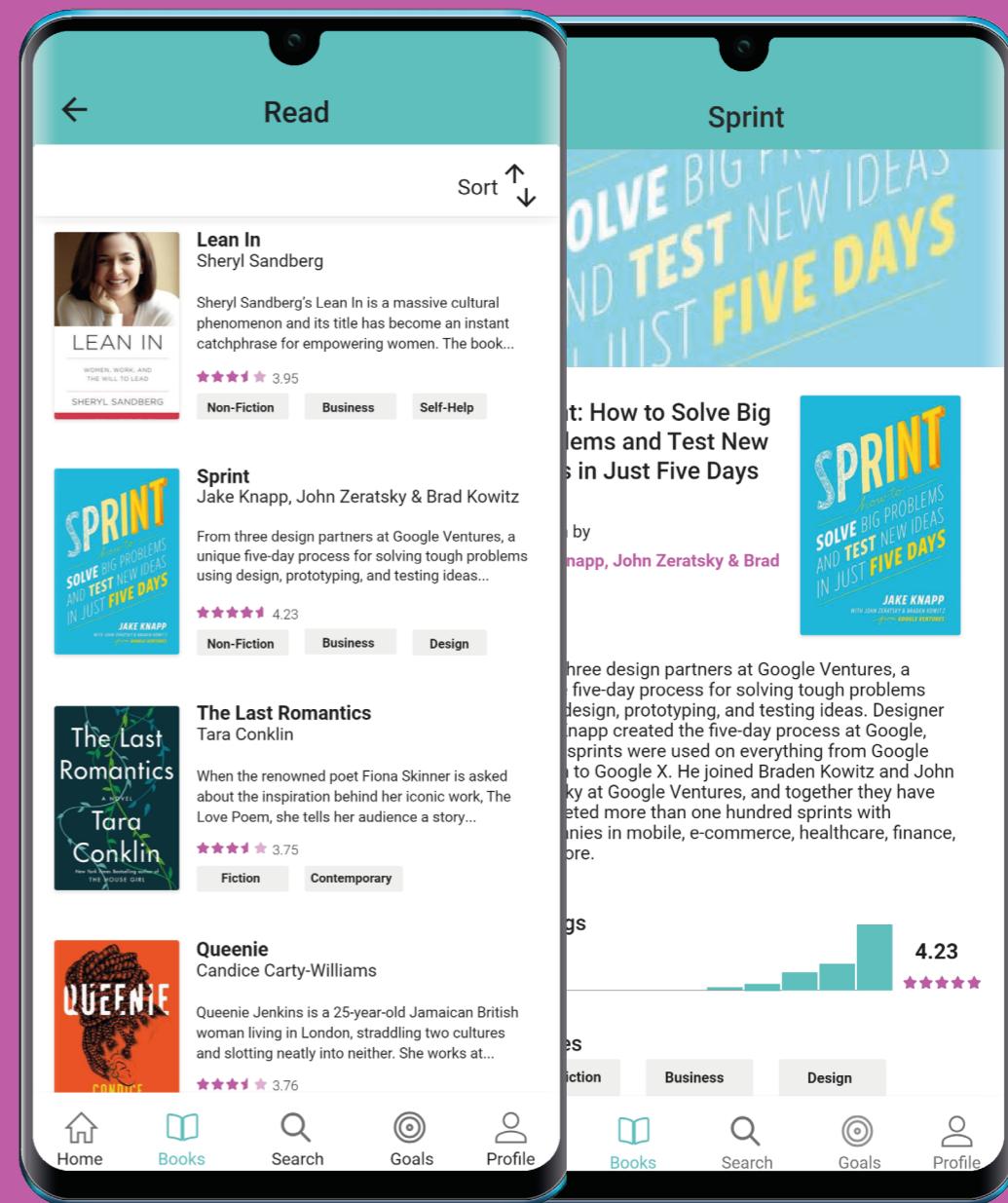
# Challenges Faced

I was faced with various challenges throughout my final year project, mainly in semester one. The biggest obstacle was choosing a project idea. I knew I wanted to do something I was passionate about; it was difficult deciding what area it would be precisely and how I could produce it to the best of my ability.

