



**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



# DESIGN RESEARCH

## 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



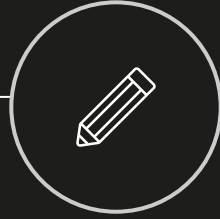
Reading a certain number of  
books within a timeframe



Sharing with friends



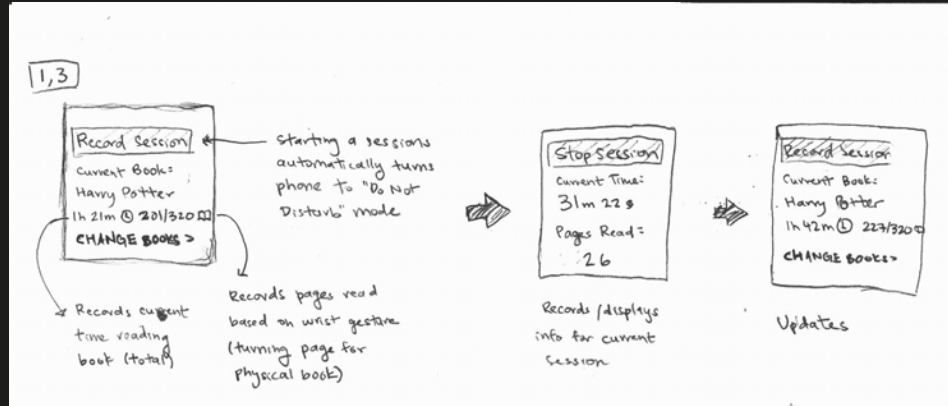
Displaying related  
news or media



# DESIGN SKETCHES

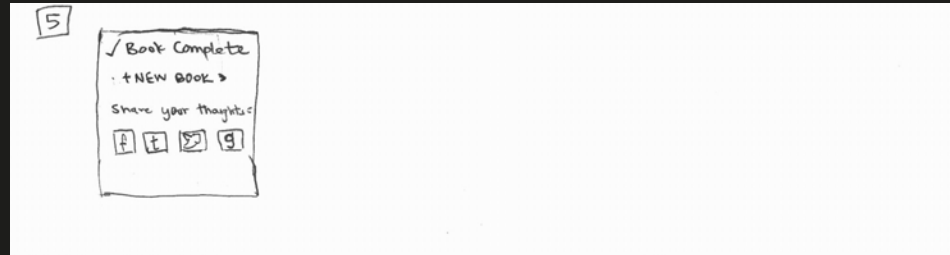
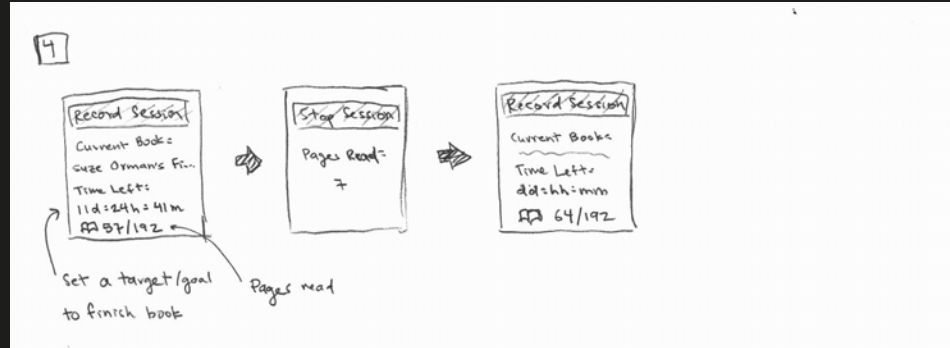
# WEARABLE

Tracks the time spent reading during a reading sessions as well as page count through wrist gestures



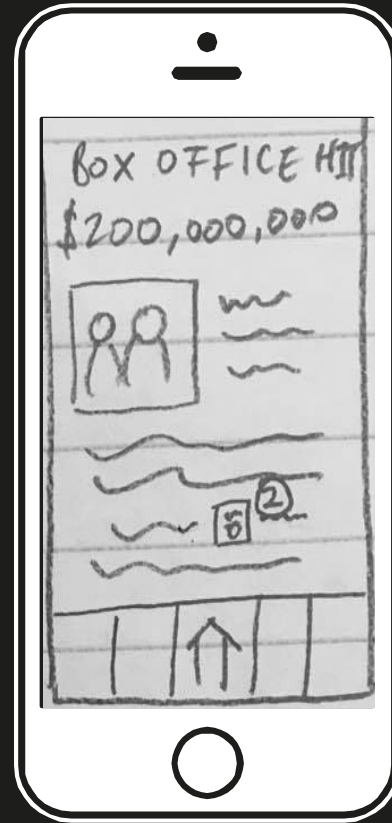
# WEARABLE

Allows for a countdown rather than a timer for people who want to set reading goals



