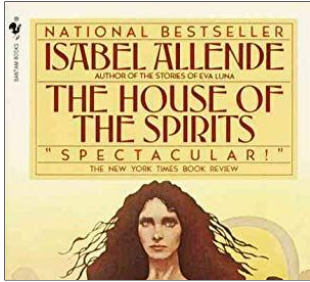




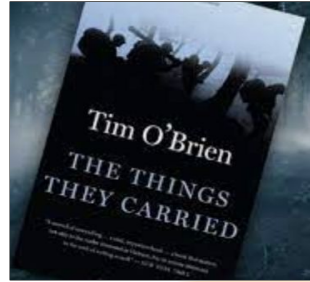
BUKU READS



**Sirhley Barrera**  
She/Her

**The House of the  
Spirits**  
*Isabel Allende*

Strengths:  
Research, Creative



**Erix Chen**  
She/Her

**The Things They  
Carried**  
*Tim O'Brien*

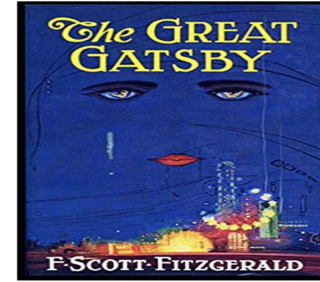
Strengths:  
Graphics, UI



**Abby Stoner**  
She/Her

**Mr. Know it All**  
*John Waters*

Strengths:  
Design, research,&  
organization



**Andre Vartan**  
He/Him

**The Great Gatsby**  
*F. Scott-Fitzgerald*

Strengths:  
Research & Writing

## Problem

# What's The Problem?

We believe that creating a reading and trading platform for readers will allow them to trade books with each other while saving money on new reads.

NET REVENUE OF THE U.S. BOOK PUBLISHING INDUSTRY

25.71bn USD

AUDIOBOOK SALES REVENUE IN THE U.S.

1.3bn USD

E-BOOK UNIT SALES IN THE U.S.

191m



JUL 2022

Marvel Comics Library.  
Avengers.  
Vol. 1. 1963-1965

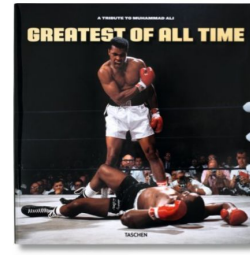
US\$ 200



XXL

Jean-Michel Basquiat

US\$ 200



Greatest of All Time.  
A Tribute to Muhammad Ali

US\$ 150



XXL

Hokusai.  
Thirty-six Views of Mount Fuji

US\$ 175



# Overall Concept

## Why Buku Reads?

**1** LibraryThing Home Groups Talk Explore Zeitgeist

**2** A home for your books.  
Enter what you're reading or your whole library. It's an easy, library-quality catalog.

A community of 2,550,000 book lovers.  
LibraryThing connects you to people who read what you do.

**3** Become a Member?  
**JOIN NOW**

Already a member?  
name:   
password:   
**SIGN IN**

**4** or sign in with:   
Sign in / organizations / links

**5** **CHECK IT OUT**

- Take the tour.
- Sign up. It's more fun than the tour.

**WHAT'S GOOD?**

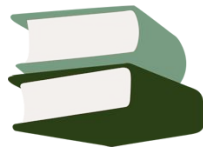
- Catalog your books from Amazon, the Library of Congress and 4,941 other libraries.
- Catalog your movies and music too.
- LibraryThing is entirely free.
- Find new books to read.
- Talk about what you love with other committed bibliophiles.
  - Track and lend your books.
- Snag a book from over 2000 early-release books every month.
- Available in many languages: (others)

**RECENT ACTIVITY**

**6**

"Many social connections thrive at the site. Although members can keep all details of their online catalog private, most choose to display their libraries..." [\(link\)](#)

**7**



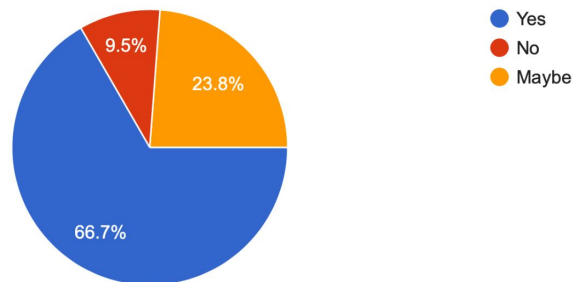
## User Insight

### What we found!

- ★ Avid readers are looking for a place to trade books.
- ★ Younger readers are not frequent library users.
- ★ Most users still use paper books.

