



BOOKWURM

reading in a digital age

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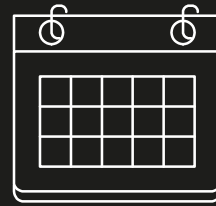
THE PROBLEM

- 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

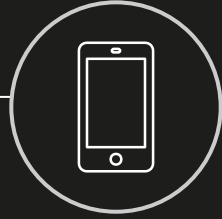
2 PRIMARY TASKS



**Tracking time
spent reading**



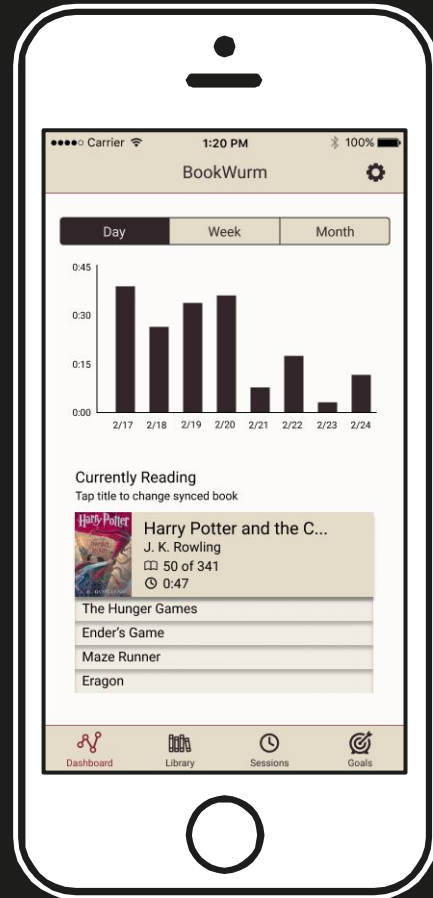
**Reading a series
of books**



THE DESIGN

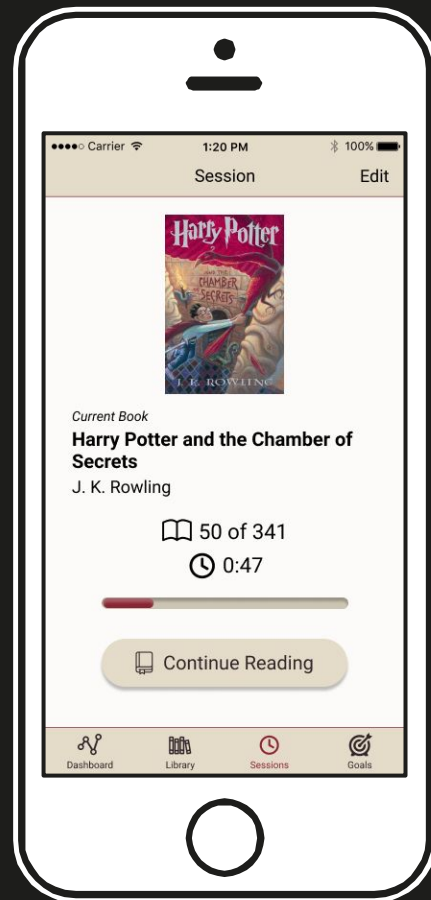
DASHBOARD

Quick access to all of the relevant information



