

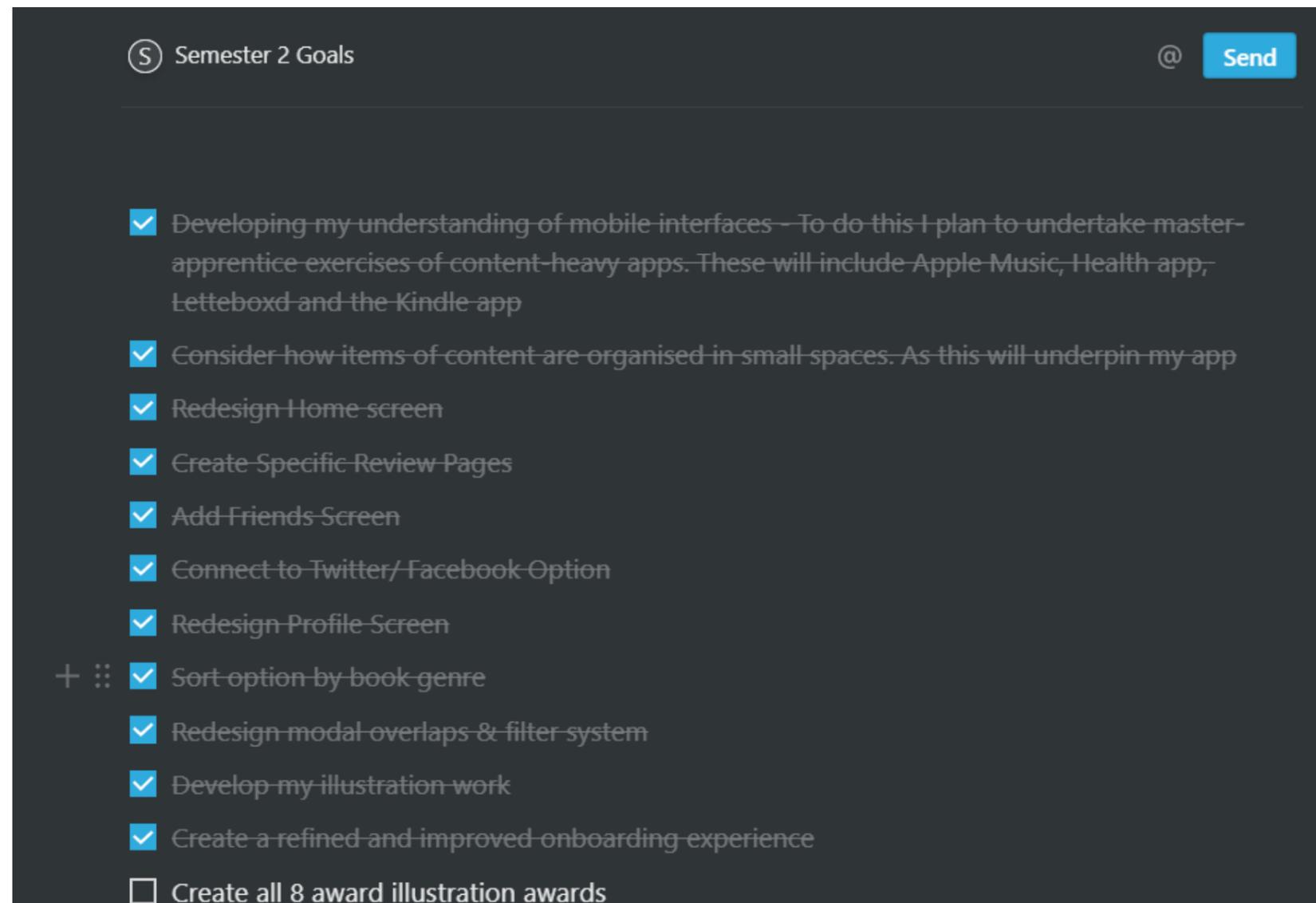
Bookmark

IXD503 Major Project

Saoirse Mullan

Where I left Off

To recap what I completed for Semester 1- I had a few low fidelity prototypes along with the first version of my alpha prototype. What I focused on this Semester after receiving my feedback from Chris was enhancing my understanding of mobile User Interfaces through small master-apprentice exercises. I also carried out a lot of research into other content-heavy apps. I set myself goals and targets for this Semester using Notion and was able to get mostly everything completed despite the date change with the final deadline.



