



BOOKWURM

reading in a digital age

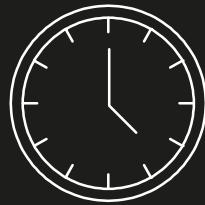
Alison Wong • Brandy Bayes • Christopher Chen • Danial Chowdhry



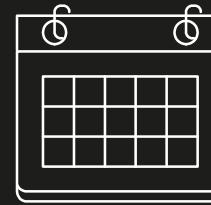
THE PROBLEM

- Reading is no longer habitual
- People have the desire to read, but have trouble finding the time to do so
- Individuals who do read feel their reading is too erratic

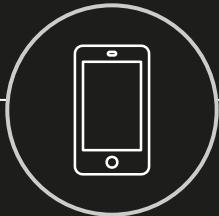
2 PRIMARY TASKS



Tracking time
spent reading



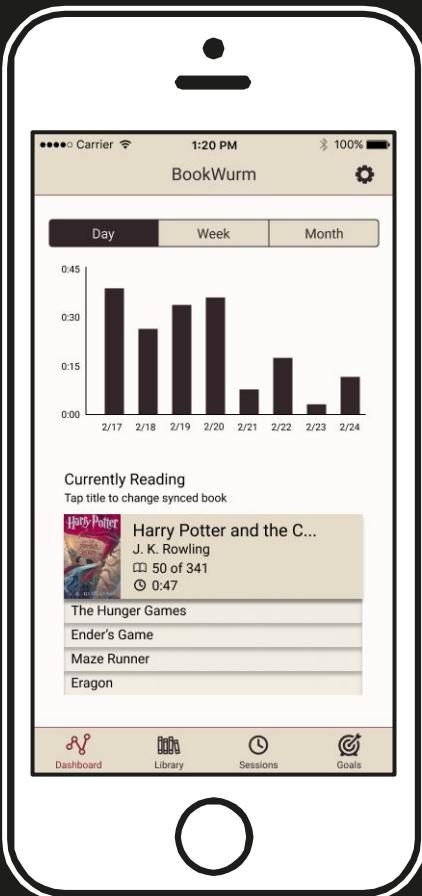
Reading a series
of books



THE DESIGN

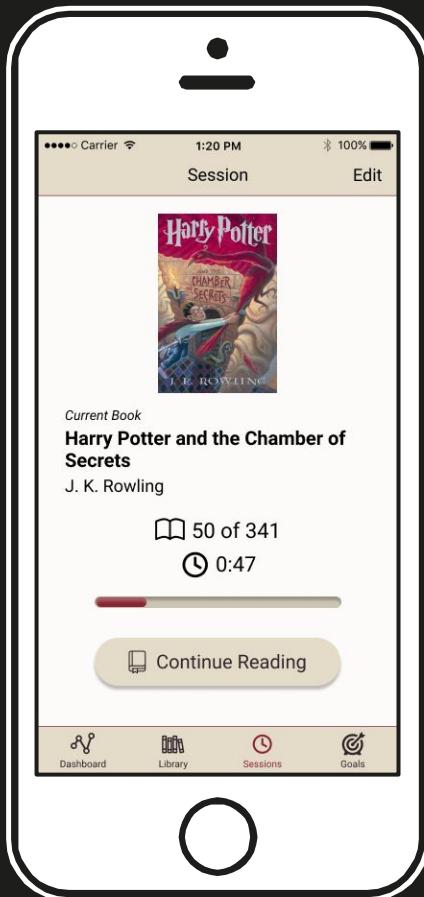
DASHBOARD

Quick access to all of the relevant information



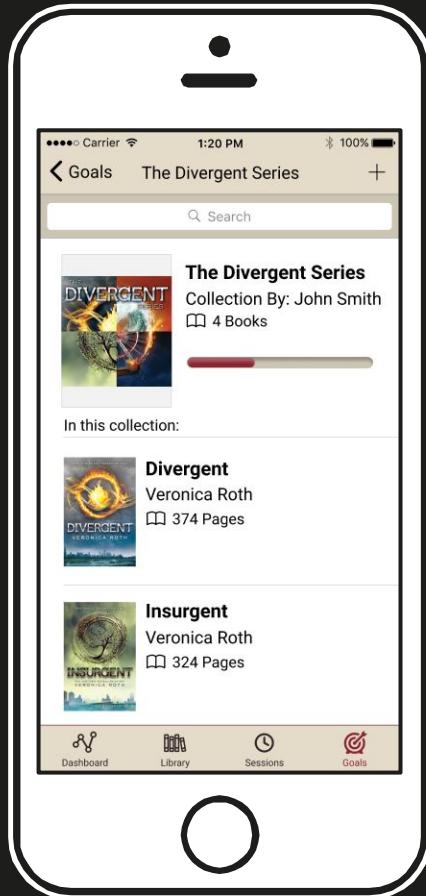
SESSIONS

Track time spent reading



GOALS

Follow the collections / series that you care about



Harry Potter and the
