

Book Store App

Yazan Sharawi

Project overview



The product:

Book Store App is an app that can make it easy for people who would like to read books or who love reading books, the main idea from the app is that you can buy books online and see what books are trending.



Project duration:

Feb 2021 to June 2021.

Home page

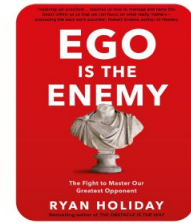
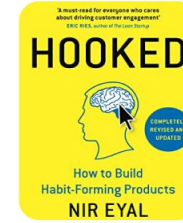


Good morning,
Yazan



Would you like to read today ?

My books



Best Seller



Name : The hard things about the hard things

Author : Ben Horowitz

Category : Bussines

★★★★★

24.00\$

Add to cart



Name : The hard things about the hard things

Author : Ben Horowitz

Category : Bussines



Project overview



The problem:

It takes a lot of time when you want to buy a book or see what books are trending to buy.



The goal:

The goal is to save time for people by delivering their favorites books to their doors.

Project overview



My role:

UX designer designing an app for Zia's Pizza from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to go to the book shop to buy books.

And the researchers showed that people also struggle to choose what books they want if they are new to reading and this app might help him, also because of the increasing of cars, traffics are now a big problem to people.

User research: pain points

1

Time

Working adults are too busy to spend time on going to stores.

2

Not Knowing what to read

New readers don't know what to read because there is not guide.

3

Accessibility

There is not platform that have assistive technology.

Persona: Zaid Sharawi

Problem statement:

Zaid is a student who is looking for a job, but he loves reading, because he is very busy with studying he sometimes forget to read and that makes him sad, also he can't find all books he want for the shop near him.



Zaid Sharawi

Age: 21

Education: Bachelor's Degree

Home town: Amman, Jordan

Family: Single

Occupation: Not-employed

"I see reading books as an opportunity to grow myself as a person and help me reach my goal"

Goals

- Easy access to all books.
- Save some money and time.
- invite friends and encourage them to read

Frustrated

- Can't find all books I want to read
- There is no reminders to read

Zaid is a student at a local collage in Amman, Jordan, Zaid started reading two and a half years ago since then he changed from all perspective and He would like to stay like that, Also zaid loves to help other, so he always encourages his friends to read as he see it as an opportunity to grow and be a better person, but zaid need an app to do all that and help him and encourage him as well.

