bookCritics – Book Review

Introduction

A form of literary criticism, book reviews are written opinions about a particular book. They can take many forms. Book reviews can be brief or long. They can critique and/or summarize the book. They can be written by readers or professional book reviewers. Reader reviews tend to be more personal, focusing on the individual reader's experience while reading the book. But since readers can have such widely differing views of the same book, it is valuable for all involved when a book has a variety of reader reviews available.

> *"A book review is a form of literary criticism in which a book is merely described (summary review)*
> *or analyzed based on content, style, and merit. A book review may be a primary source, opinion*
> *piece, summary review or scholarly review." – Wikipedia*

For Authors, book reviews can be more important than you may think. Reading through the reviews written about your books can really help you better understand what it is your readers are looking for. Answering questions like, what are your readers enjoying about your work? What do they think is missing? And, what do they connect with? Can do a lot for helping you understand your audience.

'bookCritics' is a book review platform, connecting readers, professional reviewers and authors all in one place. It provides reviews for books written by professional reviewers and a center for discussing readers viewpoints.

Benefits

Here are three reasons why book reviews are vital to writers and readers.

- Saves Time, Decreases Risk to Readers
- Greater Visibility, Greater Chance of Getting Found by More Readers
- More Sales

Features

- Common place for authors, expert reviewers and readers.
- Read reviews about the book written by experts.
- Overall rating for the book.
- Recommendation of similar books.
- Discussion boards for readers to discuss their views on the book.
- Follow your favorite author and get updated on recent books.
- Monitoring tools to track your reading progress.

Market Survey

	Pros	Cons
Amazon Book Review	- Quantity of books: there is a review for almost any book out there - Quantity of reviews: plenty of reviews for each book - Sorting: I love the option sorting by stars or by highest voted	- No expert reviewers - Swayed by fans/hater reviewers - Most fake reviews - Smaller book reviews completely unreliable - Confirmation bias - Not really a book review site

Google Books	Higher quality reviews compared to Amazon	Easily deceived, especially for smaller books, the reviews can be fabricated
Goodreads	- You know the reviewers - You can better target subject matter experts compared to Amazon/Google Books	- Facebook of books - The best reviewers are not there: not all the top reviewers are on Goodreads
Derek Sivers	Does not mince words	No categories: summaries are all mixed in a single page, going from history to biographies to self-help
The Power Moves	Higher quality reviews	Not many books are reviewed