Chamber of Secrets

⌚ 2:01

BOOKMARK

Easiest way to keep track of
the time spent reading

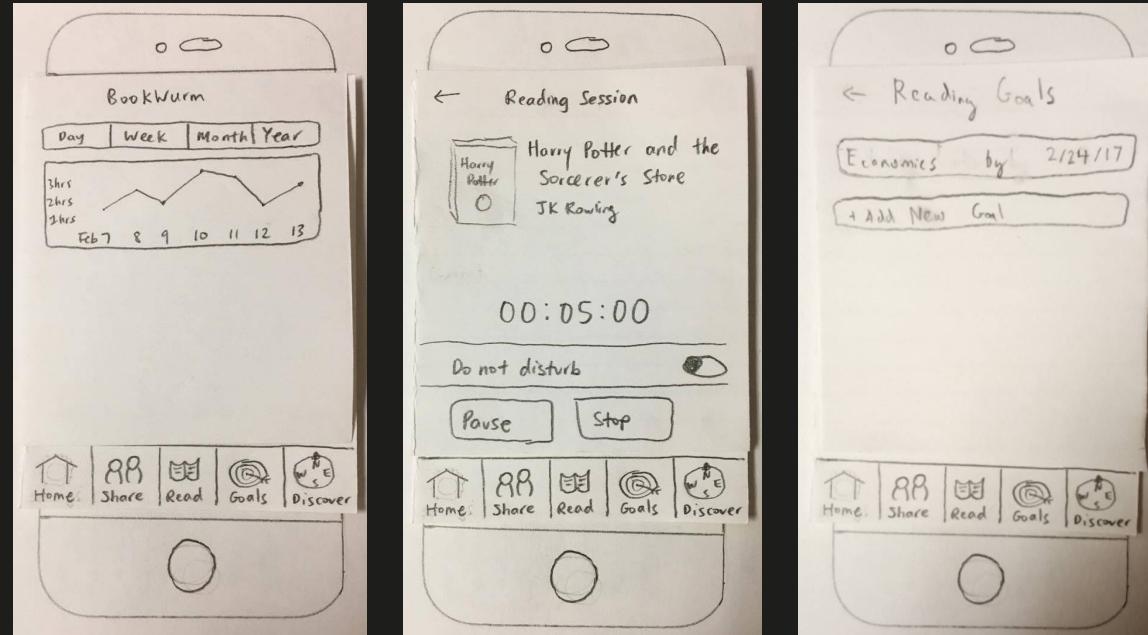




THE JOURNEY

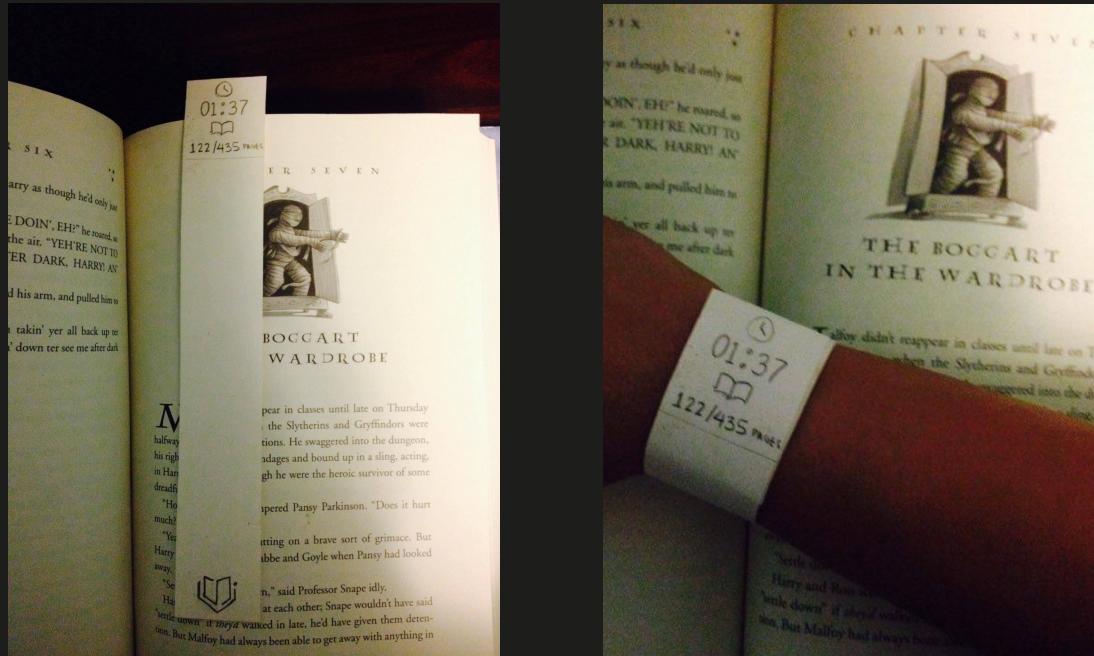
INITIAL PAPER PROTOTYPE

Mobile Application



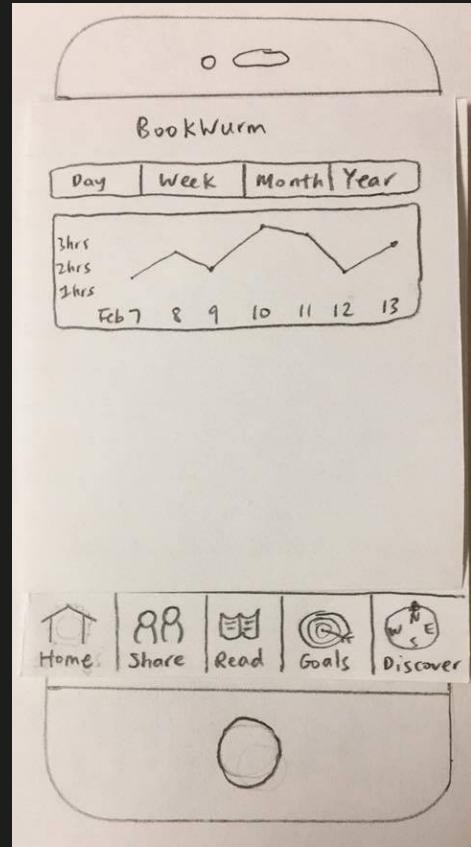
INITIAL PAPER PROTOTYPE

Smart Bookmark



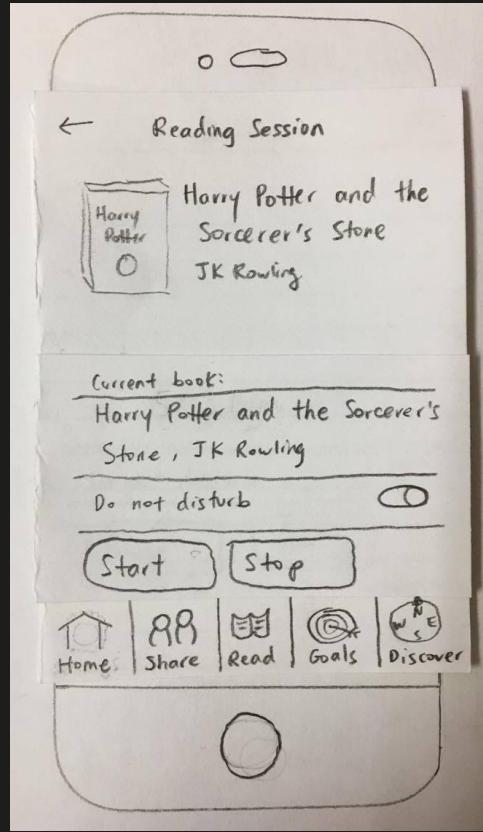
TRACKING TIME SPENT READING

