

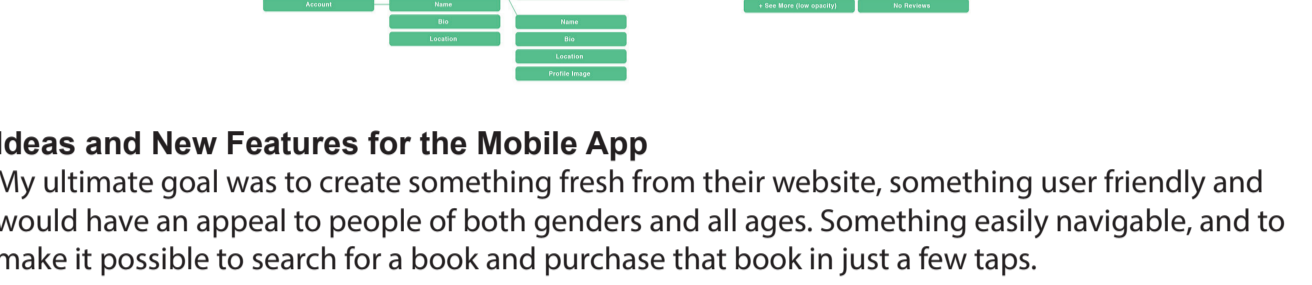
About the Project

Since 2010, the American family-owned business, The Reading Habbit have been selling a wide range of discounted remainder and secondhand books. Their speciality is sourcing discounted books of amazing quality and passing on to their customers the best possible price. The Reading Habbit like to be known as the business that sells discounted books yet feels and looks like a retail bookstore.

This is also my final entry to the Uplabs bookstore challenge. Their brief being to create a app or a website design for a bookstore. I've decided on The Reading Habbit as they are a local business to me, and the fact that their website could use a bit of improving, instead in the form of an app.

Mind Mapping

The mind map serves for engaging with the app and understanding the requirements. Capturing ideas and answers in the map is a great way to ensure common understanding of the correct interaction of elements.



Ideas and New Features for the Mobile App

My ultimate goal was to create something fresh from their website, something user friendly and would have an appeal to people of both genders and all ages. Something easily navigable, and to make it possible to search for a book and purchase that book in just a few taps.

Completely New Way of Navigating

While The Reading Habbit's current website has books instantly appearing on their landing page, there were many near repeat pages and pages containing little to no information on them. I've opted for a side menu on the app with only the key titles inside now. I've also implemented icons next to the titles in the primary colour to allow for easier use for people who may not read well.

Store Locator

Upon successfully signing in or signing up for The Reading Habbit the first time, the user will be directed to a store finder page. Here the user will have to input their state and city, upon entering this information they will have options to choose from the stores closest to them. If the user wishes to, they may choose to skip this step and enter this information in again later on the account page.

Onboarding Screens

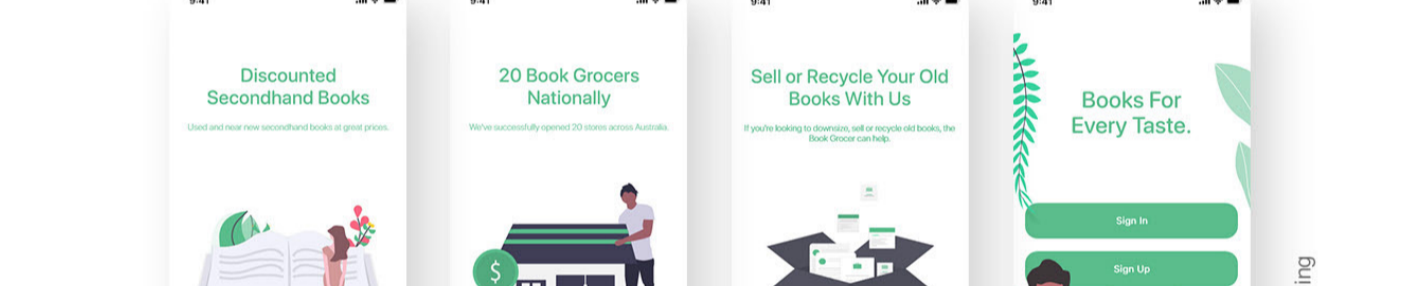
One thing I noticed about The Reading Habbit, who they are and what they're about is spread over different pages on their website and not available in the one place. I gathered their key information of their business and what they can do for people and put it over the initial four onboarding screens.

Community Forums Over FAQs (Frequently Asked Questions)

A community forum would allow for The Reading Habbit community to help each other out and answering each others questions. The initial FAQs would instead be implemented on top of the community forums page with exact information on their most important and frequently asked questions.