Wireframes

bookCritics includes 5 screens – Home Page, Books Page, Blog, About Page, Particular Book Page. These wireframes are made in JustinMind Wireframe and Prototyping tool.
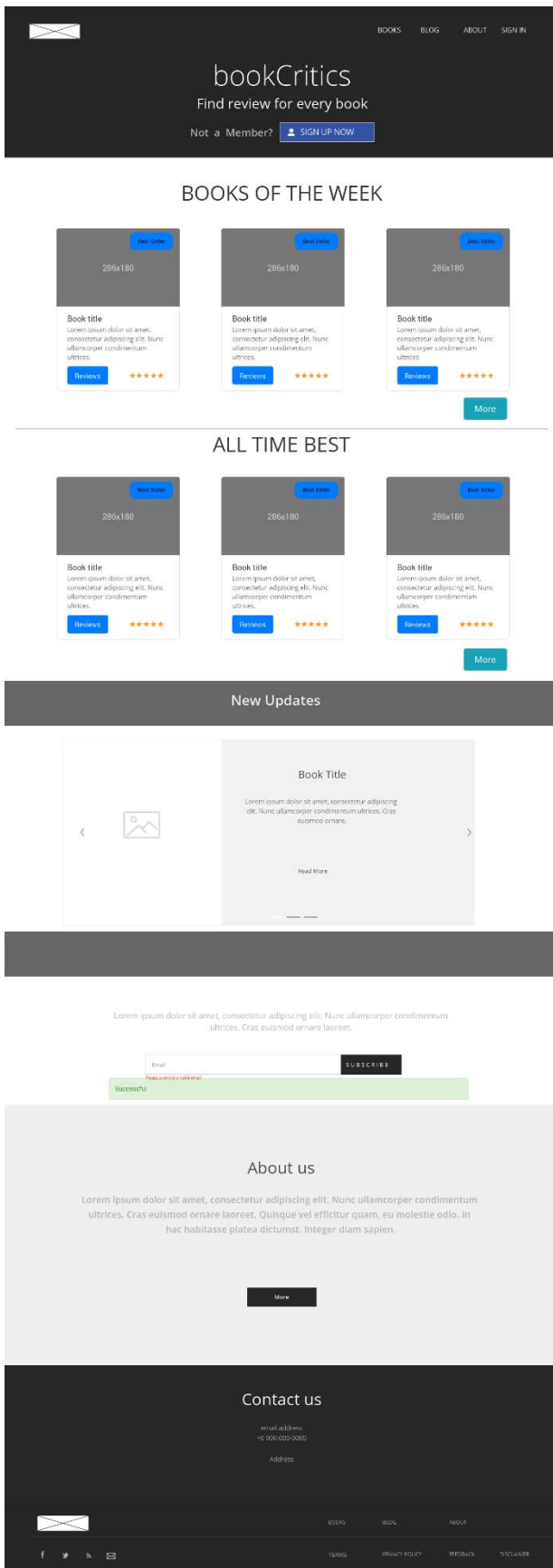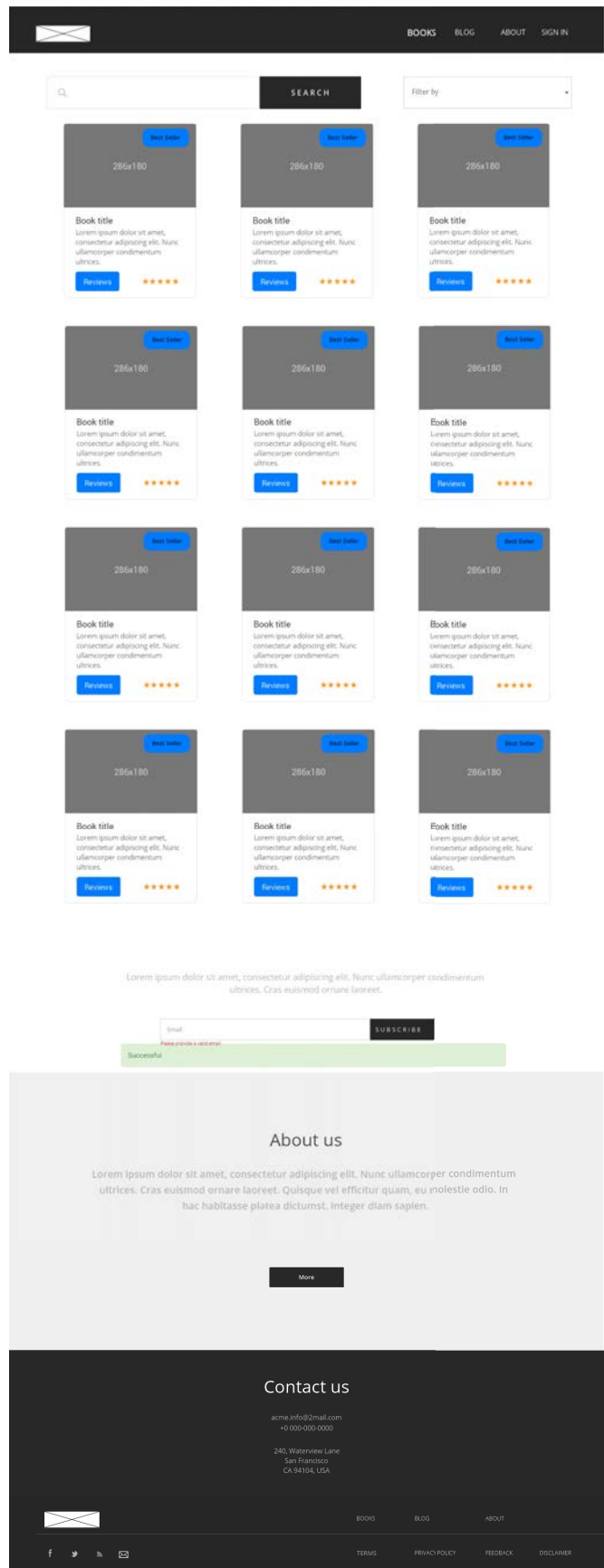
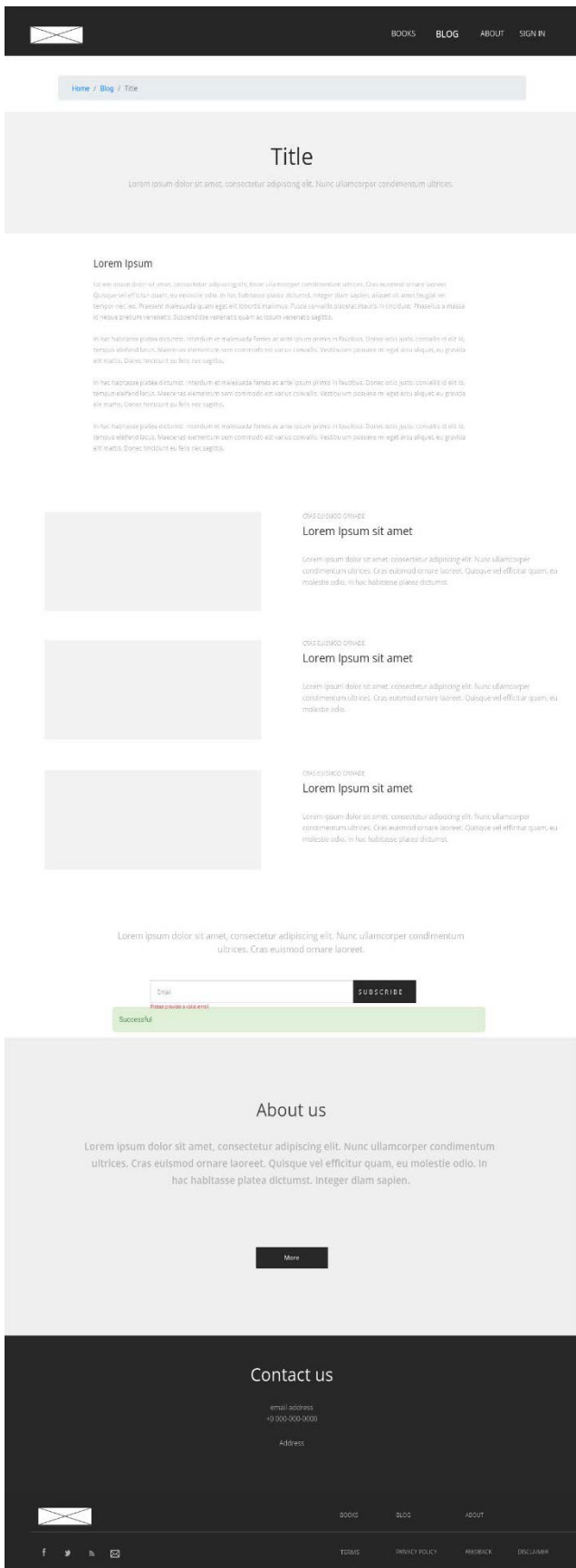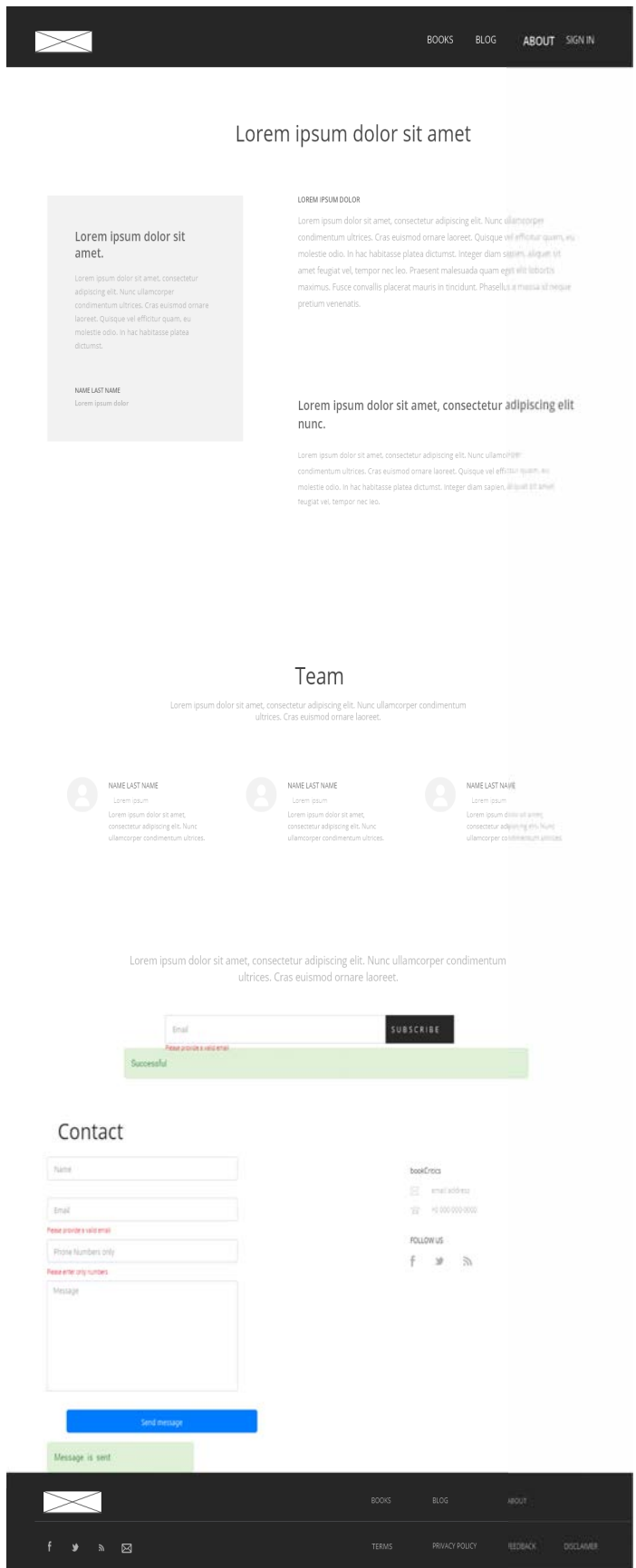*Figure 1 Home Page*