Task 1



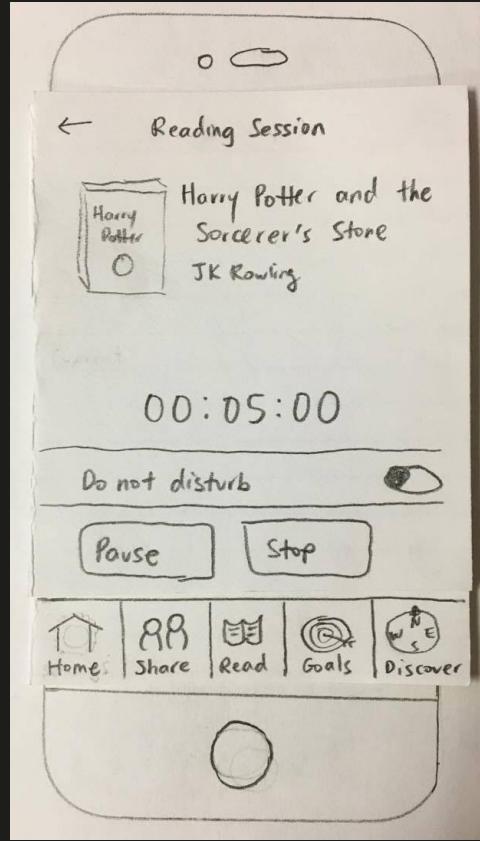
TRACKING TIME SPENT READING

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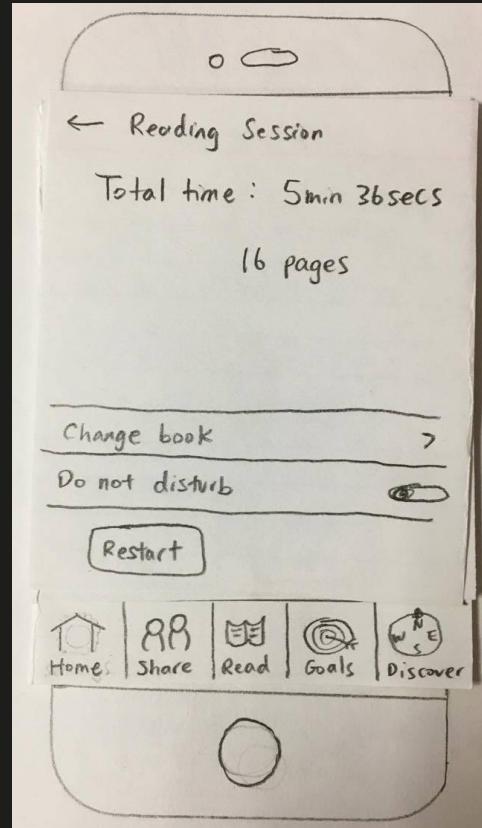
TRACKING TIME SPENT READING

Task 1



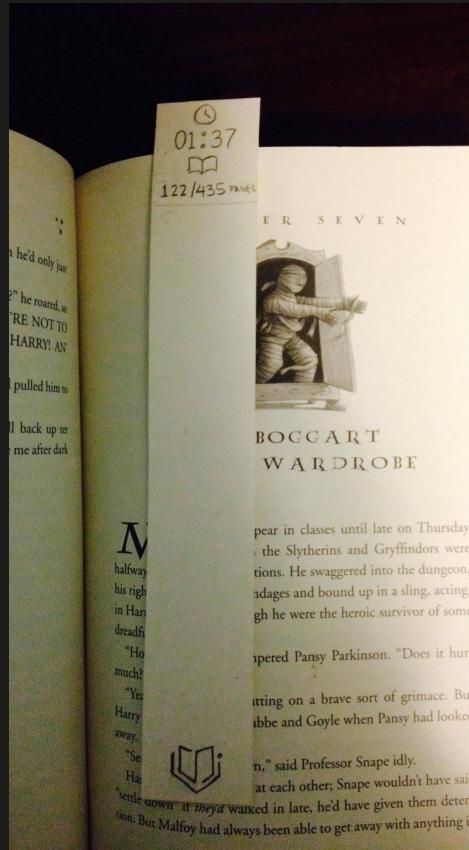
TRACKING TIME SPENT READING

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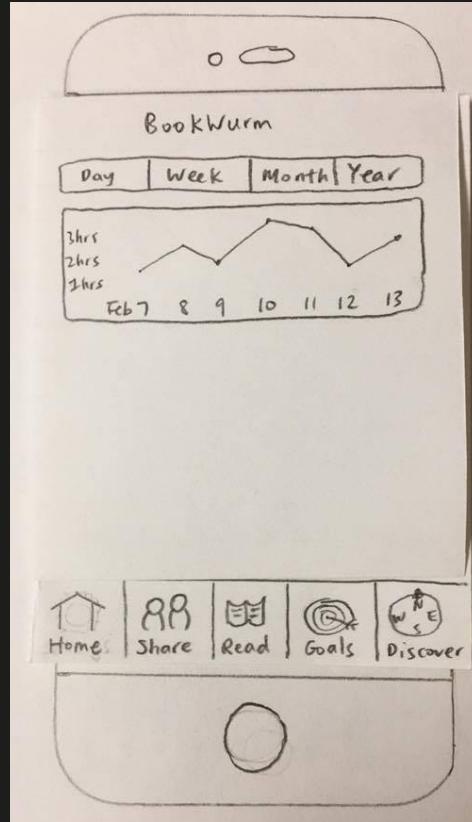
TRACKING TIME SPENT READING