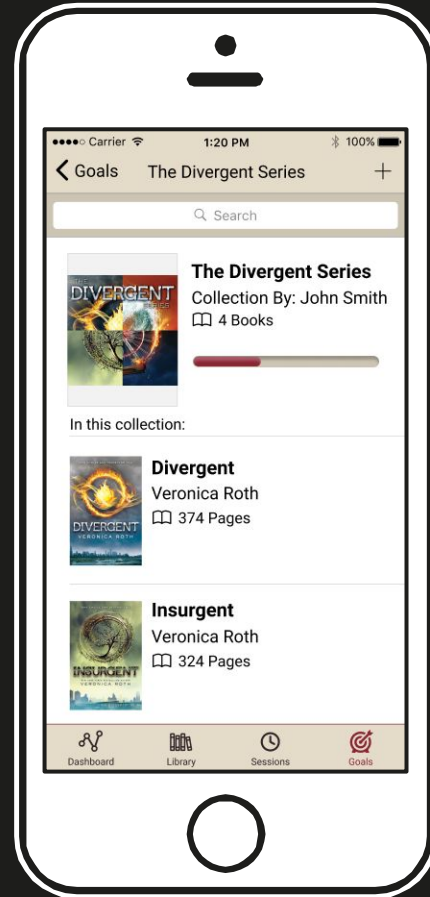
SESSIONS

Track time spent reading



GOALS

Follow the collections /
series that you care about



BOOKMARK

Easiest way to keep track of
the time spent reading

Harry Potter and the
Chamber of Secrets



2:01



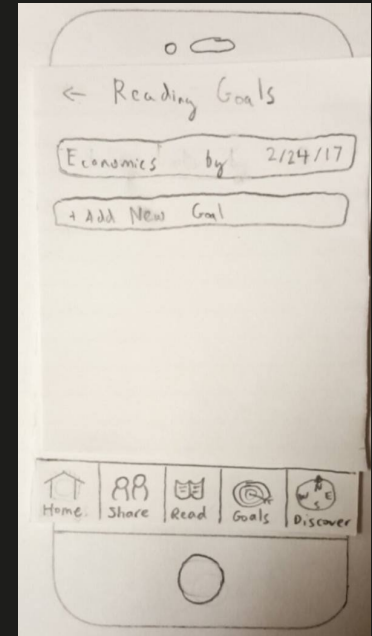
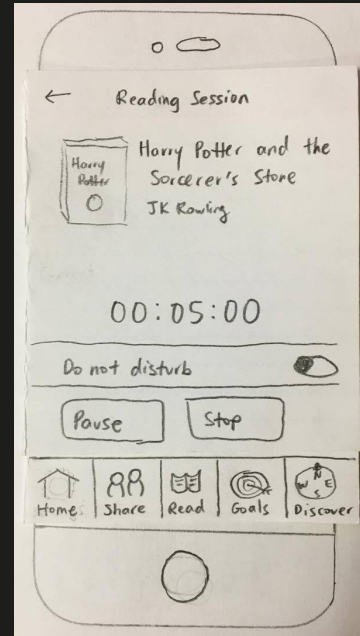
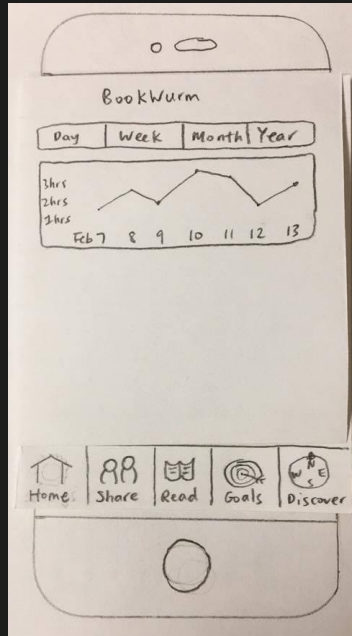


THE JOURNEY

INITIAL

PAPER PROTOTYPE

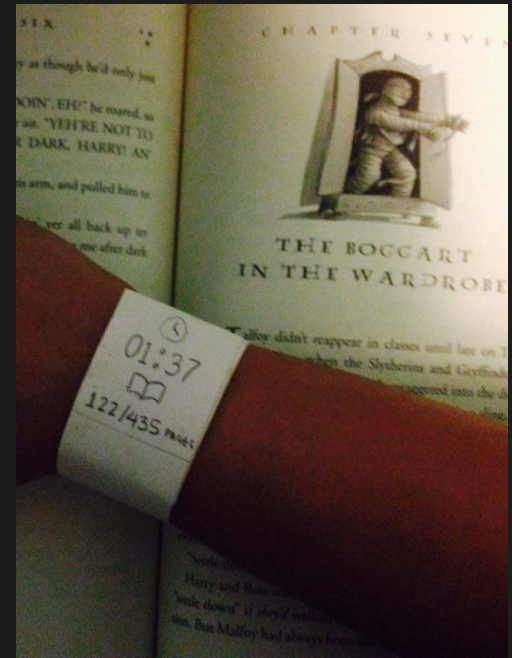
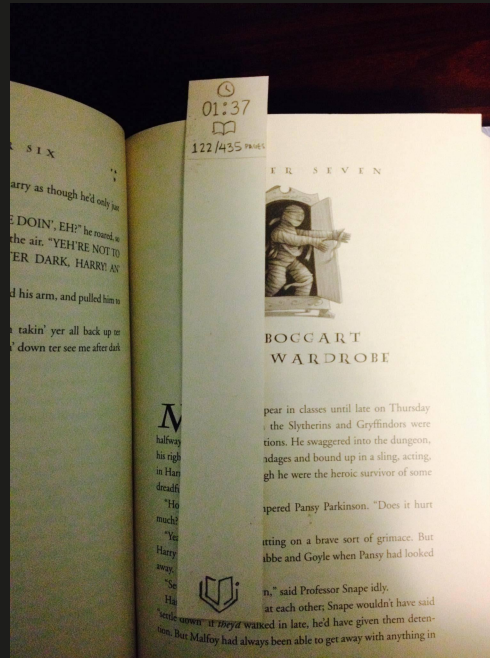
Mobile Application