## MOBILE APP

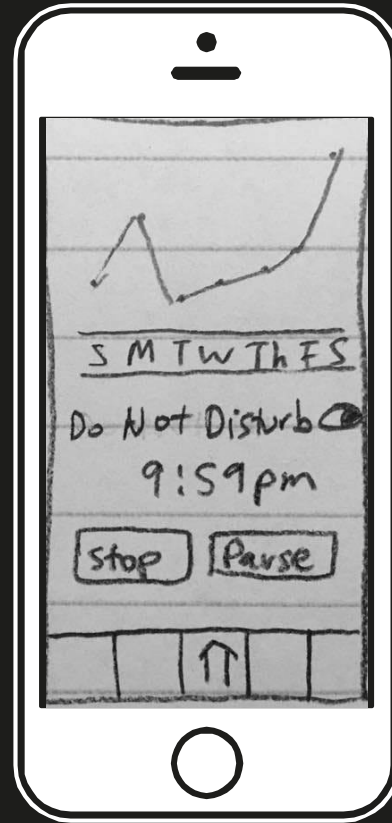
Displays related new media to people based on current reading material





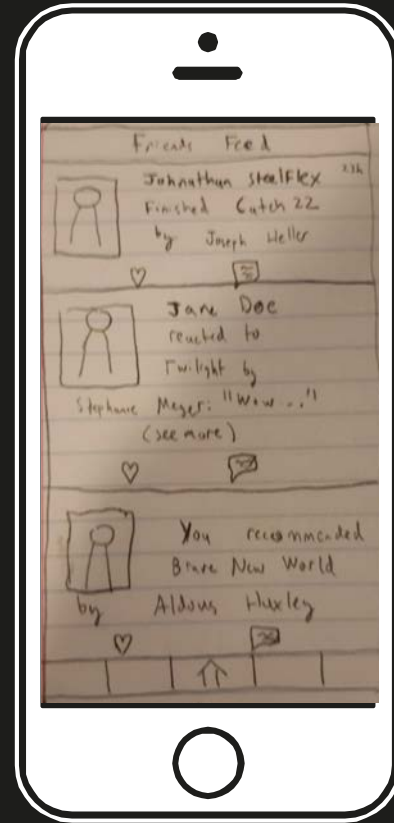
## MOBILE APP

Tracks the current reading session and enables "Do Not Disturb" mode



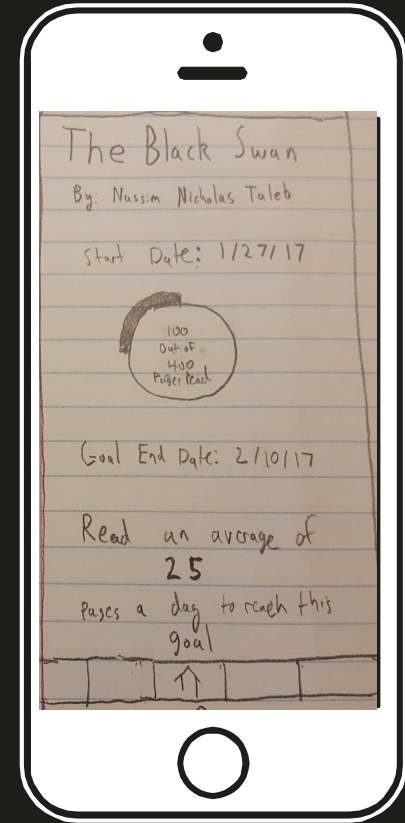
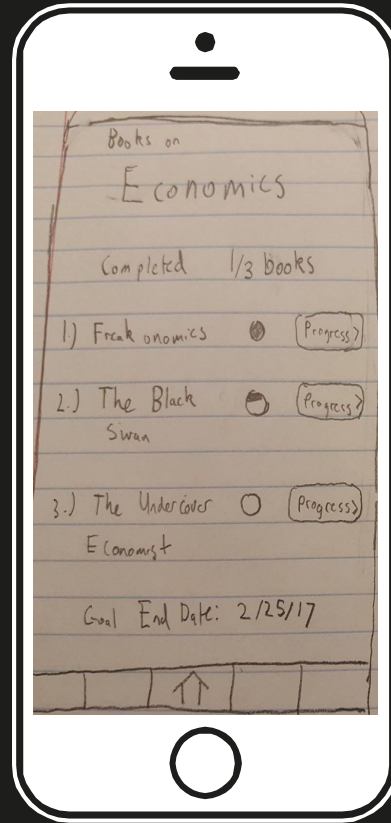
## MOBILE APP