Task 1



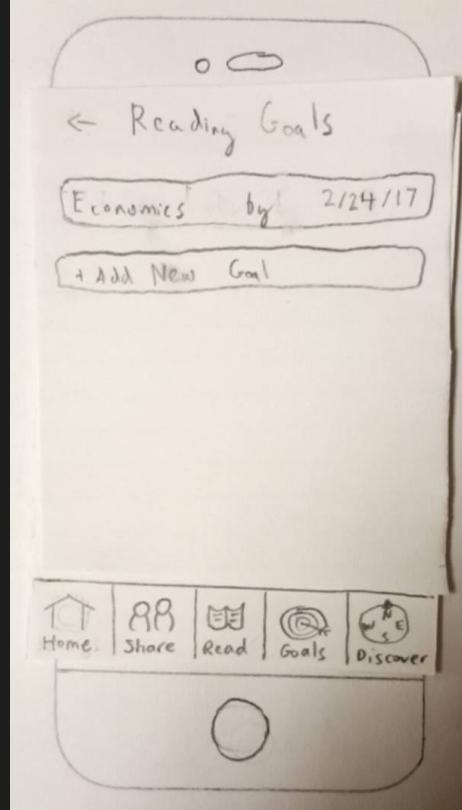
CHECKING AN EXISTING GOAL

Task 2



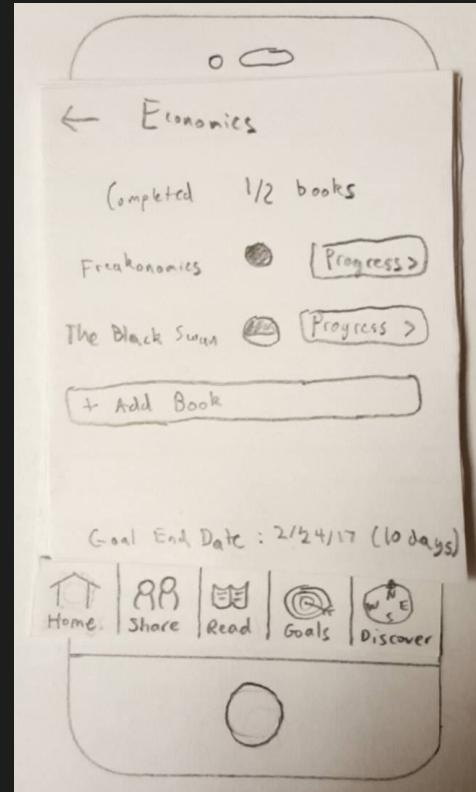
CHECKING AN EXISTING GOAL

Task 2



CHECKING AN EXISTING GOAL

Task 2





TESTING PROCESS

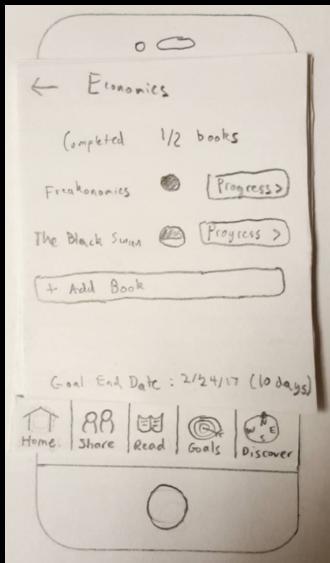
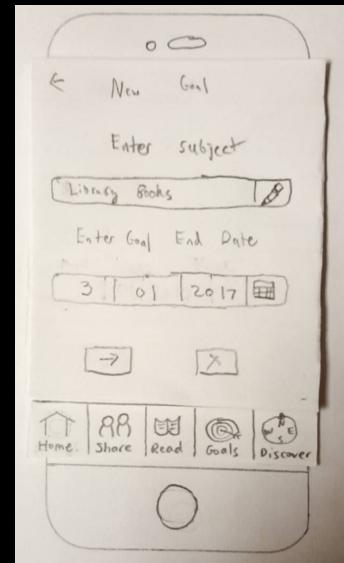
Scenarios:

- Adding a new book
- Tracking a reading session
- Checking on an existing goal

Refinements:

- Ordering of scenarios
- Wording of questions

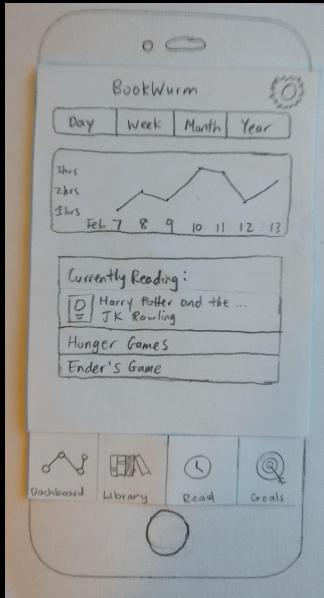
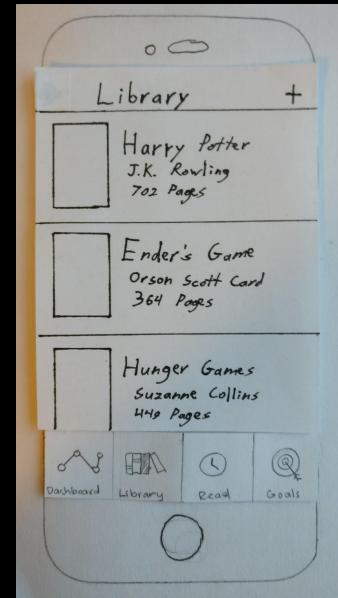
TESTING RESULTS