INITIAL

PAPER PROTOTYPE

Smart Bookmark



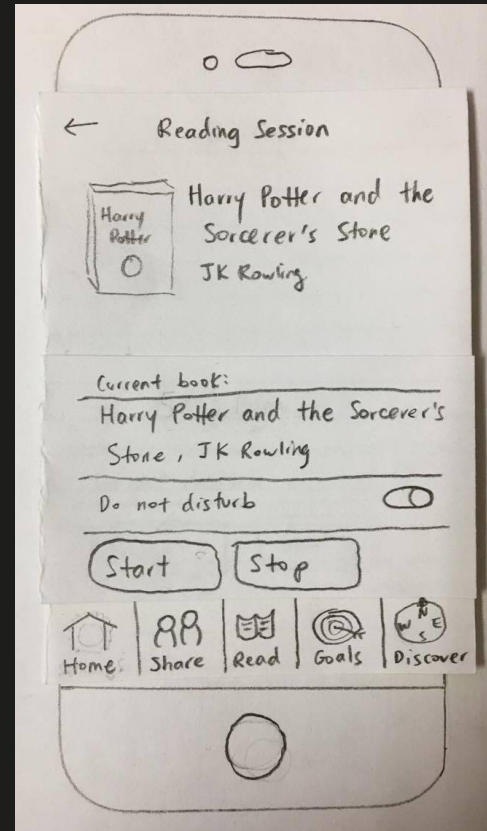
TRACKING TIME SPENT READING

Task 1



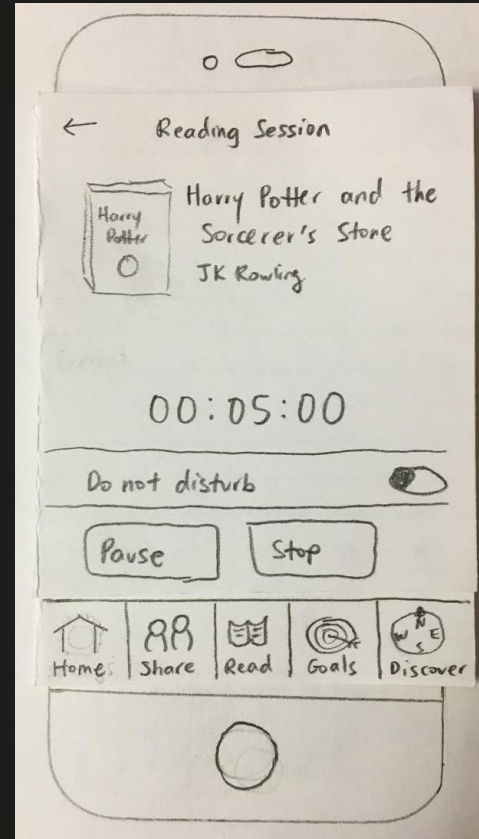
TRACKING TIME SPENT READING

Task 1



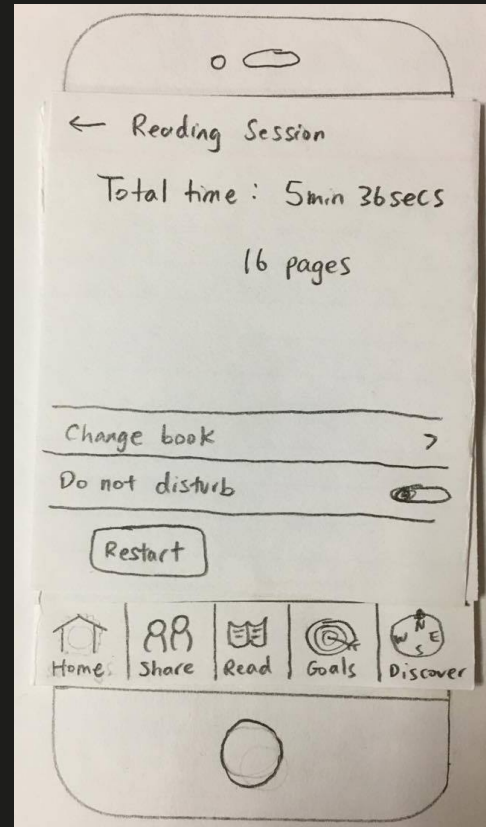
TRACKING TIME SPENT READING

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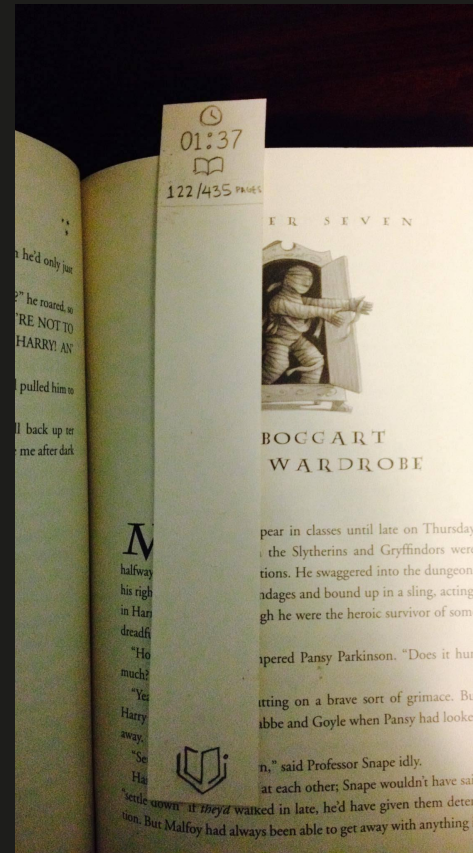
TRACKING TIME SPENT READING