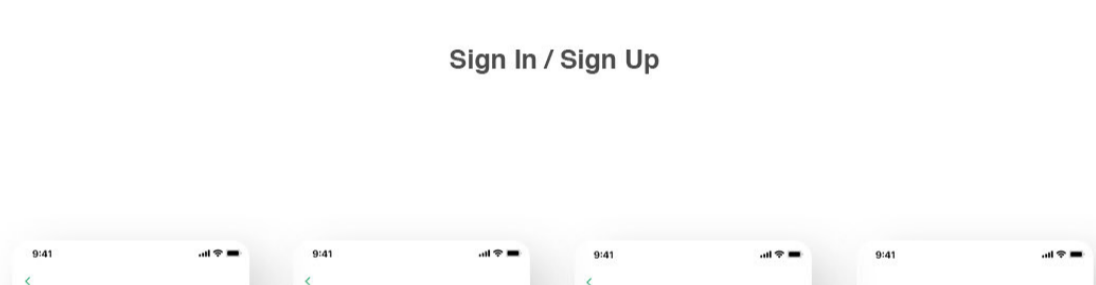
In-App Reading

Made available to selected books with a PDF or online version, the user can have the option to begin reading their book within the app. Along with the in-app reading, there are many settings available, the option to change between light and dark themes, changing the font size and font type, as well as the brightness and device rotation.



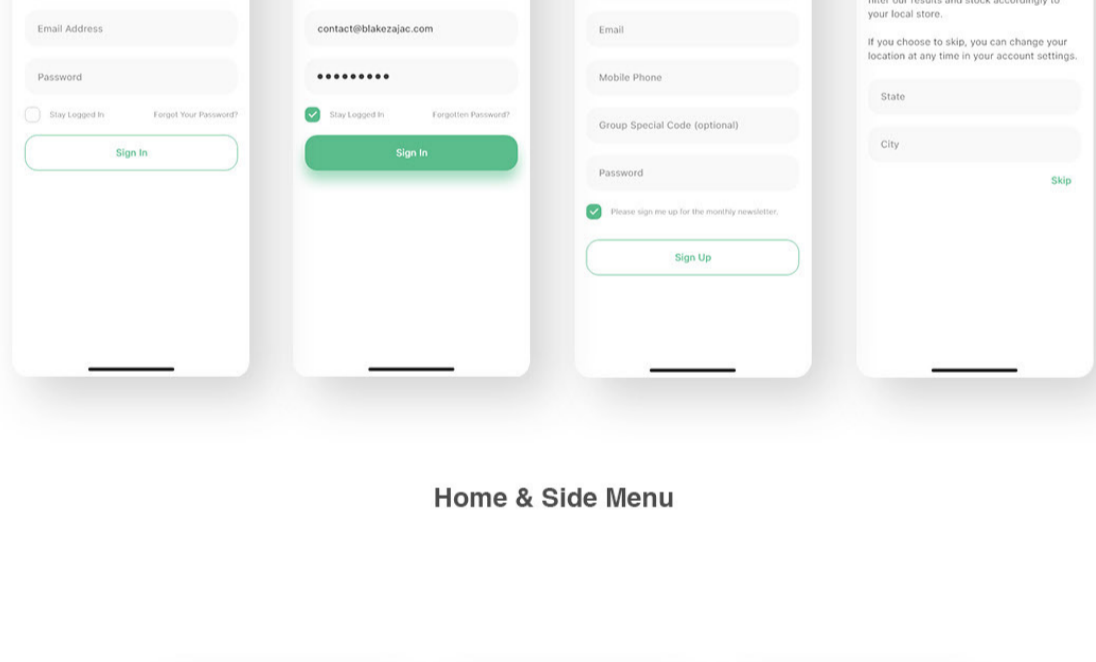
Onboarding

An onboarding experience is a way to introduce users to Book Grocer and what their business is about.