Personalised Onboarding

Option to skip the onboarding

What Genres do you enjoy reading? Skip

BIOGRAPHY	CLASSIC
COMEDY	FANTASY
FICTION	HORROR
MEMOIR	MYSTERY
NONFICTION	ROMANCE
SELF HELP	THRILLER

CONTINUE

Users can choose from 12 different genres

What Genres do you enjoy reading? Skip

BIOGRAPHY	CLASSIC
COMEDY	FANTASY
FICTION	HORROR
MEMOIR	MYSTERY
NONFICTION	ROMANCE
SELF HELP	THRILLER

CONTINUE

Buttons will auto animate when selected

What Genres do you enjoy reading? Skip

BIOGRAPHY	CLASSIC
COMEDY	FANTASY
FICTION	HORROR
MEMOIR	MYSTERY
NONFICTION	ROMANCE
SELF HELP	THRILLER

CONTINUE

They can choose up to 3 out of the 12 genres

What Genres do you enjoy reading? Skip

BIOGRAPHY	CLASSIC
COMEDY	FANTASY
FICTION	HORROR
MEMOIR	MYSTERY
NONFICTION	ROMANCE
SELF HELP	THRILLER

CONTINUE

Once they've selected 3, they can continue to further personalised onboarding

LOGO Large
of the key
design

Design UI to
look like a book
page - Flipping
through each
screen

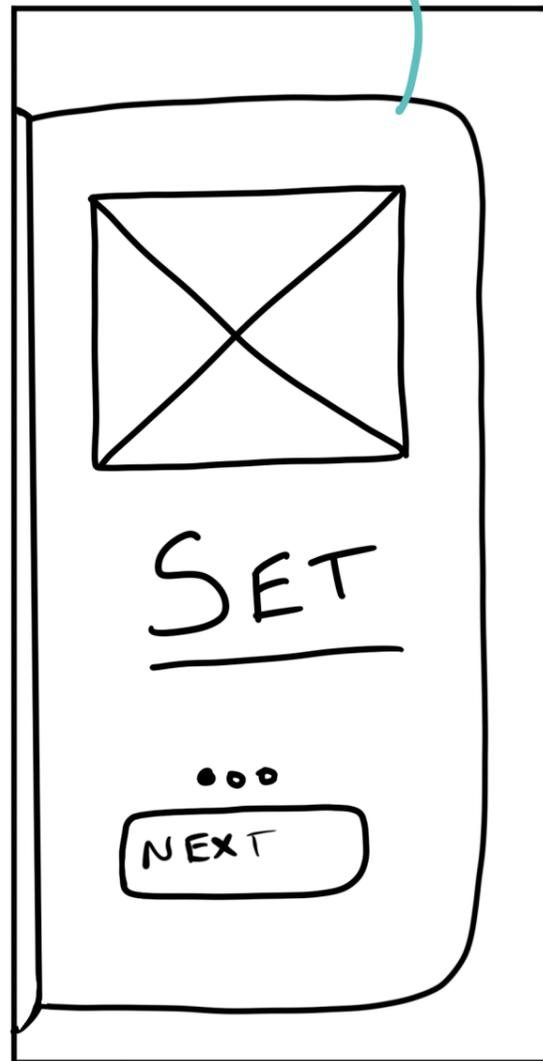
Illustration takes
up over half the
screen

Large CTA clear
for users to see
immediately.