My lack of experience in app design was another struggle. Although I wanted to challenge myself for my major project, I struggled initially with the process of user flows and creating an app which was so content-heavy with all the information on books and their detailed reviews.

To help develop my understanding of mobile interfaces, I carried out some master-apprentice exercises focusing on content-heavy applications such as Apple Music and Letterboxd.

Through this, I was able to focus on how items of content are organised within small spaces. This helped refine my high-fidelity app as I was able to further enhance my screens by focusing on improving the layout of the books and their content regarding information hierarchy.



Read Book screen alongside a Review screen.

# Technologies Used

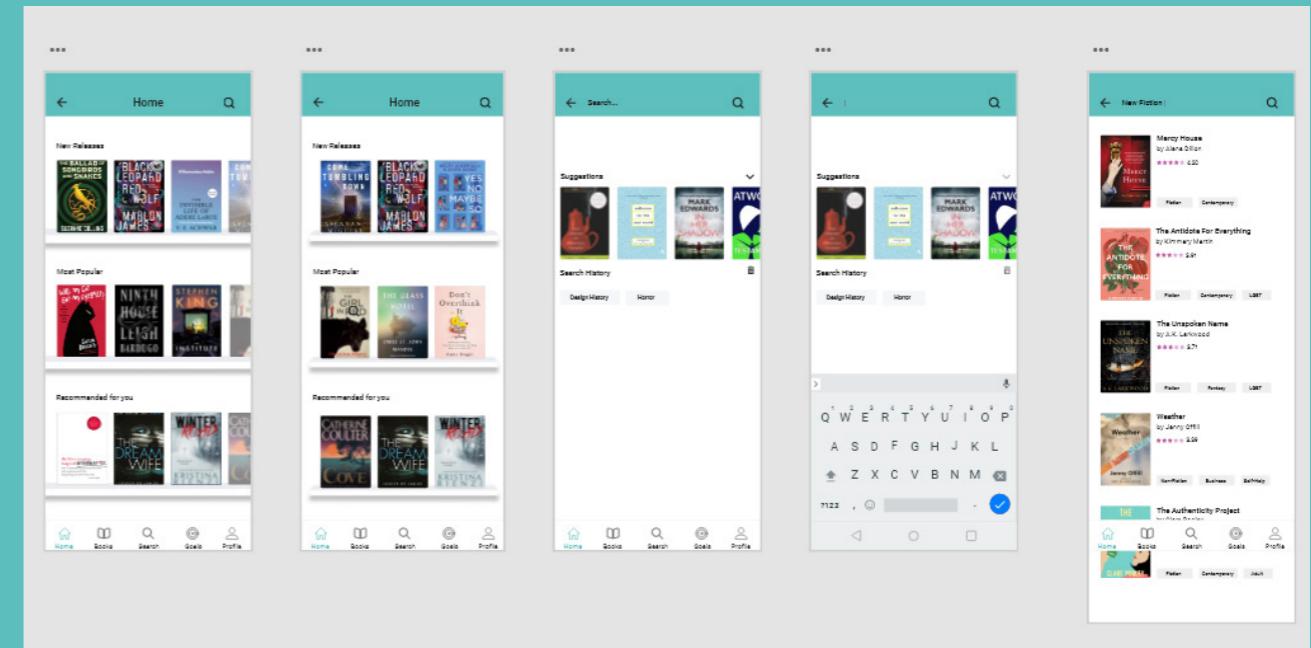


Bookmark was created using Adobe XD, Adobe Illustrator and Procreate. Using Adobe XD opened a new skill for me, as I had no prior experience using prototyping software before.

Adobe XD helped me build fully functional prototypes which I could test immediately on my mobile; this helped me develop a user-friendly and easy to navigate user interface for Bookmark through my various prototypes. It also helped me to create the next best thing to a native mobile app.