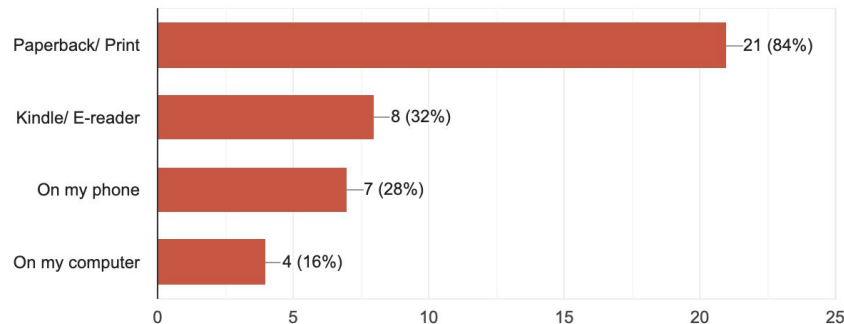
Would you ever want to trade books instead of purchasing new books?

21 responses



How do you read?

25 responses



# User Persona

## Alonso Ball



Alonso Ball  
30  
Works in Illustration  
Lives in Los Angeles  
Single  
Male

### Bio:

Alonso is from Los Angeles on the weekends he attends book readings, and draws in the park. He works as an illustrator and largely gets his inspiration from novels. He has not been able to use the library during Covid which has made getting books financially difficult for him.

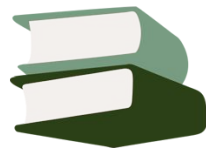
### Goals+ Interests:

Save money, Read books, Trade books, Read reviews  
Engage with other readers

### Pain Points + Concerns:

Struggles finding people who like the same books as him offline. Needs to save money.

Find Alonso on :



# Design Process

## UI Style

### UI STYLE TILE: Buku

## UI STYLE DIRECTION

Buku is a book trading website that allows users to review, purchase, and trade book. The UI of the website reflects what most book websites include along with a trading aspect. The website stylistically incorporates mellow book reading related colors and photos in order to create a more friendly user experience. The UI design is simple and does not distract the user from the importance of the content displayed on the website.

## UI Style Adjectives

Inclusive	Socialist
	Modern

## TYPOGRAPHY

Typography is a combination of Josefin Slab and Rasa. These fonts are used for legibility and clarity.

Boston Globe

### Jeune's Slot

Rasa

Rasa

## Tinos

**TYPOGRAPHY BODY COPY**

lorem ipsum dolor sit amet, consectetur adipiscing elit, porttitor  
elementum cras neque, sapien. leo enim bibendum ultrices in sed eu arcu  
magna quis. lorem ipsum dolor sit amet, consectetur adipiscing elit,  
porttitor elementum cras neque, sapien. leo enim bibendum ultrices  
in sed eu arcu magna quis. lorem ipsum dolor sit amet, consectetur  
adipiscing elit, porttitor elementum cras neque, sapien. leo enim  
bibendum ultrices in sed eu arcu magna quis.