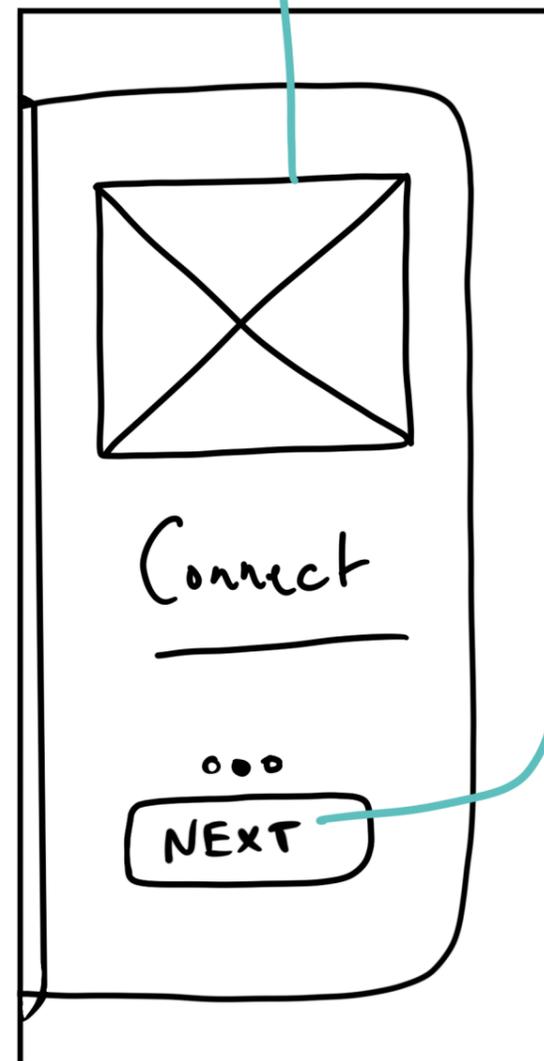
HOME

Initial login
& welcome screen
for all users



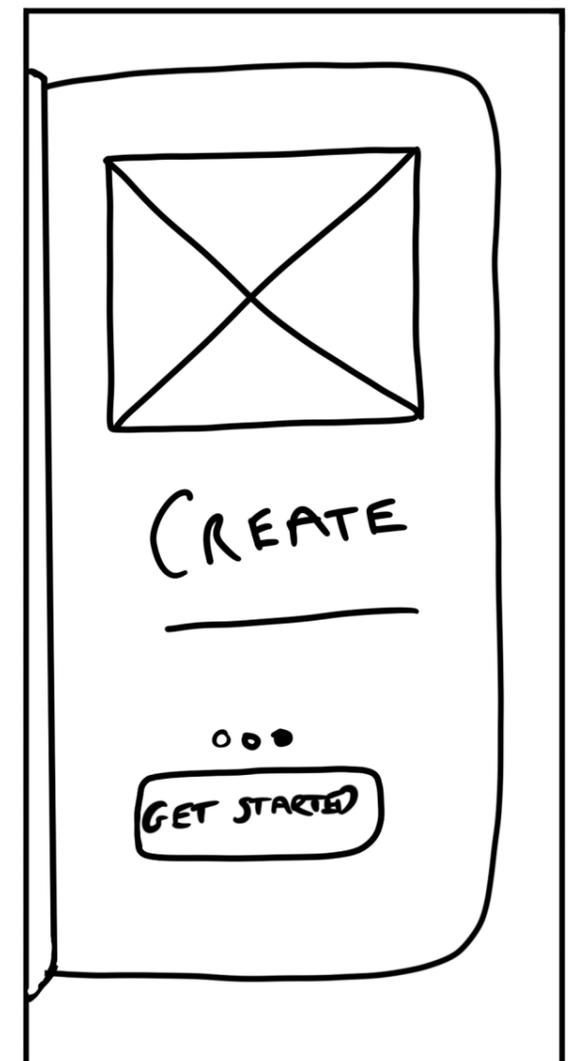
ONBOARDING 1

Illustration &
brief sentence
on 3 key features



ONBOARDING 2

Another illustration