With Adobe XD, I was able to focus on creating all the screen micro-interactions, which helped ensure that my app runs seamlessly.

The main benefit of Adobe XD was the ability to switch between design mode and prototype mode. This option improved my design process and made me work considerably quicker, as any changes I made when adding an interaction, for instance, I could then test immediately either on my desktop or through viewing the prototype on my phone.



# Technologies Used



I used Adobe Illustrator to create all my illustrations and branding for my major project alongside Procreate. Using Procreate was beneficial as it assisted me in quickly sketching ideas and then refining these further into my final designs.

Through plenty of online tutorials, I was able to learn new techniques which helped speed up my design process in illustration. I'm proficient with Illustrator as I've used it throughout university and during my placement year, this helped benefit me with the fast turnout of designs.

Adobe InDesign was used to help layout my designs for branding and marketing graphics alongside Adobe Photoshop for merchandise mock-ups. These graphics are evident in my launch strategy and promotional website.

For the promotional website, I designed it using HTML, CSS and JavaScript. This was easily carried out through front end development skills I refined during my placement year.



# Target Market

My primary target audience is those aged between 18 to over 45+ and specifically for book lovers or those who are actively trying to increase their reading habits.

I discovered my target audience by conducting user research through a survey. The results indicated that from over 109 respondents, 38.5% of the users are between 18-24 years old, while 57% of them were between 25 – 45+.

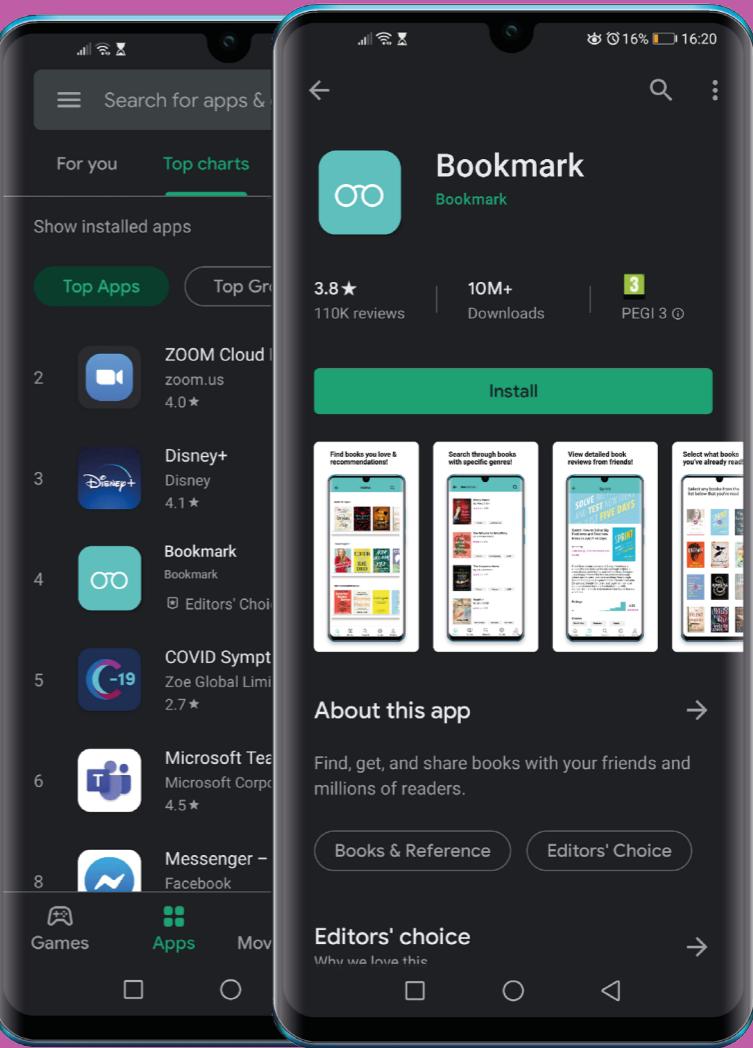
I focused on the design and aesthetics of the app on this broad age group to ensure its fully accessible and easy to use.