Figure 2 Books Page

Home / Blog / Title

Title

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Lorem Ipsum

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Email | SUBSCRIBE
Please provide a valid email
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About us

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More

Contact us

email address
+0 000-000-0000

Address

Figure 3 Blog

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Team

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Email | SUBSCRIBE
Please provide a valid email
Successful

Contact

Name

Email
Please provide a valid email

Phone Numbers only
Please enter only numbers

Message

Send message

Message is sent

bookCrtics
email address
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FOLLOW US

Figure 4 About Page

Book Title

Summary

Reviews by Experts

Reviews by Readers

Write your review

Add Review Tag

Write your review

About us

Contact us

Figure 5 Particular Book Page

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Navigations

Screens

01.

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Home Page

Interactions

1
on Mouse Down: changes style of 'books': text color →
on Mouse Up: changes style of 'books': text color →
on Click: goes to 'Books' →

2
on Mouse Down: changes style of 'review': text color →
on Mouse Up: changes style of 'review': text color →
**on Click:** goes to 'Blog' →

3
on Mouse Down: changes style of 'about': text color →
on Mouse Up: changes style of 'about': text color →
on Click: goes to 'About' →

4
on Mouse Down: changes style of 'terms': text color →
on Mouse Up: changes style of 'terms': text color →

5
on Mouse Down: changes style of 'review': text color →
on Mouse Up: changes style of 'review': text color →

6
on Mouse Down: changes style of 'about': text color →
on Mouse Up: changes style of 'about': text color →

7
on Mouse Down: changes style of 'contact': text color →
on Mouse Up: changes style of 'contact': text color →

8
on Mouse Over: changes style of 'rectangle_2': background color →
on Mouse Down: changes style of 'rectangle_2': background color →
on Mouse Up: changes style of 'rectangle_2': background color →
on Click: goes to 'About' →