**BRAND LOGO**

– LOGO ON WHITE



## ICONOGRAPHY



## BUTTON STATES

Primary Button

normal

hover

focus

pressed

**join us**

## COLOR PALETTE

- BRAND COLORS



- PRIMARY  
INTERACTION COLOR



- SECONDARY  
INTERACTION COLOR



— COLOR GRADIENT



## GRAPHIC PATTERNS



### IMAGE SAMPLES



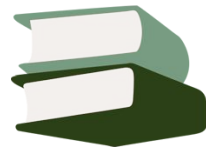
## BUTTON STYLES

pill

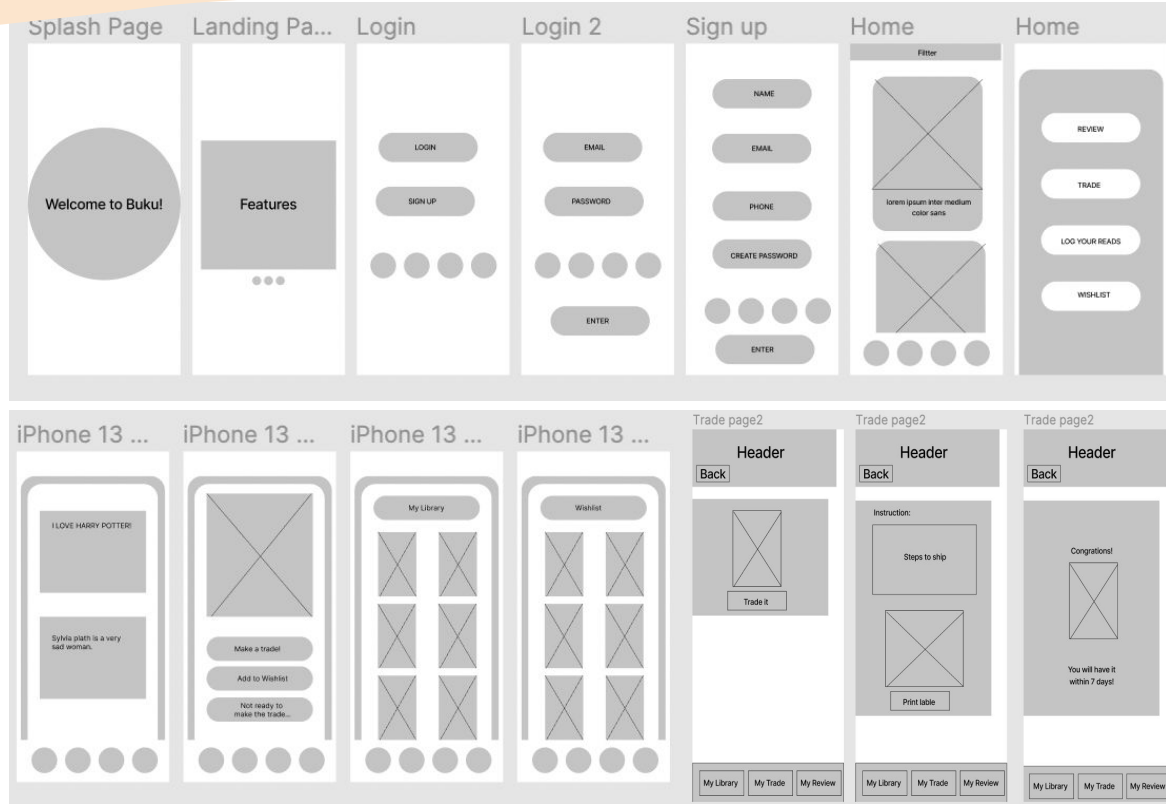
dropdown



dropdown



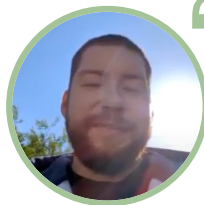
# Wireframe Low-fidelity





# Interviews & Testing

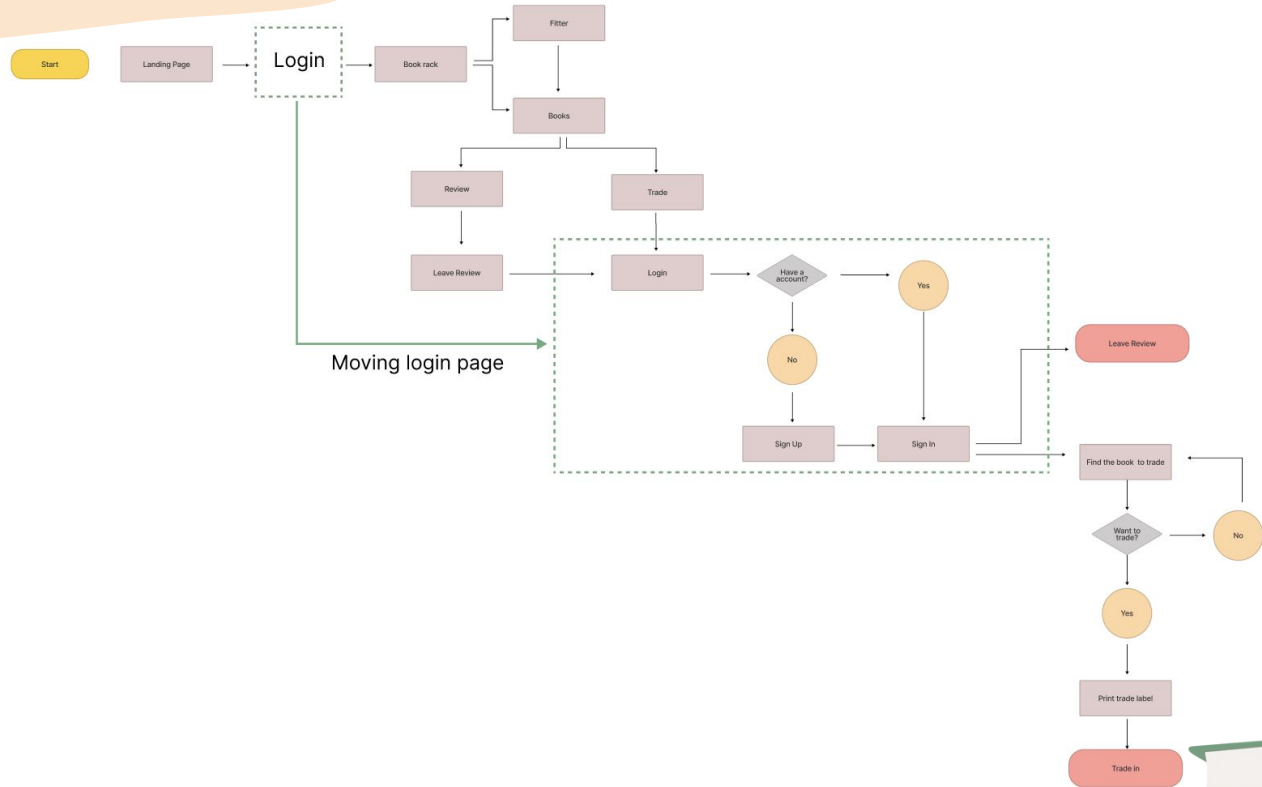
- ★ We did a series of 10 minute interviews in between each fidelity.
- ★ We then fixed errors and decided how to proceed in developing the prototypes.



