BOOKWURM
reading in a digital age

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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
User Interview vs. Contextual Inquiry

Themes:

- Reading during transition periods
  - Such as before sleep, method of winding down
- Preference towards physical books
- Phones are distractions
  - Notifications interrupt sessions
- Reading for personal development
6 TASKS

- Tracking time spent reading
- Activating "Do Not Disturb" mode on a phone
- Finding book recommendations
- Reading a certain number of books within a timeframe
- Sharing with friends
- Displaying related news or media
WEARABLE
Tracks the time spent reading during a reading session as well as page count through wrist gestures.
WEARABLE

Allows for a countdown rather than a timer for people who want to set reading goals.
MOBILE APP
Displays related new media to people based on current reading material
MOBILE APP
Tracks the current reading session and enables “Do Not Disturb” mode
MOBILE APP

Makes it easy to share recent readings with friends through a Facebook like interface
MOBILE APP

Reading books within a certain timeframe, tracking books read from a certain subject
SMART BOOK BAG

Detects the presence of a book to track a reader's reading session.
DESIGN + STORYBOARDS
CHOSEN DESIGN: Wearable + Companion Mobile App

▫ Wearable: A snap bracelet that acts as a bookmark along with time tracking
▫ Companion App: Offers deeper information about reading habits

▫ Tasks to focus on:
  ▫ Tracking time spent reading
  ▫ Reading books within a timeframe
Storyboard 1: Track time spent reading

- This is Steve.
- These are the books Steve has READING.
- I'm going to re-read my Harry Potter books!
- Steve reads during his commute.
- Book in phone, time to read!
Storyboard 2: Reading a certain number of books within a timeframe
SUMMARY

- Target those who want to read more
- Reading during transition periods
- Phones as a distraction
- Reading for self development
BOOKWURM

THANKS!
Any questions?