9
on Mouse Over: changes style of 'rectangle_2': background color →
on Mouse Down: changes style of 'rectangle_2': background color →
on Mouse Up: changes style of 'rectangle_2': background color →
on Click: !EventsComposite.133! (count(Input_3.value) > '0') shows 'success' → hides 'success' → sets value '' to 'Input_3' → !EventsComposite.135! changes style of 'input_3': border color →

10
on Focus In: changes style of 'input_3': border color, shadow, → hides 'Text_6' →
on Focus Out: !EventsComposite.133! ((Input_3.value = '') or not(regExp(Input_3.value, isEmail))) changes style of 'input_3': border color, shadow, → shows 'Text_6' → !EventsComposite.135! changes style of 'input_3': border color, shadow, → hides 'Text_6' →

11
on Click: sets active panel 'slide_2 1' with effect: slide left in 700ms → sets active panel 'controls_2 1' →

12
on Click: sets active panel 'slide_3 1' with effect: slide left in 700ms → sets active panel 'controls_3 1' →

13
on Mouse Over: changes style of 'arrow_left_1': color →

on Click: sets active panel 'slide_3 1' with effect: slide right in 700ms → sets active panel 'controls_3 1' →

(14) **on Mouse Over:** changes style of 'arrow_right_1': color →
on Click: sets active panel 'slide_2 1' with effect: slide left in 700ms → sets active panel 'controls_2 1' →

(23) **on Mouse Over:** changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

(24) **on Mouse Over:** changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

(25) **on Mouse Over:** changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

(26) **on Mouse Over:** changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Books' →
on Mouse Leave: changes style of 'button': background color →

(27) **on Mouse Over:** changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Books' →
on Mouse Leave: changes style of 'button': background color →

(28) **on Mouse Over:** changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

(29) **on Mouse Over:** changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

(30) **on Mouse Over:** changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

(31) **on Click:** goes to 'Home Page' →

(32) **on Mouse Down:** changes style of 'books': text color →
on Mouse Up: changes style of 'books': text color →
on Click: goes to 'Books' →

(33) **on Mouse Down:** changes style of 'reviews': text color →
on Mouse Up: changes style of 'reviews': text color →
on Click: goes to 'Blog' →

(34) **on Mouse Down:** changes style of 'about': text color →
on Mouse Up: changes style of 'about': text color →
on Click: goes to 'About' →

(35) **on Click:** shows 'Sign up' →

(36) **on Mouse Down:** changes style of 'sign in': text color →
on Mouse Up: changes style of 'sign in': text color →
on Click: shows 'Login' →

Other states
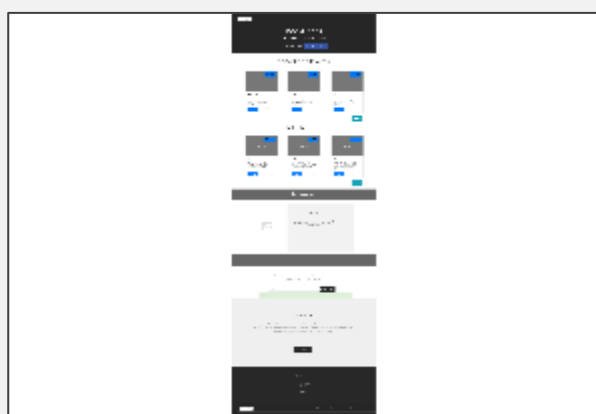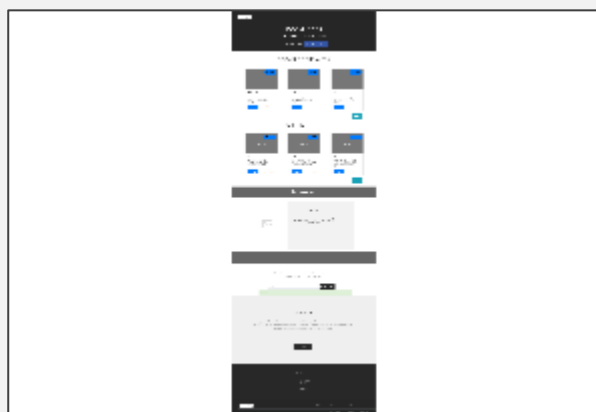
Interactions

15   **on Click:**   sets active panel 'slide_3 1' with effect: slide left in 700ms →
sets active panel 'controls_3 1' →

16   **on Click:**   sets active panel 'slide_1 1' with effect: slide right in 700ms →
sets active panel 'controls_1 1' →

17   **on Mouse Over:** changes style of 'image_1': color →
on Click: sets active panel 'slide_1 1' with effect: slide right in 700ms →
sets active panel 'controls_1 1' →

18   **on Mouse Over:** changes style of 'image_2': color →
on Click: sets active panel 'slide_3 1' with effect: slide left in 700ms →
sets active panel 'controls_3 1' →

Interactions

19 **on Click:** sets active panel 'slide_2 1' with effect: slide right in 700ms →
sets active panel 'controls_2 1' →

20 **on Click:** sets active panel 'slide_1 1' with effect: slide left in 700ms →
sets active panel 'controls_1 1' →

21 **on Mouse Over:** changes style of 'image_3': color →
on Click: sets active panel 'slide_2 1' with effect: slide right in 700ms →
sets active panel 'controls_2 1' →

22 **on Mouse Over:** changes style of 'image_4': color →
on Click: sets active panel 'slide_1 1' with effect: slide left in 700ms →
sets active panel 'controls_1 1' →

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Books

Interactions

51 on Mouse Down: changes style of 'books': text color →
on Mouse Up: changes style of 'books': text color →
on Click: goes to 'Books' →

