

Bibliophile's Bookshop App Usability Study

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Study Details

Project Background

I am creating a Bibliophile's Bookshop app to attract and retain customers in the online system. I noticed that there are many competitors that offer dedicated mobile apps for their customers to order through, and they have been very successful as they save a lot of time. We want to create a product that can compete in the market, improve sales, and increase customer satisfaction.

Study Details

Research Questions

1. How long does it take for a user to select and order a book in the app?
2. Are users able to successfully order the books that they want?
3. What can we learn from the steps users took to order?
4. Are there any parts of the ordering process where users are getting stuck?
5. Is the pickup scheduling and payment process easy for the customer?

Participants

5 participants

Participants between the ages of 18-62 who reside in the town where the bookshop is located. Participants purchase books at least once a week.

Methodology

20-30 minutes

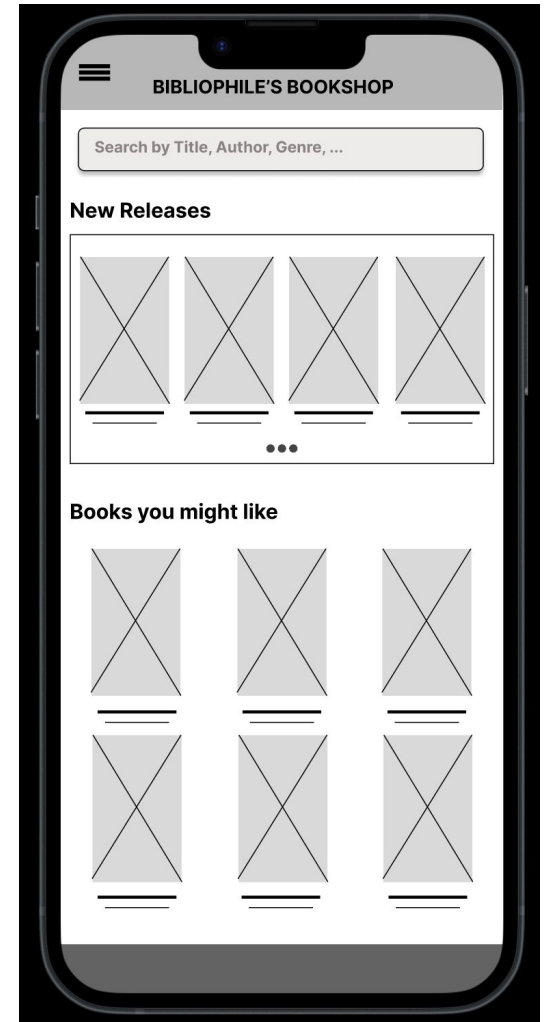
United States, remote

Unmoderated usability study

Users were asked to order and schedule a pickup time on a low-fidelity prototype

Prototype Tested

The low-fidelity app prototype for Bibliophile's Bookshop was tested and can be viewed [here](#).



Themes

People want to see similar options

Supporting evidence from the usability study.

- 5 out of 5 total participants said they wanted to see more options related to the author or name of the book that is searched.

"I wish we could see more book options related to the title, especially if a book is a part of a series so that I can browse the entire series at once"