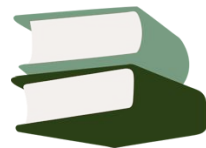
“ I hate to sign up an App before I use it! ”  
Daniel Campos.-



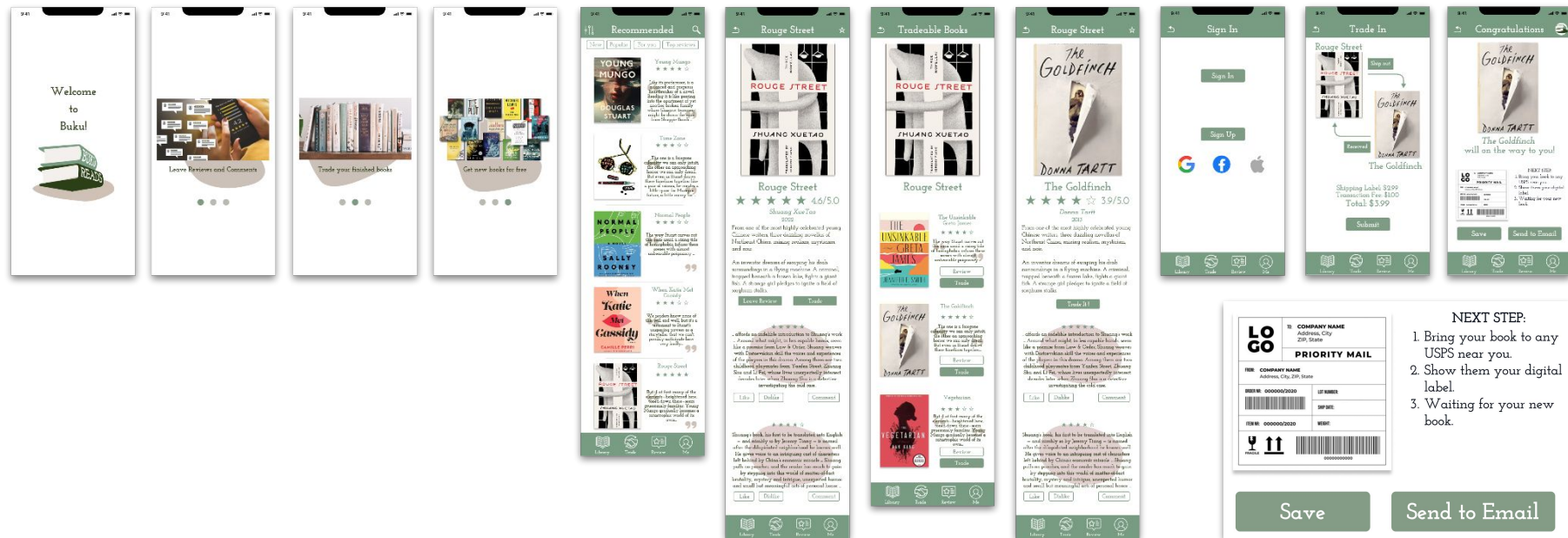
# User Flow Improvement



# Wireframe Mid-fidelity



# Mockup Prototype Hi-fidelity



## NEXT STEP:

1. Bring your book to any USPS near you.
2. Show them your digital label.
3. Waiting for your new book.

Save

Send to Email



Leave Feedback

# Clickable Hi-Fi Prototype



# Trading Clickable Hi-Fi Prototype



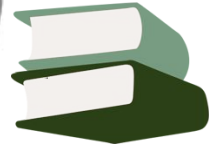
“ Let me know if this App is brought to life I have tons books to trade! ”

Karlo V.-



“ I like the style of this App, and easy to trade my books! ”

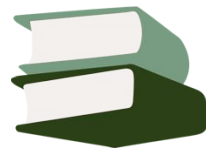
Elise Pan.-



Review

## Opportunities / next steps

- Develop/code the app and website
- Incorporate our trading concept into other book websites
  - Find Investors
- We love you all, congrats on finishing the bootcamp, and we wish you all the best♥



THE END