# Delivery

To market Bookmark, social media accounts have been created on Twitter, Instagram and Facebook to garner interest for the app by posting regularly.

Bookmark will be available on the Android Play Store. The app will follow a freemium business model, with the initial download of the app free, and this will come with a basic level of features. Then users who wish to enhance their experience will need to pay for premium at £3.99 per month to access more bonus features and reading challenges.



Bookmark on the Google Play Store and the Top Trending.

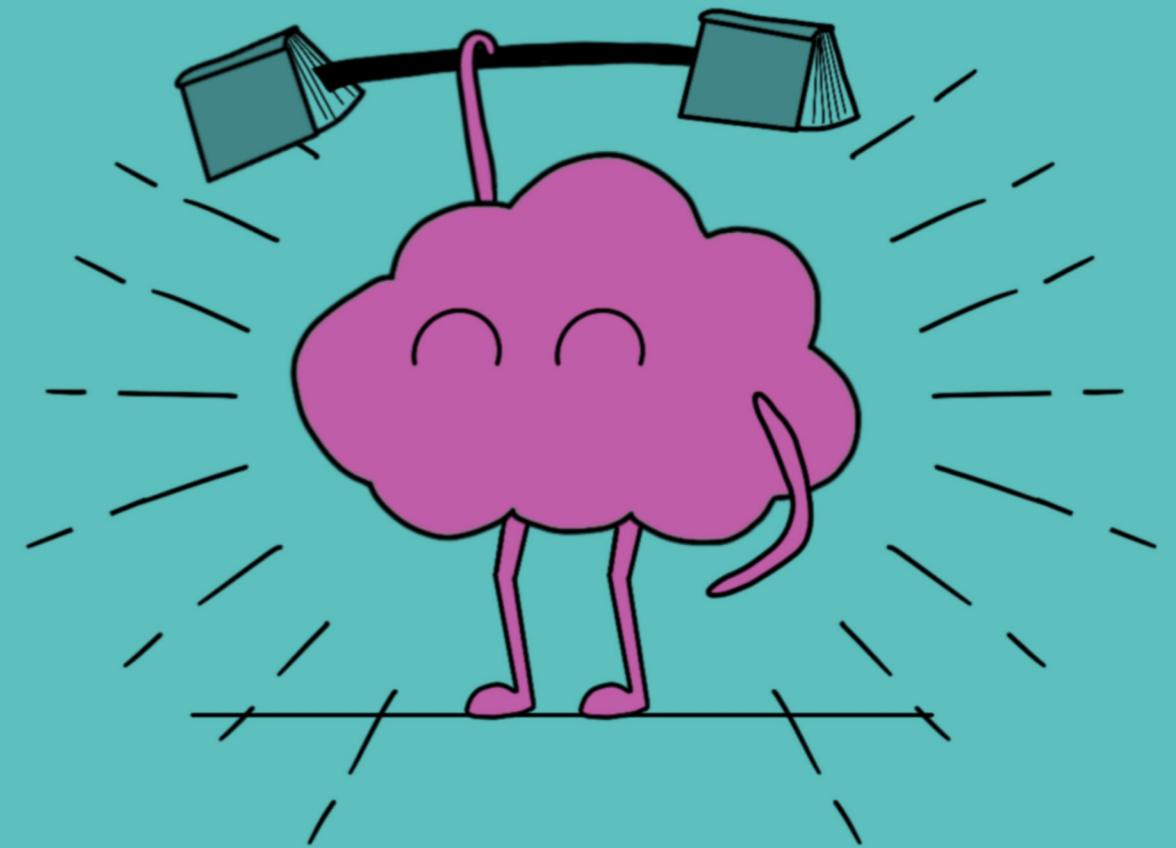
# Conclusion

I am pleased with my major project and the end result, to create an app about something I care about to encourage users to build a better reading habit and to give them a platform to connect with other readers in their community.