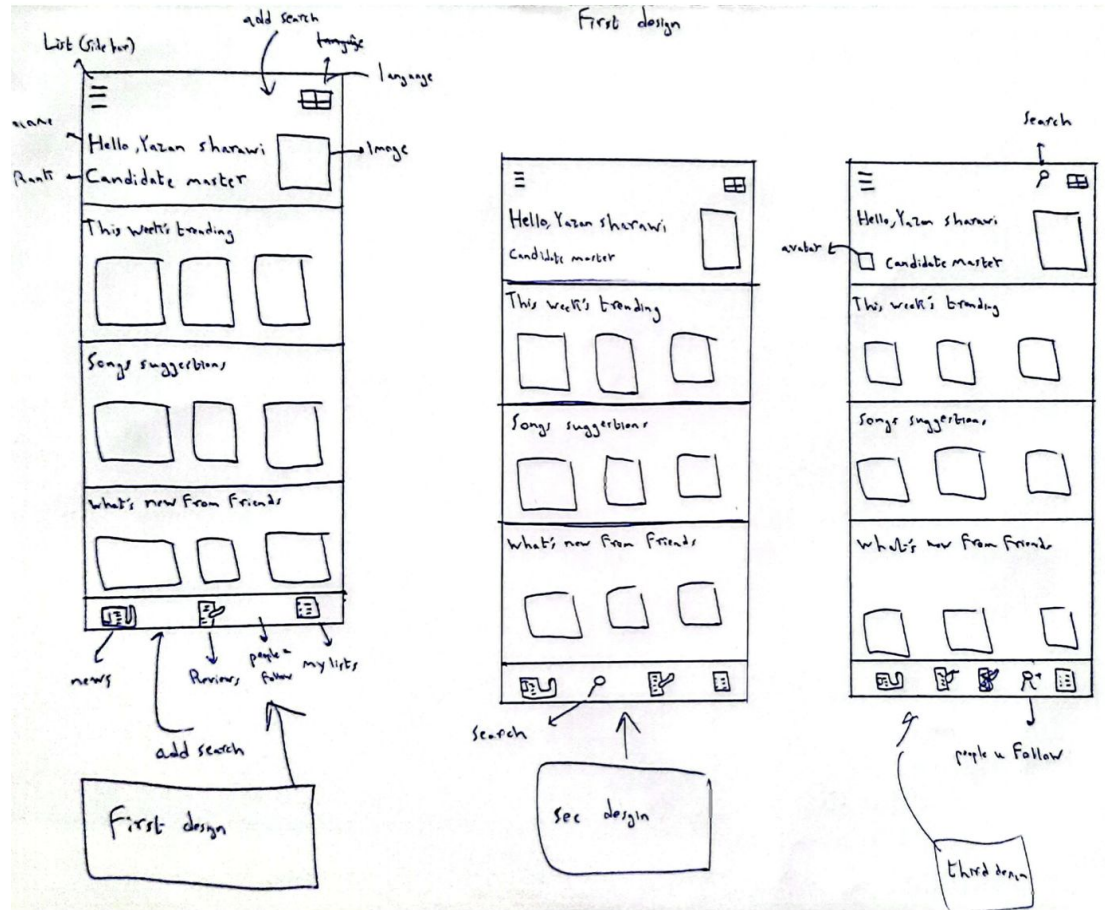
User journey map

Mapping Zaid's user journey revealed how helpful it would be for users to have access to the App

Maria				
Task	Click Path	Observations	Quotes	Task Completion
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: 1 - easy to complete 2 - completed but with difficulty 3 - not completed
Prompt 1: Let's say we want to check new movies	open the app -> click what's new -> all new movies will be displayed	- Participant felt it's easy and fast	"That's quite easy"	1
Prompt 2: Let's say you want to see what movies are currently playing on the cinemas	open the app -> click what's currently playing now in the cinemas	- Participant felt it's easy to find out what is currently playing - Participant is a little bit disappointed that he can't see a cinema near him	"Easy, but I would like to see cinemas near me"	2
Prompt 3: Let's say you want to book a movie to watch	open the app -> click book a movie -> choose the cinema location -> select the movie	- Participant felt that the process is a little bit long	"Quite difficult, but I managed to do it"	2
Prompt 4: Let's say you want to pick up the seats for the movie	open the app -> click book a movie -> choose the cinema location -> select the movie -> choose seats	- Participant felt that the process is a little bit long	"Difficult"	3
Prompt 5: Let's say you want to review the last movie you watched	open the app -> click recently watched -> click rate the movie	- Participant felt it's easy and helpful	"Very helpful option"	1
Additional Notes: Add any notes about what the participant shares after the tasks are complete.				

Paper wireframes

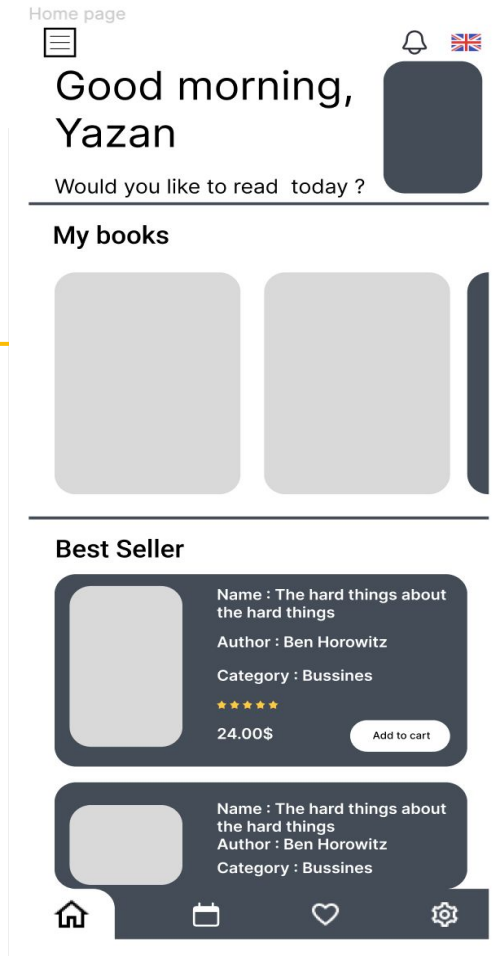
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