Findings

- Labels were confusing
- Inconsistent and misleading icons
- Missing key functionality (e.g. removing books, viewing library)

DESIGN REFINEMENTS

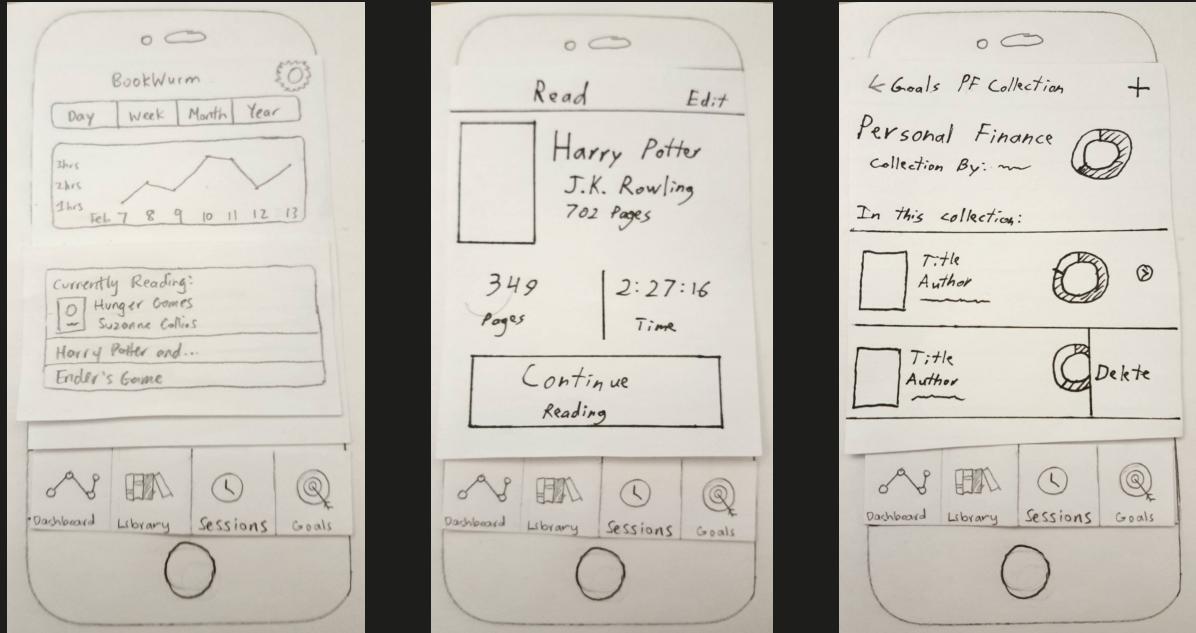


Changes

- Introduced "Library" tab to allow users to manage books
- Quick switch between books currently being read
- Changed the "Read" tab to "Sessions"