Task 1



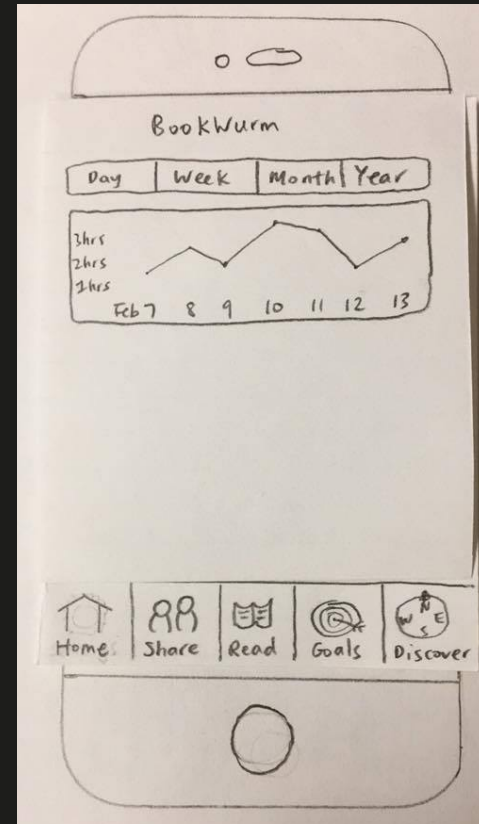
TRACKING TIME SPENT READING

Task 1



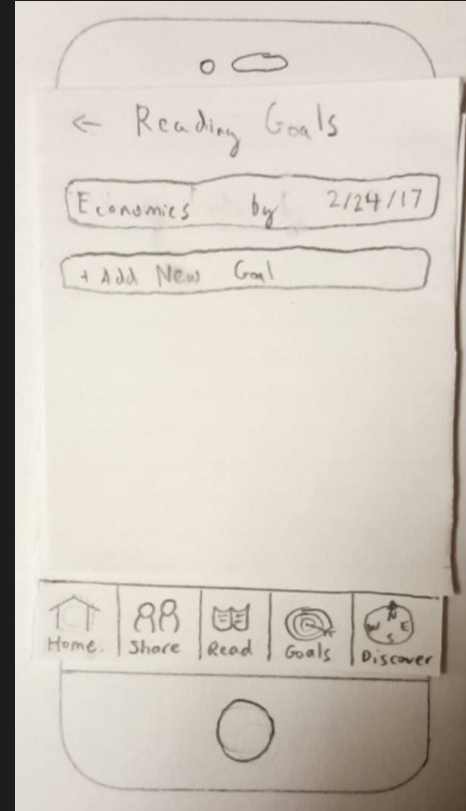
CHECKING AN EXISTING GOAL

Task 2



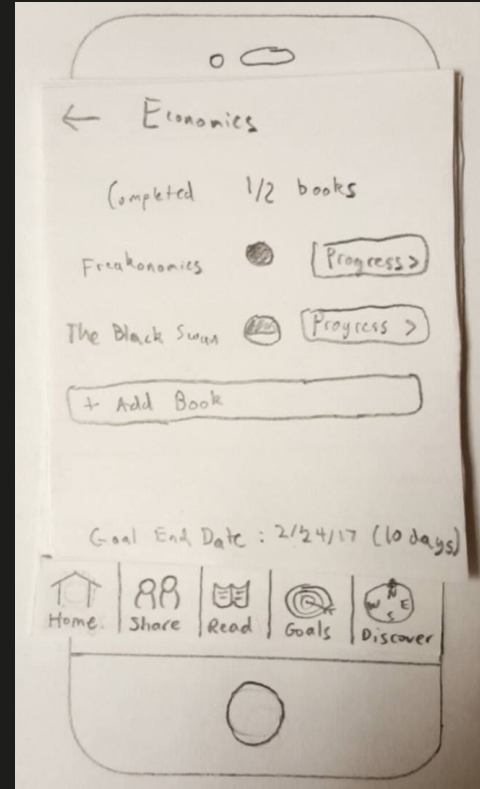
CHECKING AN EXISTING GOAL

Task 2



CHECKING AN EXISTING GOAL

Task 2





TESTING PROCESS

Scenarios:

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