52 on Mouse Down: changes style of 'review': text color →
on Mouse Up: changes style of 'review': text color →
on Click: goes to 'Blog' →

53 on Mouse Down: changes style of 'about': text color →
on Mouse Up: changes style of 'about': text color →
on Click: goes to 'About' →

54 on Mouse Down: changes style of 'terms': text color →
on Mouse Up: changes style of 'terms': text color →

55 on Mouse Down: changes style of 'review': text color →
on Mouse Up: changes style of 'review': text color →

56 on Mouse Down: changes style of 'about': text color →
on Mouse Up: changes style of 'about': text color →

57 on Mouse Down: changes style of 'contact': text color →
on Mouse Up: changes style of 'contact': text color →

58 on Mouse Over: changes style of 'rectangle_2': background color →
on Mouse Down: changes style of 'rectangle_2': background color →
on Mouse Up: changes style of 'rectangle_2': background color →
on Click: goes to 'About' →

59 on Mouse Over: changes style of 'rectangle_2': background color →
on Mouse Down: changes style of 'rectangle_2': background color →
on Mouse Up: changes style of 'rectangle_2': background color →
on Click: !EventsComposite.133! (count(Input_3.value) > '0') shows 'success' → hides 'success' → sets value '' to 'Input_3' → !EventsComposite.135! changes style of 'input_3': border color →

60 on Focus In: changes style of 'input_3': border color, shadow, → hides 'Text_6' →
on Focus Out: !EventsComposite.133! ((Input_3.value = '') or not(regExp(Input_3.value, isEmail))) changes style of 'input_3': border color, shadow, → shows 'Text_6' → !EventsComposite.135! changes style of 'input_3': border color, shadow, → hides 'Text_6' →

61 on Mouse Over: changes style of 'rectangle_2': background color →
on Mouse Down: changes style of 'rectangle_2': background color →
on Mouse Up: changes style of 'rectangle_2': background color →

62 on Mouse Over: changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

63 on Mouse Over: changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

64 on Mouse Over: changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

65 on Mouse Over: changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

66 on Mouse Over: changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

67 on Mouse Over: changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

68 on Mouse Over: changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

69 on Mouse Over: changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

70 on Mouse Over: changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

71 on Mouse Over: changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

72 on Mouse Over: changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

73 on Mouse Over: changes style of 'button': background color →
on Click: changes style of 'button': border color → goes to 'Particular Book' →
on Mouse Leave: changes style of 'button': background color →

74 on Click: goes to 'Home Page' →

75 on Mouse Down: changes style of 'books': text color →
on Mouse Up: changes style of 'books': text color →

76 on Mouse Down: changes style of 'reviews': text color →
on Mouse Up: changes style of 'reviews': text color →
on Click: goes to 'Blog' →

77 on Mouse Down: changes style of 'about': text color →
on Mouse Up: changes style of 'about': text color →
on Click: goes to 'About' →

78 on Mouse Down: changes style of 'signin': text color →
on Mouse Up: changes style of 'signin': text color →
on Click: shows 'Login' →

Particular Book

Interactions

93
on Mouse Down: changes style of 'books': text color →
on Mouse Up: changes style of 'books': text color →
on Click: goes to 'Books' →

94
on Mouse Down: changes style of 'review': text color →
on Mouse Up: changes style of 'review': text color →
on Click: goes to 'Blog' →

95
on Mouse Down: changes style of 'about': text color →
on Mouse Up: changes style of 'about': text color →
on Click: goes to 'About' →

96
on Mouse Down: changes style of 'terms': text color →
on Mouse Up: changes style of 'terms': text color →

97
on Mouse Down: changes style of 'review': text color →
on Mouse Up: changes style of 'review': text color →

98
on Mouse Down: changes style of 'about': text color →
on Mouse Up: changes style of 'about': text color →

99
on Mouse Down: changes style of 'contact': text color →
on Mouse Up: changes style of 'contact': text color →

100
on Mouse Over: changes style of 'rectangle_2': background color →
on Mouse Down: changes style of 'rectangle_2': background color →
on Mouse Up: changes style of 'rectangle_2': background color →
on Click: goes to 'About' →

101
on Mouse Over: changes style of 'rectangle_2': background color →
on Mouse Down: changes style of 'rectangle_2': background color →
on Mouse Up: changes style of 'rectangle_2': background color →
on Click: !EventsComposite.133! (count(Input_3.value) > '0') shows
'success' → hides 'success' → sets value '' to 'Input_3' →
!EventsComposite.135! changes style of 'input_3': border color →

102
on Focus In: changes style of 'input_3': border color, shadow, → hides
'Text_6' →
on Focus Out: !EventsComposite.133! ((Input_3.value = '') or
not(regExp(Input_3.value, isEmail))) changes style of 'input_3': border
color, shadow, → shows 'Text_6' → !EventsComposite.135! changes
style of 'input_3': border color, shadow, → hides 'Text_6' →

103
on Mouse Over: changes style of 'rectangle_4': background color →
on Mouse Down: changes style of 'rectangle_4': background color →
on Mouse Up: changes style of 'rectangle_4': background color →
on Click: shows 'success' → hides 'success' →

112
on Click: sets active panel 'slide_2 1' with effect: slide right in 700ms →
sets active panel 'controls_2 1' →

113 **on Click:** sets active panel 'slide_1 1' with effect: slide left in 700ms →
sets active panel 'controls_1 1' →

114 **on Mouse Over:** changes style of 'image_3': color →
on Click: sets active panel 'slide_2 1' with effect: slide right in 700ms →
sets active panel 'controls_2 1' →