— Deacon Harrison, bookshop customer from Brighton, Massachusetts



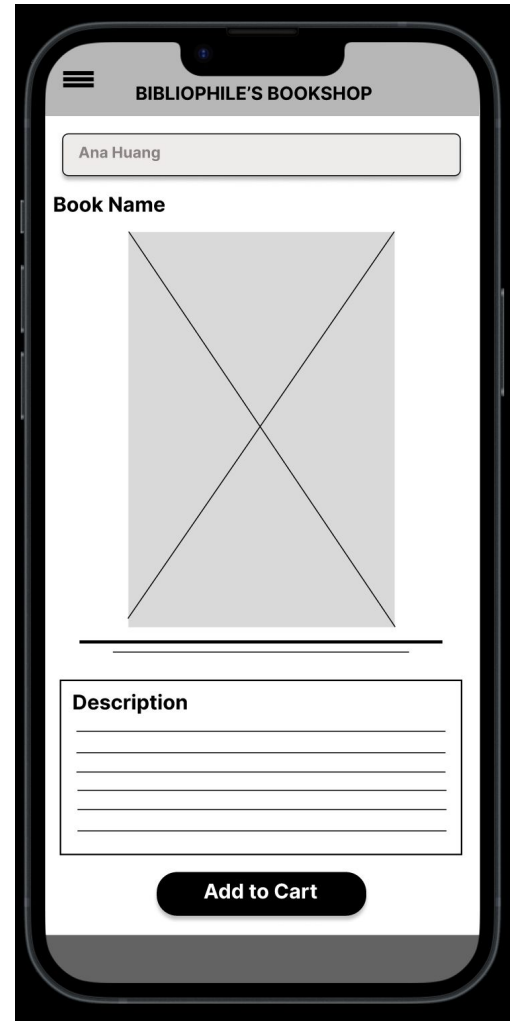
People want to see book descriptions

Supporting evidence from the usability study.

- 4 out of 5 total participants expressed a desire to see book descriptions to decide if they want to purchase the book or not.
- 3 of the participants wish that this was a quick pop-up type feature when viewing the search results.

"I wish to read the book descriptions prior to purchasing just like in a bookshop."

— Luca Rosalind, bookshop customer from
Deedham, Massachusetts



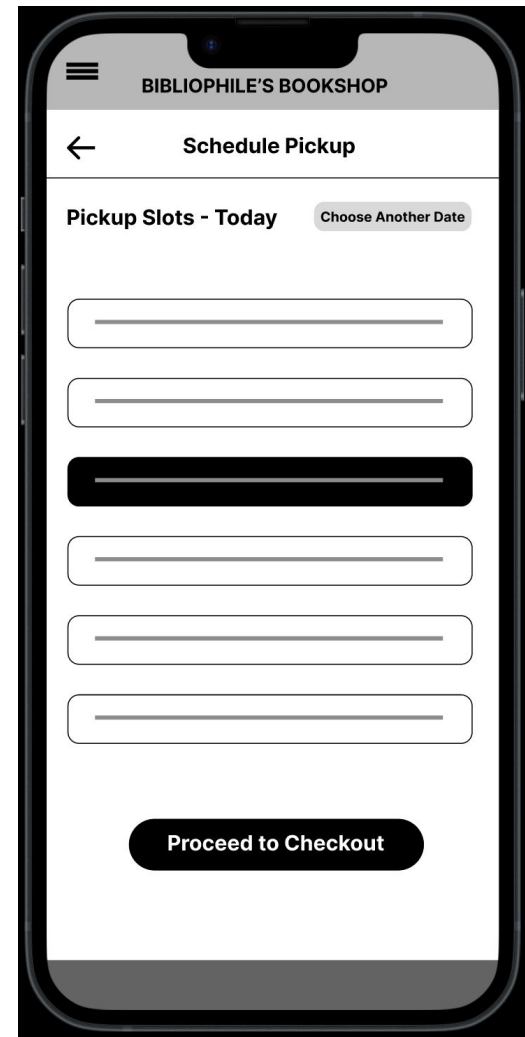
People want a delivery option

Supporting evidence from the usability study.

- 4 out of 5 total participants said they wanted an option for delivery in addition to pickup

"With my busy schedule it's not always easy to drive to the store and back."

— Bella Anders, bookshop customer from Newton, Massachusetts



Insights & Recommendations

Research insights



More options

Users need a way to view more similar options related to the book title or author.



Book Descriptions

Users need a way to read book descriptions before purchasing



Delivery option

Users need a way to order food for delivery.

Recommendations

- Display more similar titles related to the book title or author when the search feature is used.
- Add a way for users to read book descriptions before adding to cart and purchasing.
- Add a delivery option in the checkout process so users can order from the comfort of their home get the order delivered.

Thank you!