Discover Define Ideate Design

book.nook

UX Case Study

A community-based platform for people who love to read, share and connect.

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Our Process

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Quantitative Research

Gathered insights with google form with a total of 44 respondents

Observations

60%
are interested in attending a book club

79.5%
would like to be able to share their thoughts with others

User Research

- Conduct comprehensive user research to understand genre and location-based readers, as well as book club enthusiasts.
- Use research findings as the basis for designing and developing the book.nook Community Platform.
- Aim to connect users with niche book communities and create a vibrant reading community aligned with the project's hypothesis statement.

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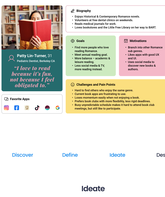
Problem Statement

We believe that by creating a platform for book lovers, we can address the challenge of fostering a sense of community among like-minded readers, providing them with an enjoyable space to engage in discussion and enhance their overall reading experience.

User Insight

Busy professionals who are avid recreational readers need an engaging platform to connect with similar genre enthusiasts, because they want a fun place to build communities and make new book friends to have meaningful discussions and share recommendations.

User Persona



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Ideate

1 Affinity Diagram

2 I like, I wish, What if

3 Affinity Diagram

Key Features

- Quick onboarding to indicate liked sub-genres and tropes
- Easy way to find interesting books according to my preferences
- Inclusive way to choose the next book to be read in the club
- Spoiler free chat rooms and discussion spaces

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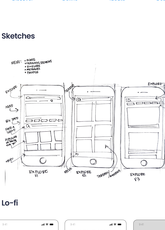
Sketches



Lo-fi

Onboarding Discover Book Club Detailed View

Feedback and Iterations

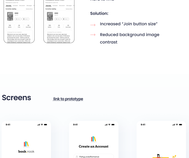
Our team conducted 5 usability tests on our mid-fi prototype and made iterations.

Iteration I

"Selections in onboarding were **hard to see** and **blurred together**"

Solution :

- Improved readability by adjusting contrast



Iteration 2

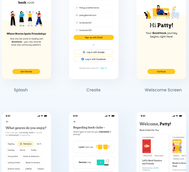
"Join button is not obvious and a little hard to find"

Solution:

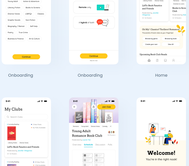
- Increased "Join button size"
- Reduced background image contrast

Screens

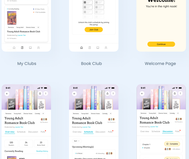
link to prototype



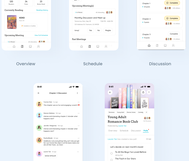
Splash Create Welcome Screen



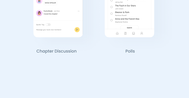
Onboarding Onboarding Home



My Clubs Book Club Welcome Page



Overview Schedule Discussion



Chapter Discussion Polls