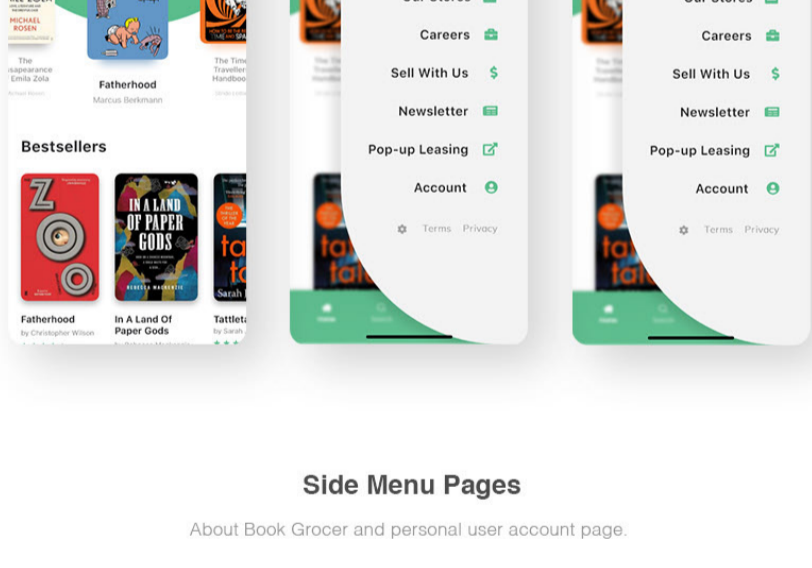
01 Onboarding

Sign In / Sign Up



02 User Sign In / Sign Up

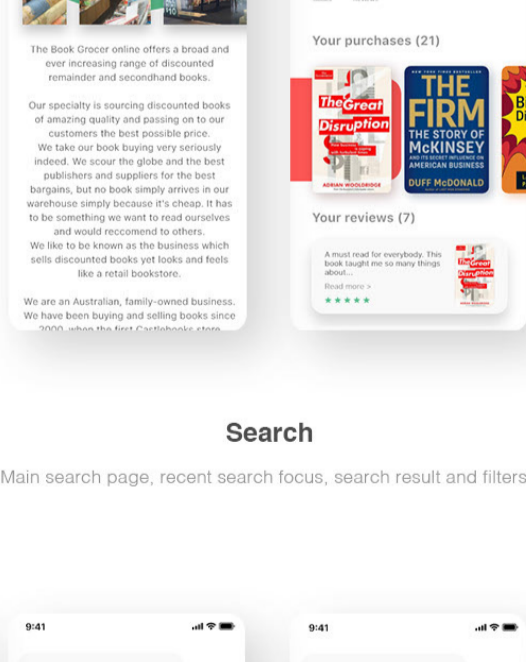
Home & Side Menu



03 Home & Side Menu Design

Side Menu Pages

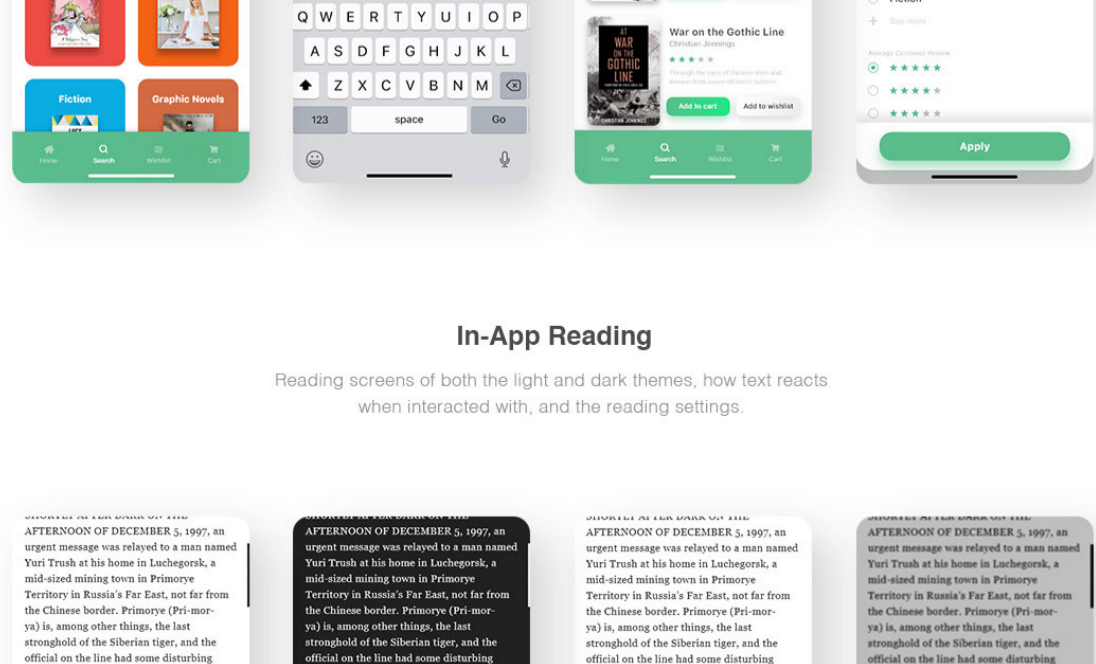
About Book Grocer and personal user page.



04 About & Profile Pages

Search

Main search page, recent search focus, search result and filters.



05 Search, Result, Filter Pages

In-App Reading

Reading screens of both the light and dark themes, how text reacts when interacted with, and the reading settings.



06 In-App Reading