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



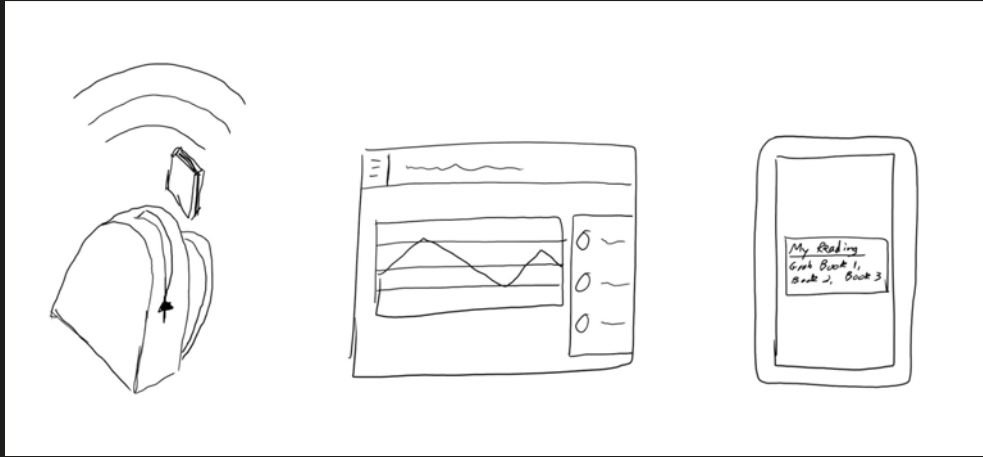
## MOBILE APP

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.