Creating Bookmark has helped me work and develop new skills as a UX Designer, Researcher and Entrepreneur. Through having an initial concept to then thoroughly developing it as a high-fidelity prototype that could be used for funding applications to grow it into a working MVP for users.

If I had the option to redo this project, I would consider working alongside an app developer to bring my product to launch. As, although I have a fully functional high-fidelity prototype, it would be great to bring it to the last stage of the design process. To have it as a real app that users could download from the app store to use.

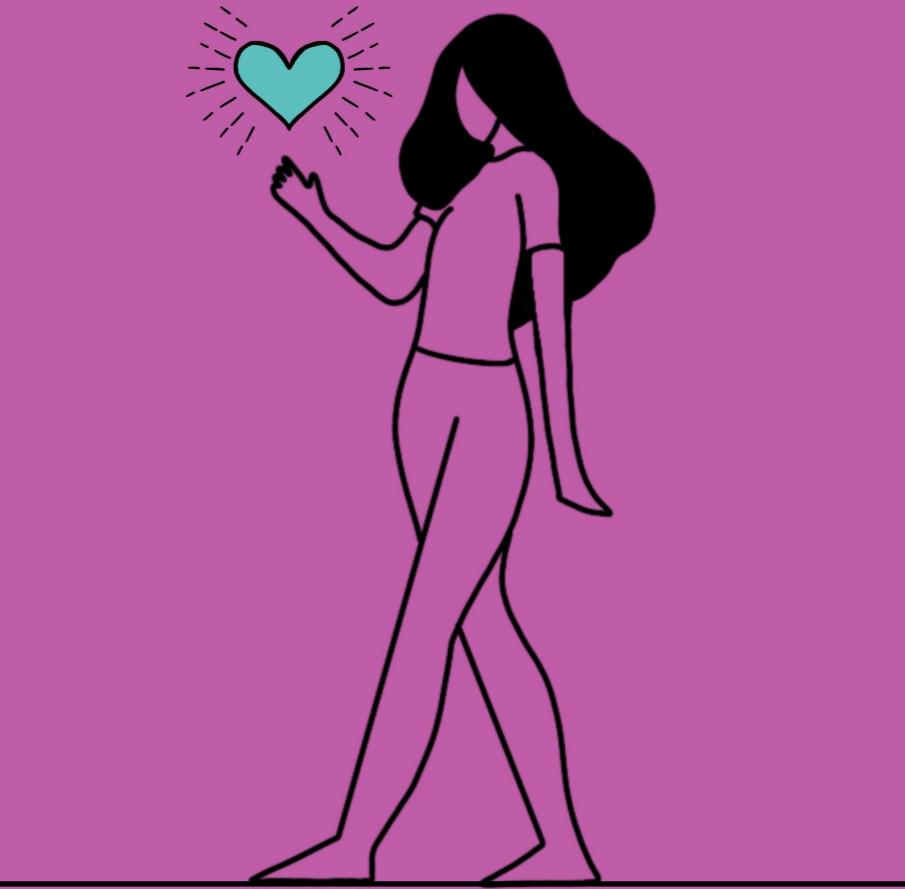
Bookmark aims to help increase reading habits and to build a welcoming reading community for users to seek old and new book reviews, written by their friends.



# Thank You

Thanks to my lecturers Paul, Chris and Kyle for all of their support, continuous guidance and quick replies to my emails throughout the year. They helped make my move to Interaction Design welcoming and an easy transition!

Also a special thanks to my friends and family for their support.  
Hopefully I have made my late mum proud by continuing on with my degree.



# Bookmark

Bookmark is an app designed to encourage users to increase their reading and to try and make it a solid habit, while also giving them a space where they can view all the latest and popular book releases and reviews while connecting with other readers. It's a community for readers.

@bookmark\_app  
[bookmarkapp.co.uk](http://bookmarkapp.co.uk)