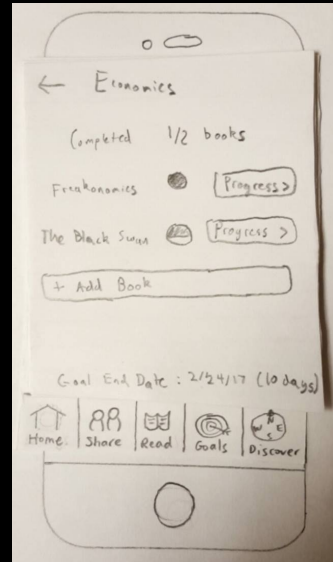
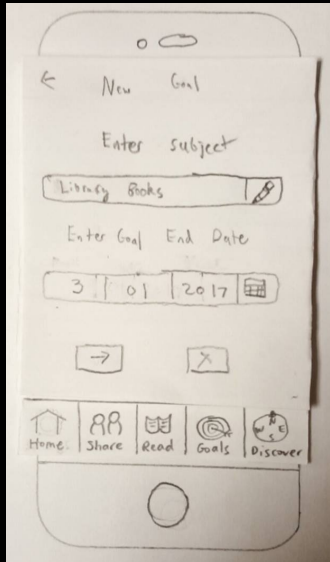
Refinements:

- Ordering of scenarios
- Wording of questions

TESTING RESULTS

Findings

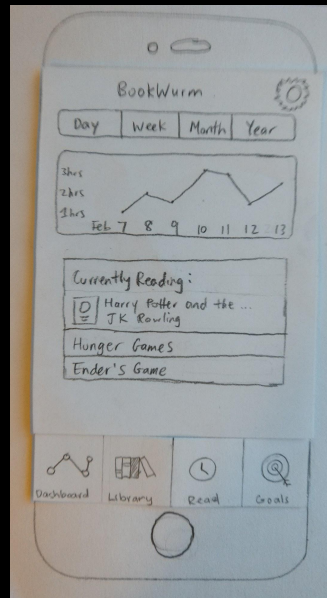
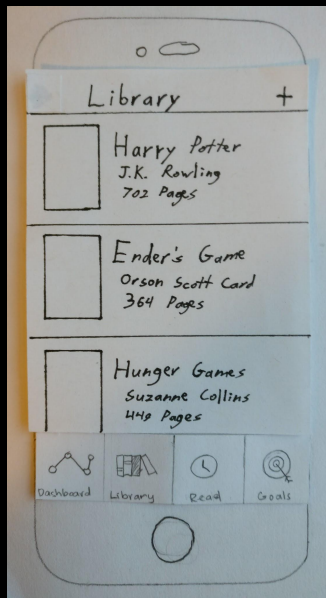
- Labels were confusing
- Inconsistent and misleading icons
- Missing key functionality (e.g. removing books, viewing library)