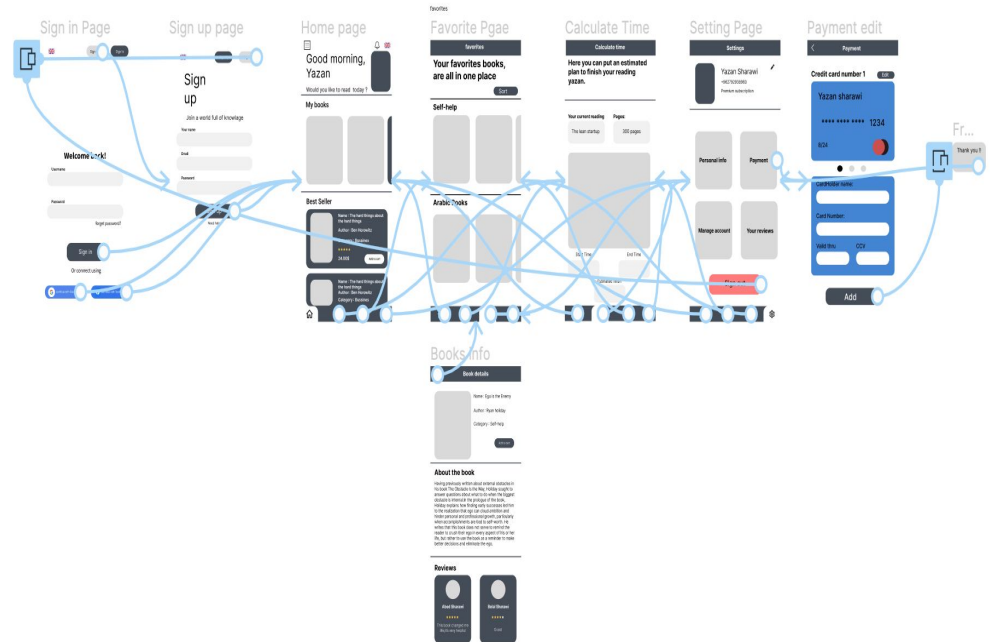
Here you can see the books you bought



Here you can see what is the best seller.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected.



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 User found that the sign up page is empty
- 2 Users want to order Book faster
- 3 The user found the color is good

Round 2 findings

- 1 The checkout process has too many unnecessary steps

Refining the design


- Mockups
- High-fidelity prototype
- Accessibility

Mockups

The user felt that the sign up page is empty and needs some pictures to fill the gaps and just to give a little flavor as they say.

Before usability study

Sign up page

 [Sign Up](#) [Sign in](#)

Sign up

Join a world full of knowledge

Your name

Email

Password


[Sign up](#)

[Need help?](#)




After usability study

Sign up page

 [Sign Up](#) [Sign in](#)

Sign up



Join a world full of knowledge


Your name

Email

Password

[Sign up](#)

[Need help?](#)



Mockups

Home page

☰  

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☰ ☑ ❤ ⚙

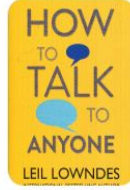
Favorite Pgae

favorites

Your favorites books,
are all in one place

Sort

Self-help



Arabic Books



☰ ☑ ❤ ⚙


Calculate Time

Calculate time

Here you can put an estimated
plan to finish your reading
yazan.

Your current reading Pages:

The lean startup 300 pages




Start Time End Time

Estimated finish

☰ ☑ ❤ ⚙

Setting Page

Settings



Yazan Sharawi ✎
+962792938980
Premium subscription

Personal info Payment

Manage account Your reviews

[Sign out](#)

☰ ☑ ❤ ⚙

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering your pizza, and it's much easier for the user



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

If you press on the book three times , a sound will start and start explain what is the book about and talk about the author.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app make it easier for book lovers and the people who want to read,that they can but books and see what is trending in much easier way.



What I learned:

While designing the app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work. If you'd like to see more or get in touch, my contact information is provided below.

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