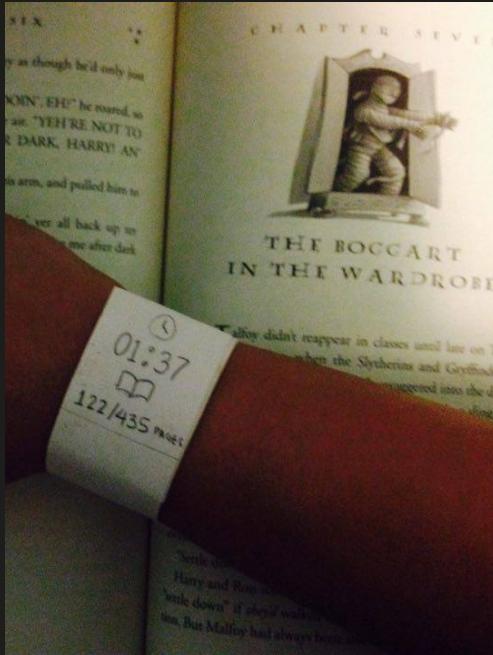
FINAL PAPER PROTOTYPE

Mobile Application



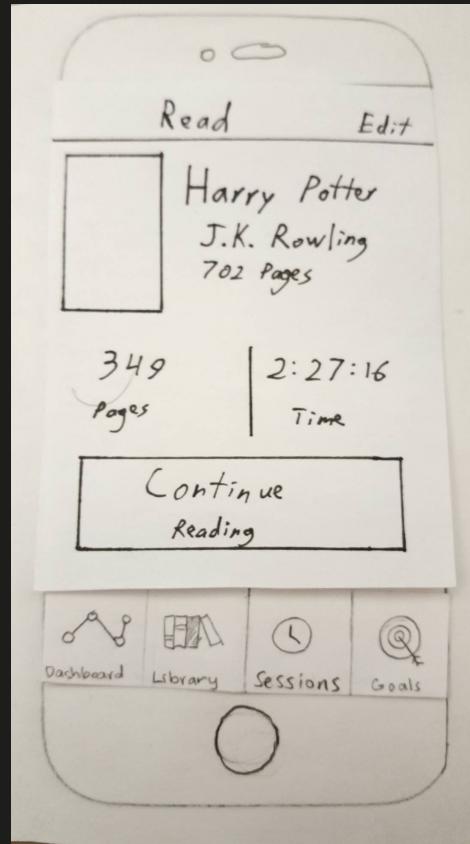
FINAL PAPER PROTOTYPE

Smart Bookmark



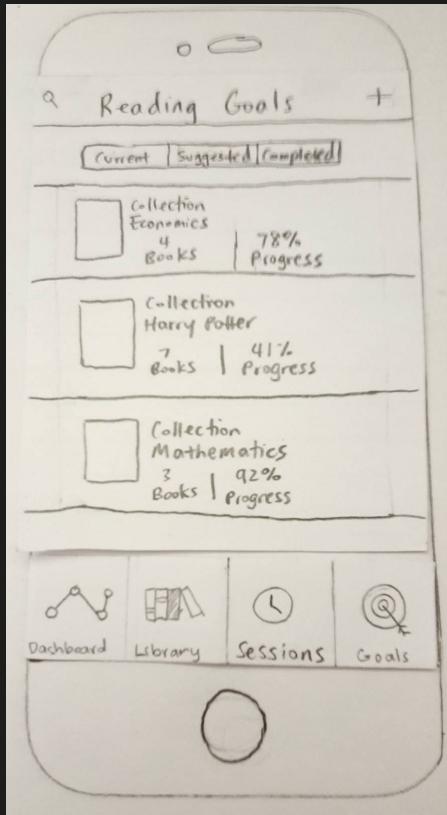
TRACKING TIME SPENT READING

Task 1



CHECKING AN EXISTING GOAL

Task 2

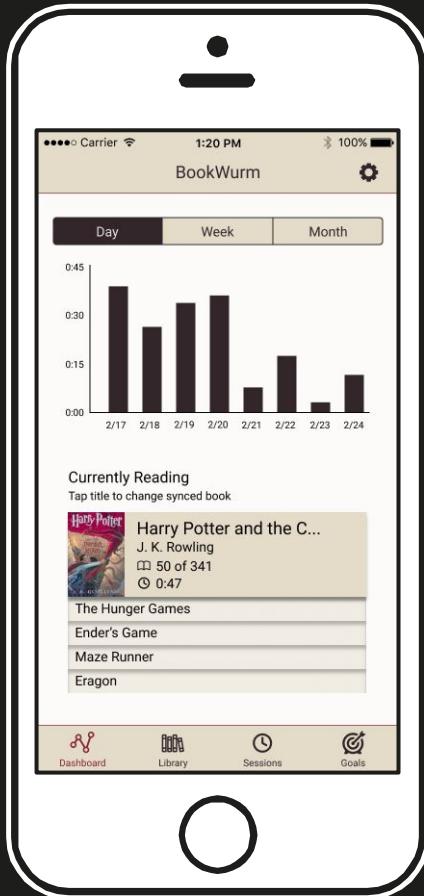




DIGITAL MOCKUP

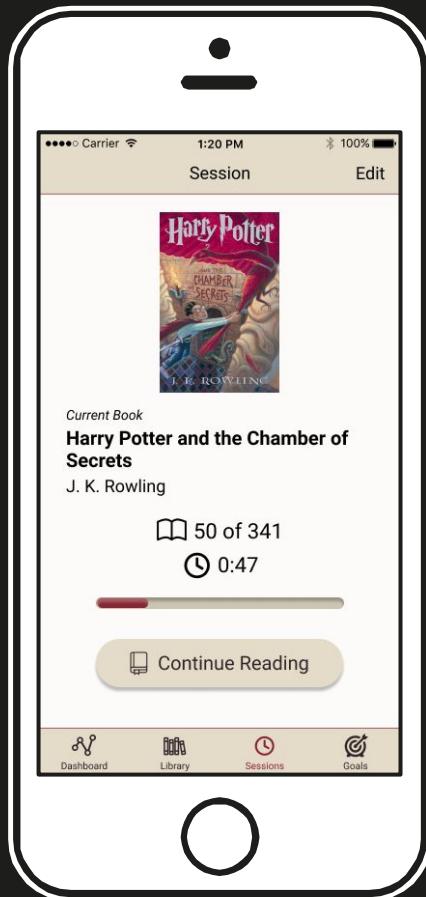
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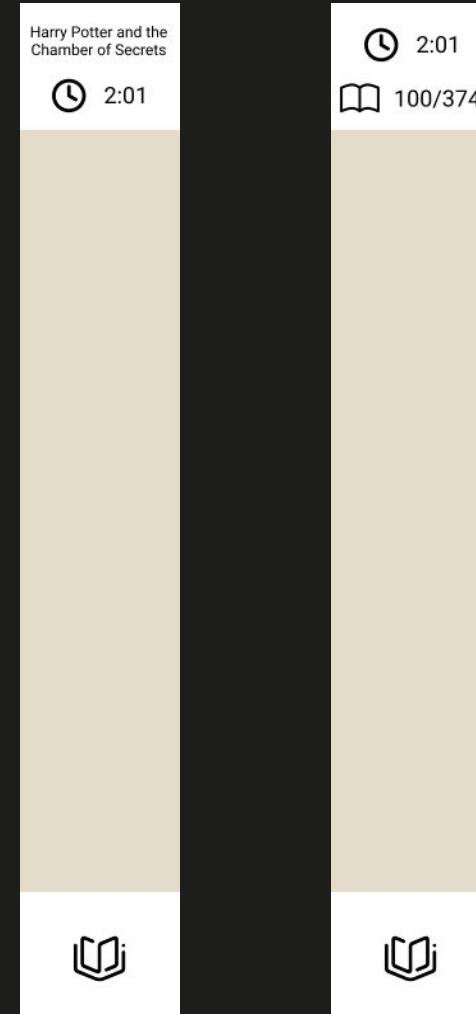