to represent 2nd
feature of the
app



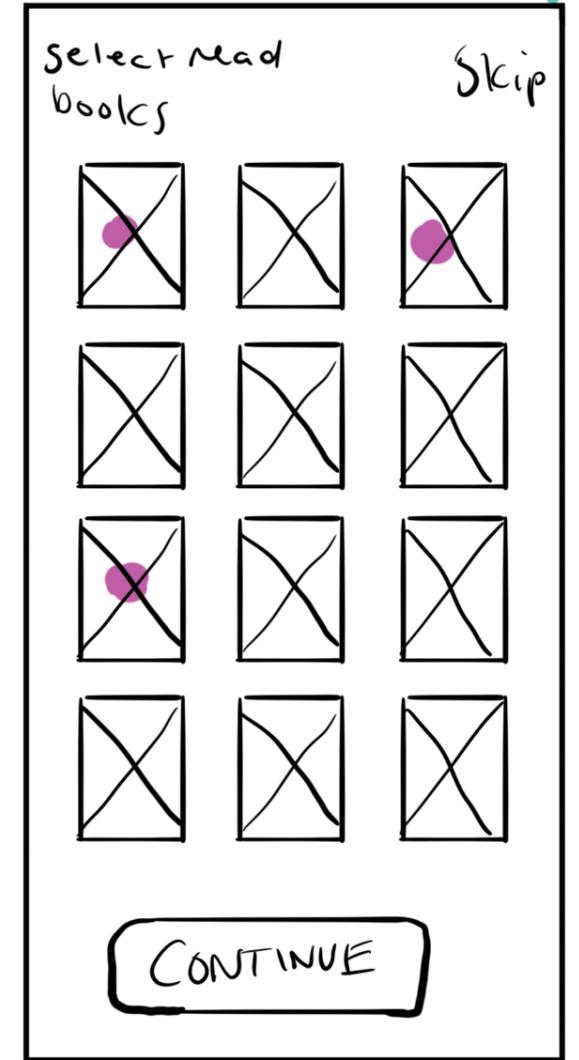
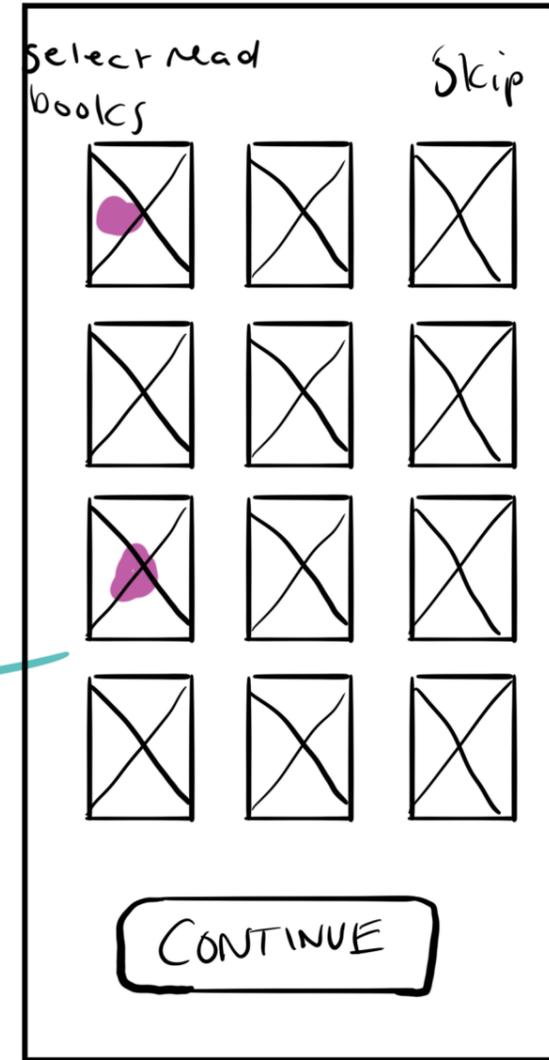
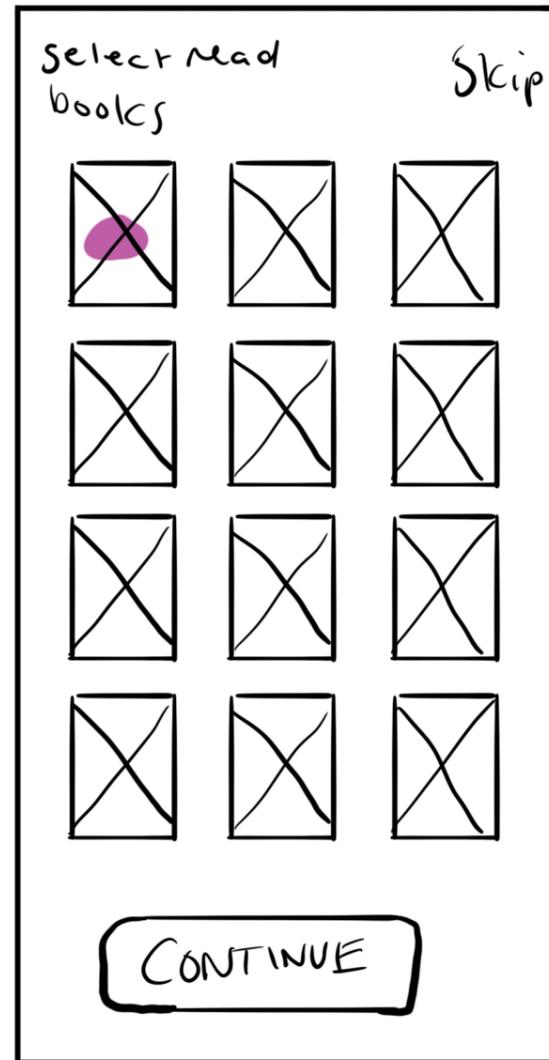
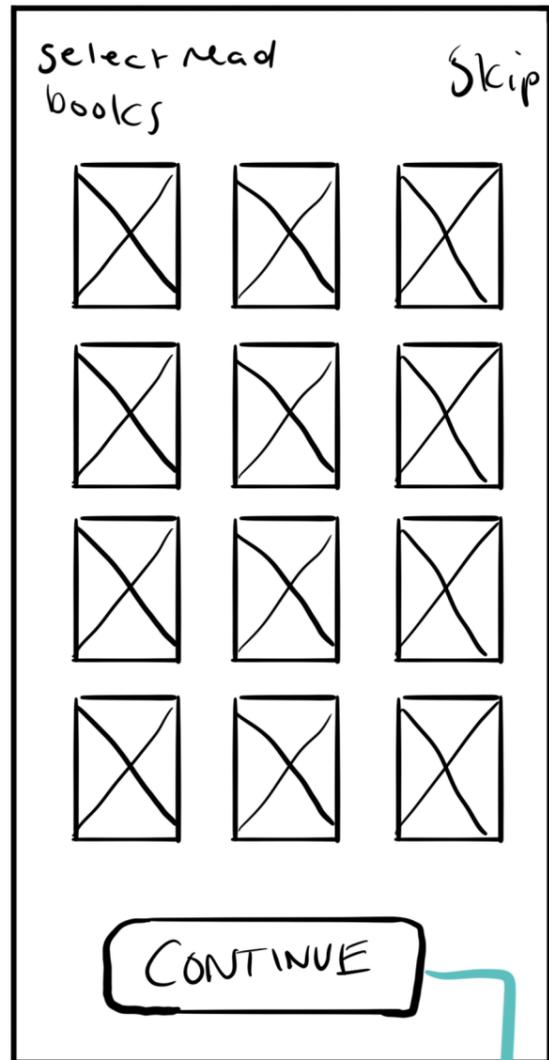
ONBOARDING 3