DESIGN REFINEMENTS

Changes

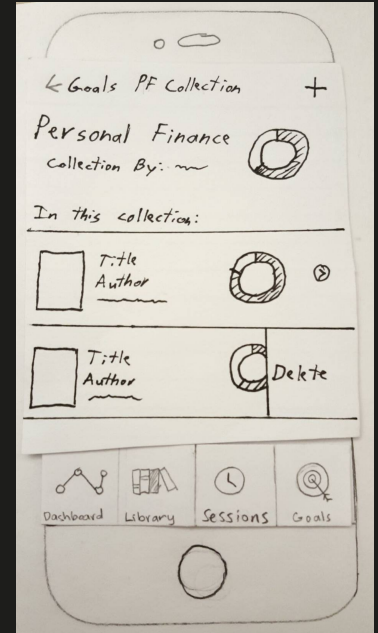
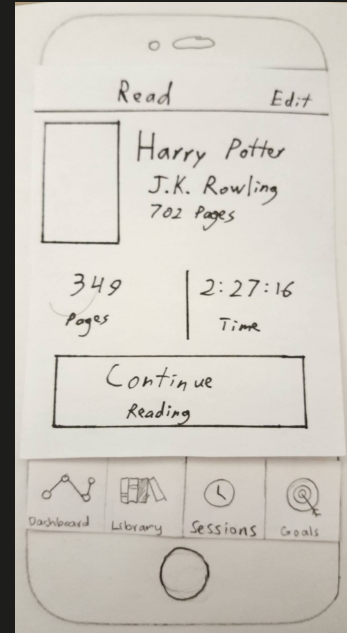
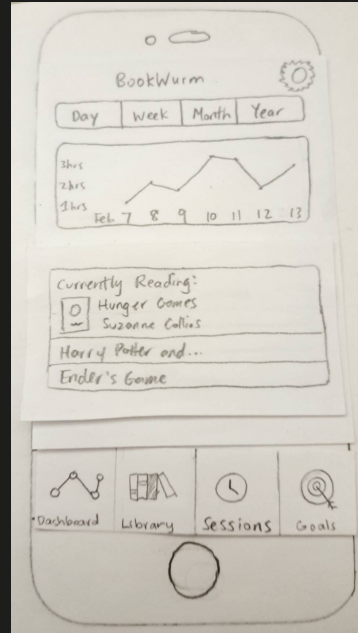
- Introduced "Library" tab to allow users to manage books
- Quick switch between books currently being read
- Changed the "Read" tab to "Sessions"



FINAL

PAPER PROTOTYPE

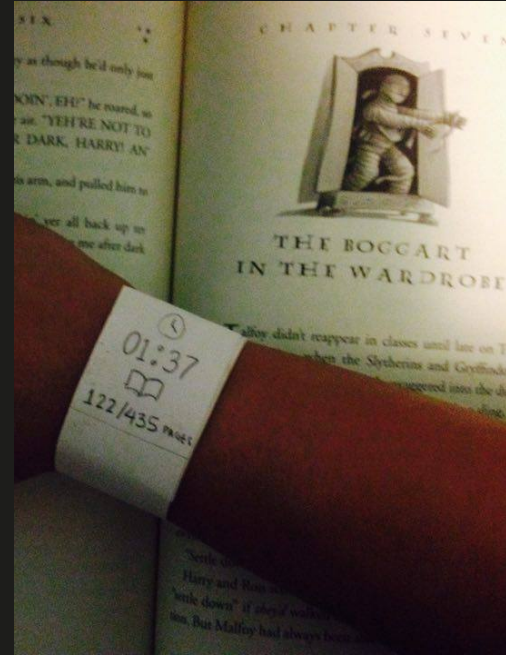
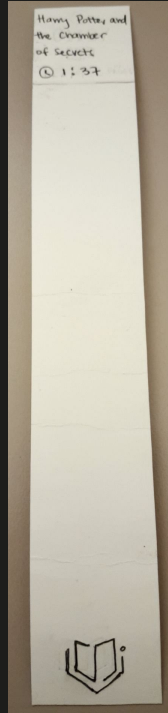
Mobile Application