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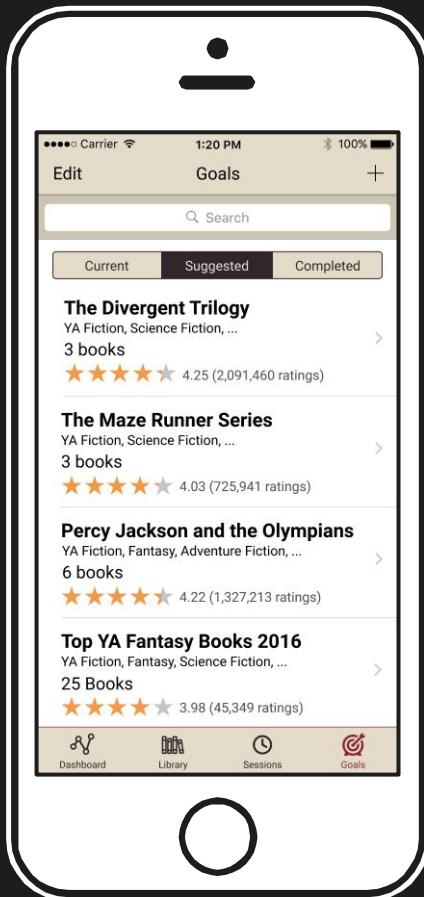
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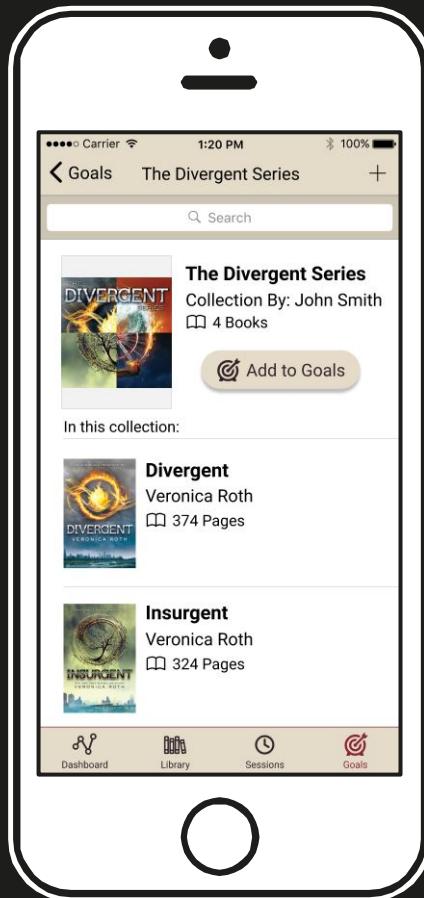
CHECK AN EXISTING GOAL

Task 2



CHECK AN EXISTING GOAL

Task 2





SUMMARY

- User perspective is essential to creating a relatable design
- Iterative design - hard to get things right on the first try
- Design critiques help indicate how to respond to usability tests
- Paper prototypes allow quick changes



BOOKWURM

THANKS!

Any questions?