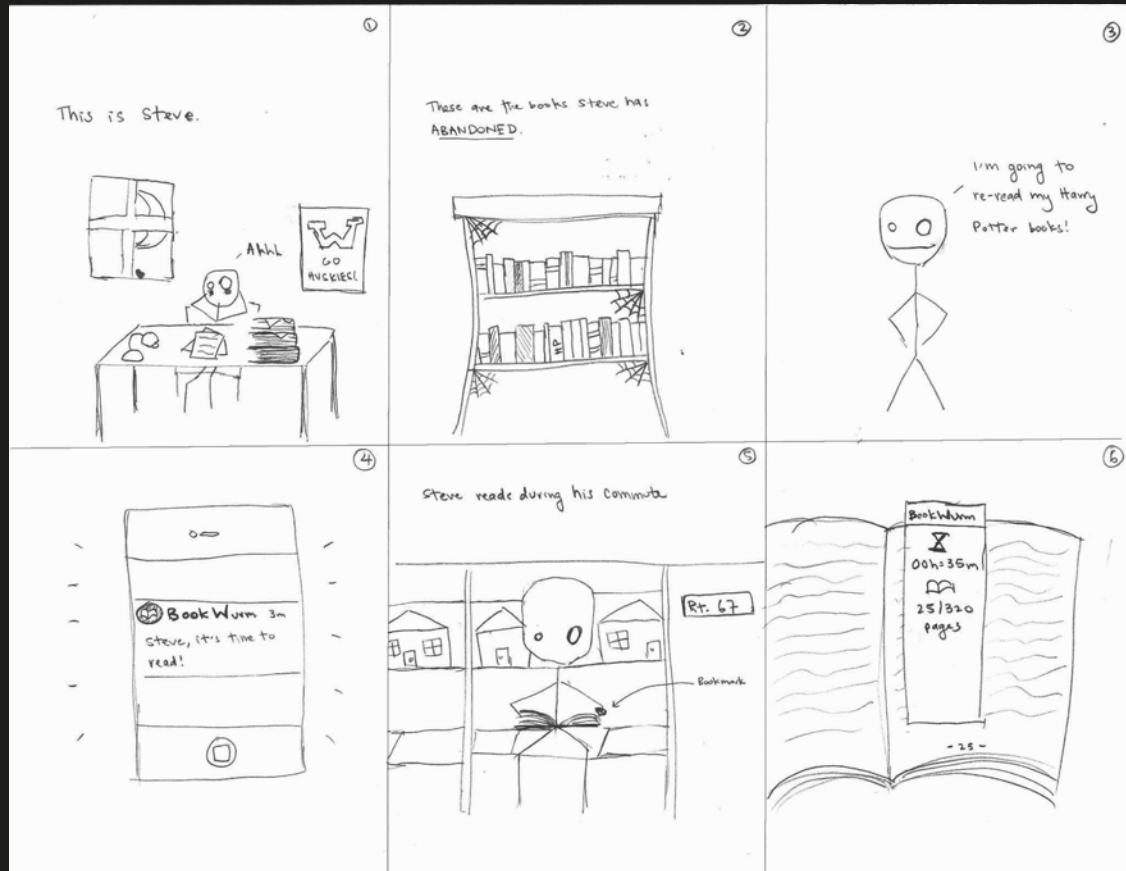


# DESIGN + STORYBOARDS

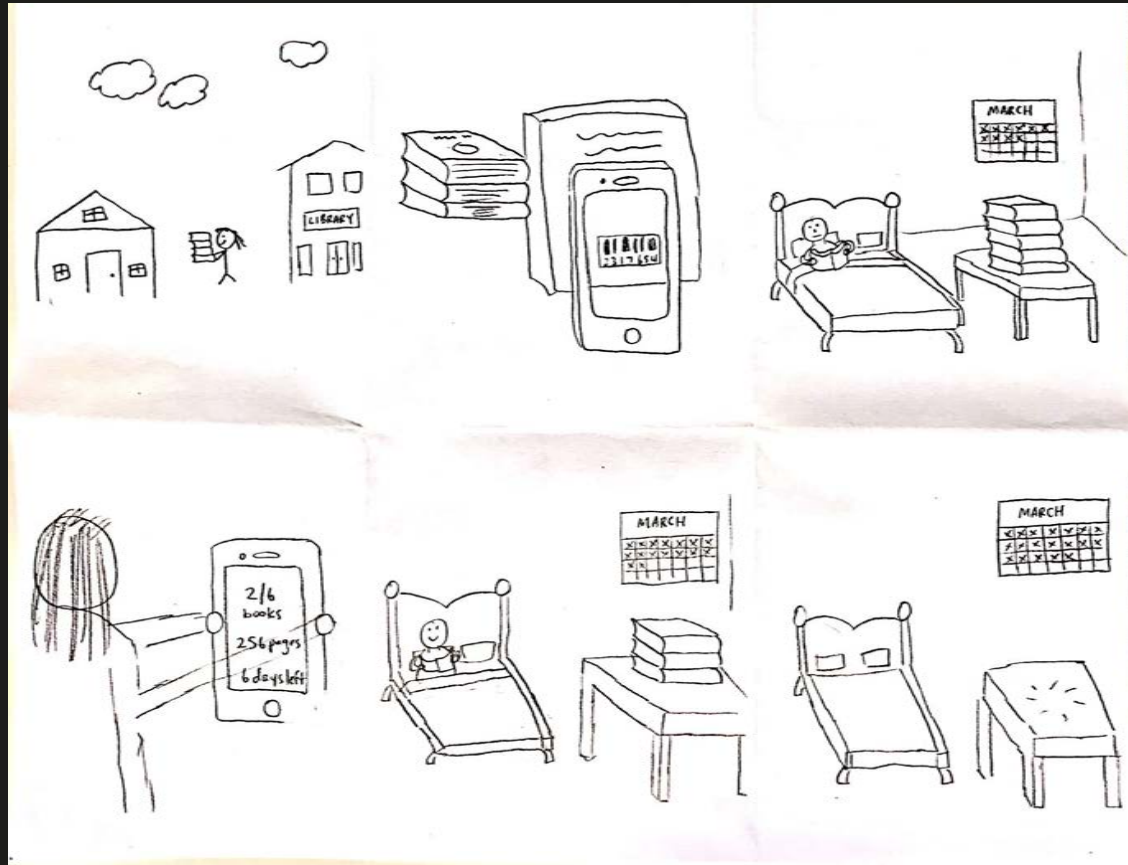


## **CHOSEN DESIGN: Wearable + Companion Mobile App**

- 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



**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



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**THANKS!**

Any questions?