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
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

Task 1
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
TRACKING TIME SPENT READING

Task 1
CHECKING AN EXISTING GOAL

Task 2
DIGITAL MOCKUP
TRACKING TIME SPENT READING

Task 1
TRACKING TIME
SPENT READING
Task 1
TRACKING TIME SPENT READING

Task 1
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
THANKS!
Any questions?