115 **on Mouse Over:** changes style of 'image_4': color →
on Click: sets active panel 'slide_1 1' with effect: slide left in 700ms →
sets active panel 'controls_1 1' →

116 **on Mouse Over:** changes style of 'button': background color →
on Click: changes style of 'button': border color →
on Mouse Leave: changes style of 'button': background color →

117 **on Mouse Over:** changes style of 'button': background color →
on Click: changes style of 'button': border color →
on Mouse Leave: changes style of 'button': background color →

118 **on Mouse Over:** changes style of 'text_1': text color, text decoration →
on Click: goes to 'Home Page' →

119 **on Mouse Over:** changes style of 'text_2': text color, text decoration →
on Click: goes to 'Books' →

120 **on Click:** goes to 'Home Page' →

121 **on Mouse Down:** changes style of 'books': text color →
on Mouse Up: changes style of 'books': text color →

122 **on Mouse Down:** changes style of 'reviews': text color →
on Mouse Up: changes style of 'reviews': text color →
on Click: goes to 'Blog' →

123 **on Mouse Down:** changes style of 'about': text color →
on Mouse Up: changes style of 'about': text color →
on Click: goes to 'About' →

124 **on Mouse Down:** changes style of 'signin': text color →
on Mouse Up: changes style of 'signin': text color →
on Click: shows 'Login' →

139 **on Focus In:** changes style of 'input': border color, shadow, →
on Focus Out: changes style of 'input': border color, shadow, →

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Other states
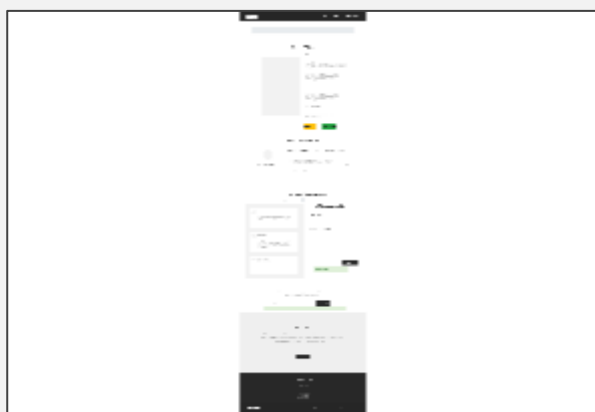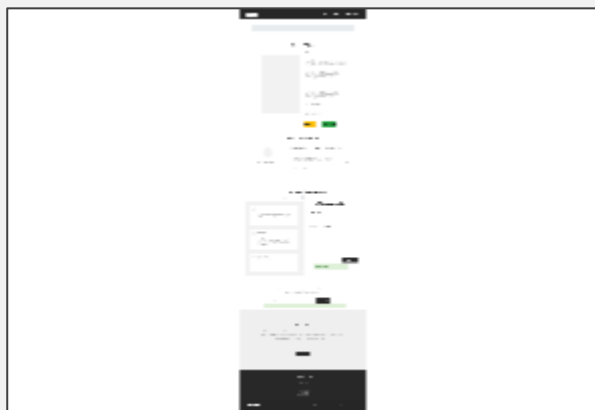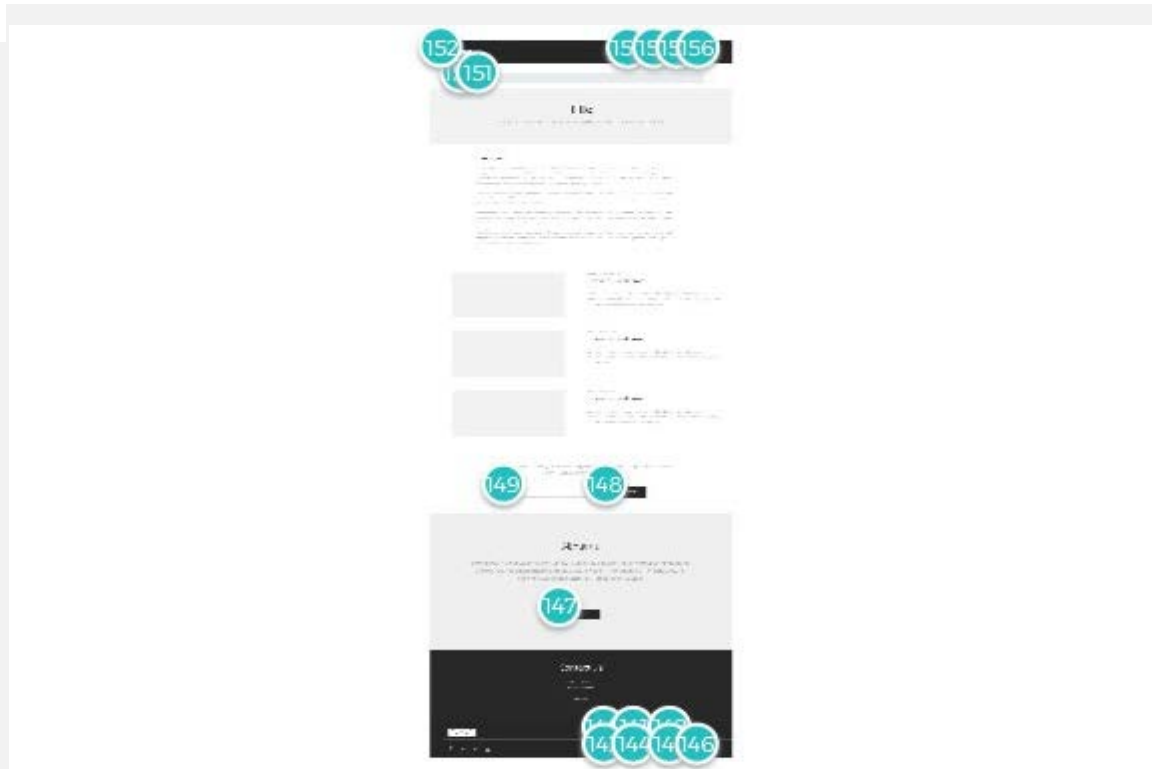

