PROJECT STATEMENT

KING COUNTY LIBRARY SYSTEM MOBILE APP PROPOSAL

CLIENT

King County Public Library

King County Public Library System is the public library system for the King County area. They have been serving the residents of King County, Washington since 1942. Their headquarter is located in Issaquah, Washington; and they are currently the busiest library system in the United State. The King County Library System is consists of 48 libraries, circulating 22.4 millions items, a traveling library center, a mobile TechLab, and the ABC Express children's library van.

TARGET AUDIENCE

Students

Teachers & professors

Family friendly

SOLUTION

After analyzing their website and comparing it to their app, we spotted many inconsistencies happening with their content as well as their logo. Their website also has a much more modern feel compared to their mobile app. We are planning to improve their brand consistency as well as aesthetics by redesigning King County's Library System's mobile application. The Application would be readily accessible for free on the Apple Store as well as Google Play.

COLLATERAL

Android based mobile application