FINAL

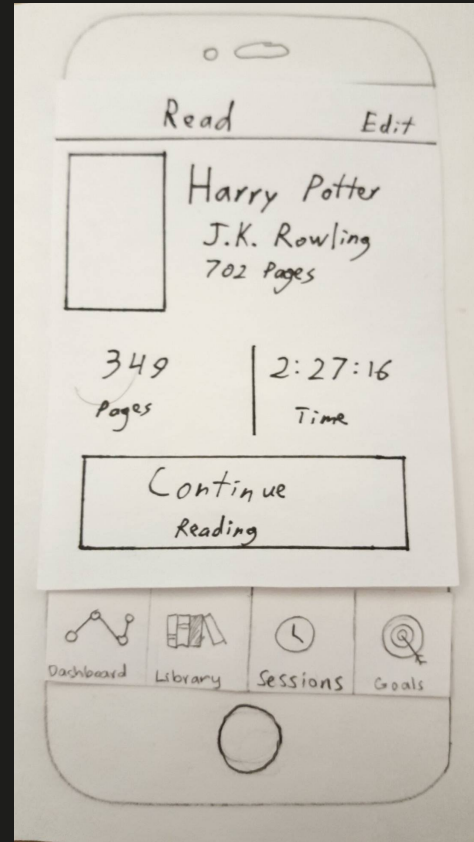
PAPER PROTOTYPE

Smart Bookmark



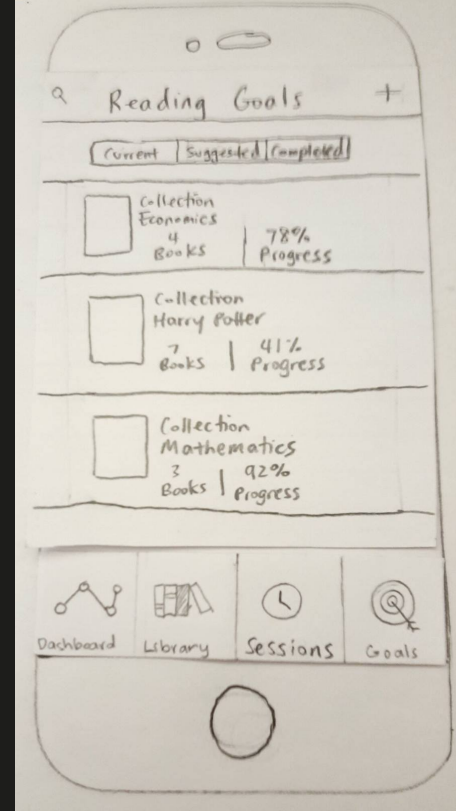
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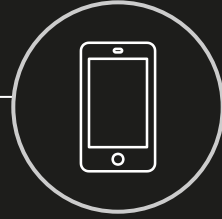
Task 1