Interactions

104 **on Click:** sets active panel 'slide_2 1' with effect: slide left in 700ms →
sets active panel 'controls_2 1' →

105 **on Click:** sets active panel 'slide_3 1' with effect: slide left in 700ms →
sets active panel 'controls_3 1' →

106 **on Mouse Over:** changes style of 'arrow_left_1': color →
on Click: sets active panel 'slide_3 1' with effect: slide right in 700ms →
sets active panel 'controls_3 1' →

107 **on Mouse Over:** changes style of 'arrow_right_1': color →
on Click: sets active panel 'slide_2 1' with effect: slide left in 700ms →
sets active panel 'controls_2 1' →

Interactions

108 **on Click:** sets active panel 'slide_3 1' with effect: slide left in 700ms →
sets active panel 'controls_3 1' →

109 **on Click:** sets active panel 'slide_1 1' with effect: slide right in 700ms →
sets active panel 'controls_1 1' →

110 **on Mouse Over:** changes style of 'image_1': color →
on Click: sets active panel 'slide_1 1' with effect: slide right in 700ms →
sets active panel 'controls_1 1' →

111 **on Mouse Over:** changes style of 'image_2': color →
on Click: sets active panel 'slide_3 1' with effect: slide left in 700ms →
sets active panel 'controls_3 1' →

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Blog

Interactions

140 on Mouse Down: changes style of 'books': text color →
on Mouse Up: changes style of 'books': text color →
on Click: goes to 'Books' →

141 on Mouse Down: changes style of 'review': text color →
on Mouse Up: changes style of 'review': text color →
on Click: goes to 'Blog' →

142 on Mouse Down: changes style of 'about': text color →
on Mouse Up: changes style of 'about': text color →
on Click: goes to 'About' →

143 on Mouse Down: changes style of 'terms': text color →
on Mouse Up: changes style of 'terms': text color →

144 on Mouse Down: changes style of 'review': text color →
on Mouse Up: changes style of 'review': text color →

145 on Mouse Down: changes style of 'about': text color →
on Mouse Up: changes style of 'about': text color →

146 on Mouse Down: changes style of 'contact': text color →
on Mouse Up: changes style of 'contact': text color →

147 on Mouse Over: changes style of 'rectangle_2': background color →
on Mouse Down: changes style of 'rectangle_2': background color →
on Mouse Up: changes style of 'rectangle_2': background color →
on Click: goes to 'About' →

148 on Mouse Over: changes style of 'rectangle_2': background color →
on Mouse Down: changes style of 'rectangle_2': background color →
on Mouse Up: changes style of 'rectangle_2': background color →
on Click: !EventsComposite.133! (count(Input_3.value) > '0') shows 'success' → hides 'success' → sets value '' to 'Input_3' → !EventsComposite.135! changes style of 'input_3': border color →

149 on Focus In: changes style of 'input_3': border color, shadow, → hides 'Text_6' →
on Focus Out: !EventsComposite.133! ((Input_3.value = '') or not(regExp(Input_3.value, isEmail))) changes style of 'input_3': border color, shadow, → shows 'Text_6' → !EventsComposite.135! changes style of 'input_3': border color, shadow, → hides 'Text_6' →

150 on Mouse Over: changes style of 'text_1': text color, text decoration →
on Click: goes to 'Home Page' →

(151) **on Mouse Over:** changes style of 'text_2': text color, text decoration →

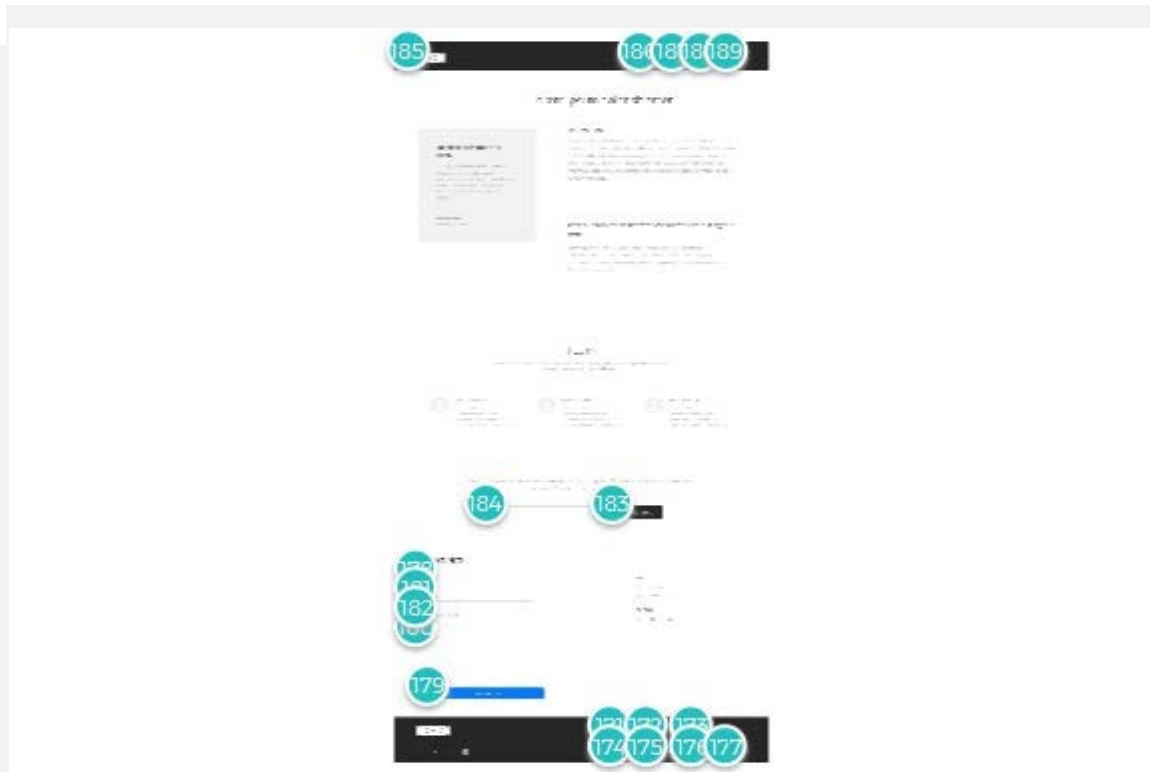(152) **on Click:** goes to 'Home Page' →

(153) **on Mouse Down:** changes style of 'books': text color →
on Mouse Up: changes style of 'books': text color →
on Click: goes to 'Books' →

(154) **on Mouse Down:** changes style of 'reviews': text color →
on Mouse Up: changes style of 'reviews': text color →

(155) **on Mouse Down:** changes style of 'about': text color →
on Mouse Up: changes style of 'about': text color →
on Click: goes to 'About' →

(156) **on Mouse Down:** changes style of 'signin': text color →
on Mouse Up: changes style of 'signin': text color →
on Click: shows 'Login' →

JUSTIN**MIND**

About

Interactions

171 **on Mouse Down:** changes style of 'books': text color →
on Mouse Up: changes style of 'books': text color →
on Click: goes to 'Books' →

172 **on Mouse Down:** changes style of 'review': text color →
on Mouse Up: changes style of 'review': text color →

173 **on Mouse Down:** changes style of 'about': text color →
on Mouse Up: changes style of 'about': text color →

174 **on Mouse Down:** changes style of 'terms': text color →
on Mouse Up: changes style of 'terms': text color →

175 **on Mouse Down:** changes style of 'review': text color →
on Mouse Up: changes style of 'review': text color →

176 **on Mouse Down:** changes style of 'about': text color →
on Mouse Up: changes style of 'about': text color →

177 **on Mouse Down:** changes style of 'contact': text color →
on Mouse Up: changes style of 'contact': text color →

178 **on Focus In:** changes style of 'input_11': border color, shadow, →
on Focus Out: changes style of 'input_11': border color, shadow, →

179 **on Mouse Over:** changes style of 'button_4': background color →
on Click: !EventsComposite.133! (((count(Input.value) > '0') and (count(Input_11.value) > '0')) and (count(Input_3.value) > '0')) shows 'success' → hides 'success' → sets value '' to 'Input, Input_3, Textarea_1, Input_11' → !EventsComposite.135! changes style of 'input, input_3, input_11': border color →

180 **on Focus In:** changes style of 'textarea_1': border color, shadow, →
on Focus Out: changes style of 'textarea_1': border color, shadow, →

181 **on Focus In:** changes style of 'input_3': border color, shadow, → hides 'Text_6' →
on Focus Out: !EventsComposite.133! ((Input_3.value = '') or not(regExp(Input_3.value, isEmail))) changes style of 'input_3': border color, shadow, → shows 'Text_6' → !EventsComposite.135! changes style of 'input_3': border color, shadow, → hides 'Text_6' →

182 **on Focus In:** changes style of 'input': border color, shadow, → hides 'Text_9' →
on Focus Out: !EventsComposite.133! not(regExp(Input.value, isPhone)) changes style of 'input': border color, shadow, → shows 'Text_9' → !EventsComposite.135! changes style of 'input': border color, shadow, → hides 'Text_9' →

183 **on Mouse Over:** changes style of 'rectangle_2': background color →
on Mouse Down: changes style of 'rectangle_2': background color →
on Mouse Up: changes style of 'rectangle_2': background color →

on Click: !EventsComposite.133! (count(Input_3.value) > '0') shows 'success' → hides 'success' → sets value '' to 'Input_3' → !EventsComposite.135! changes style of 'input_3': border color →

(184) **on Focus In:** changes style of 'input_3': border color, shadow, → hides 'Text_6' →
on Focus Out: !EventsComposite.133! ((Input_3.value = '') or not(regExp(Input_3.value, isEmail))) changes style of 'input_3': border color, shadow, → shows 'Text_6' → !EventsComposite.135! changes style of 'input_3': border color, shadow, → hides 'Text_6' →

(185) **on Click:** goes to 'Home Page' →

(186) **on Mouse Down:** changes style of 'books': text color →
on Mouse Up: changes style of 'books': text color →
on Click: goes to 'Books' →

(187) **on Mouse Down:** changes style of 'reviews': text color →
on Mouse Up: changes style of 'reviews': text color →
on Click: goes to 'Blog' →

(188) **on Mouse Down:** changes style of 'about': text color →
on Mouse Up: changes style of 'about': text color →

(189) **on Mouse Down:** changes style of 'signin': text color →
on Mouse Up: changes style of 'signin': text color →
on Click: shows 'Login' →

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