CHECKING AN EXISTING GOAL

Task 2

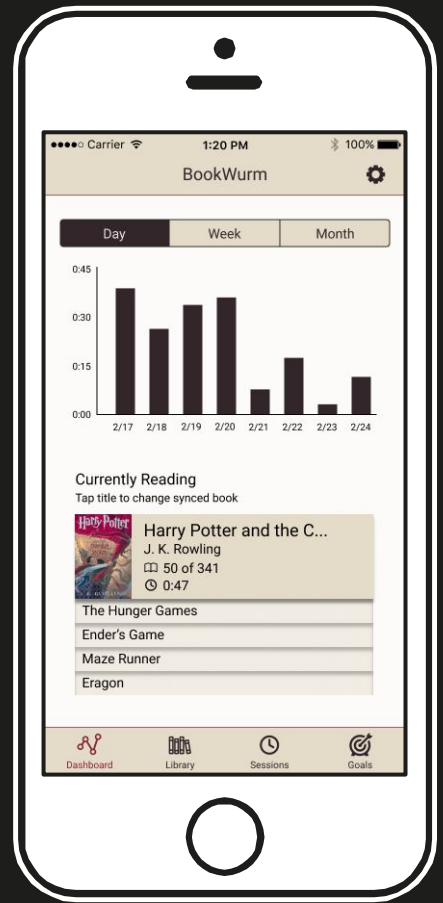




DIGITAL MOCKUP

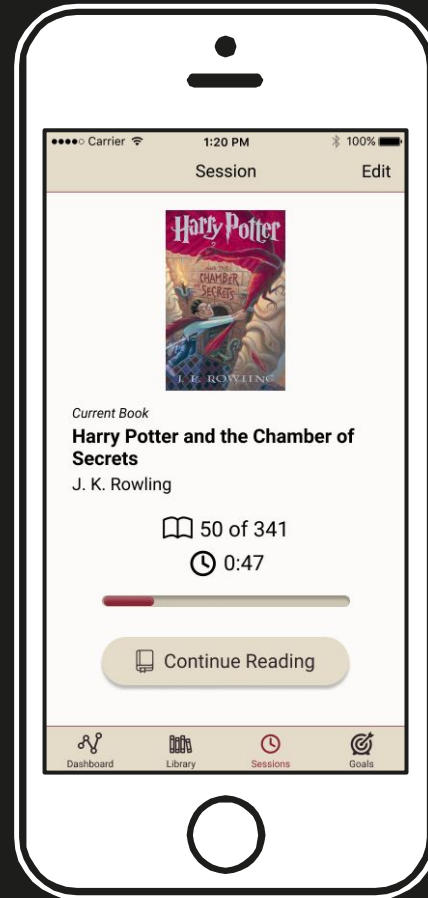
TRACKING TIME SPENT READING

Task 1



TRACKING TIME SPENT READING

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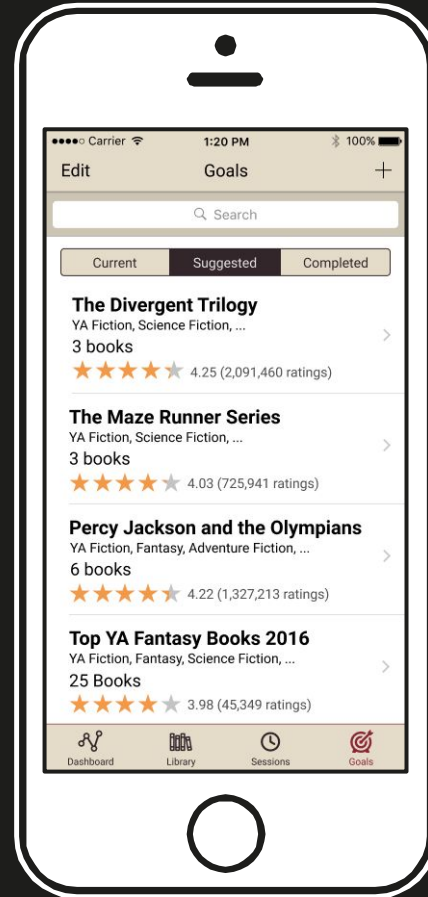
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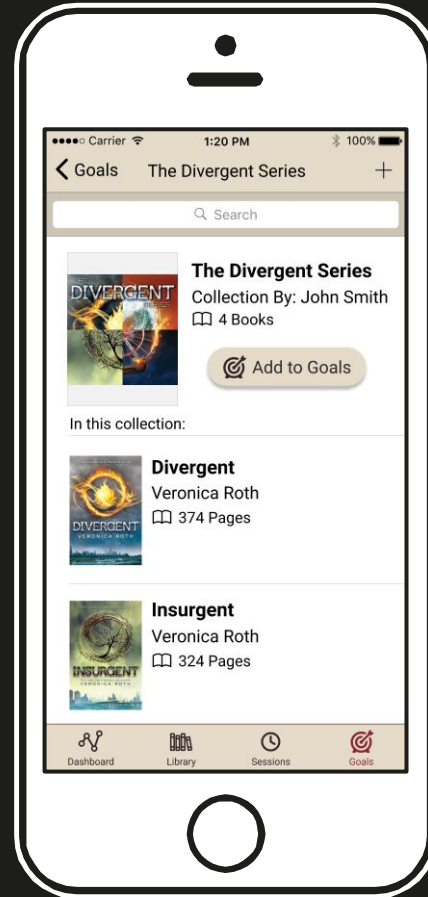
CHECK AN EXISTING GOAL

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?