Final onboarding
screen for users
before LOG IN /
CREATE ACCOUNT
SCREENS

Select Books Read

Selection of popular book covers

Option to skip if user wants to



Users select up to 3/4 books they've read

Can only select 1 per screen, it auto transitions

Once selected, purple tick will confirm its selected

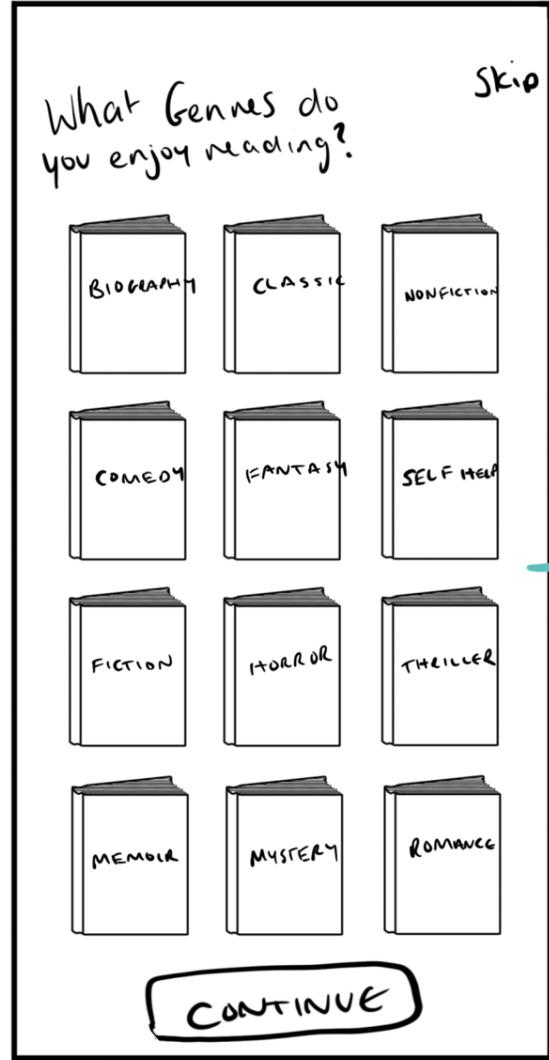
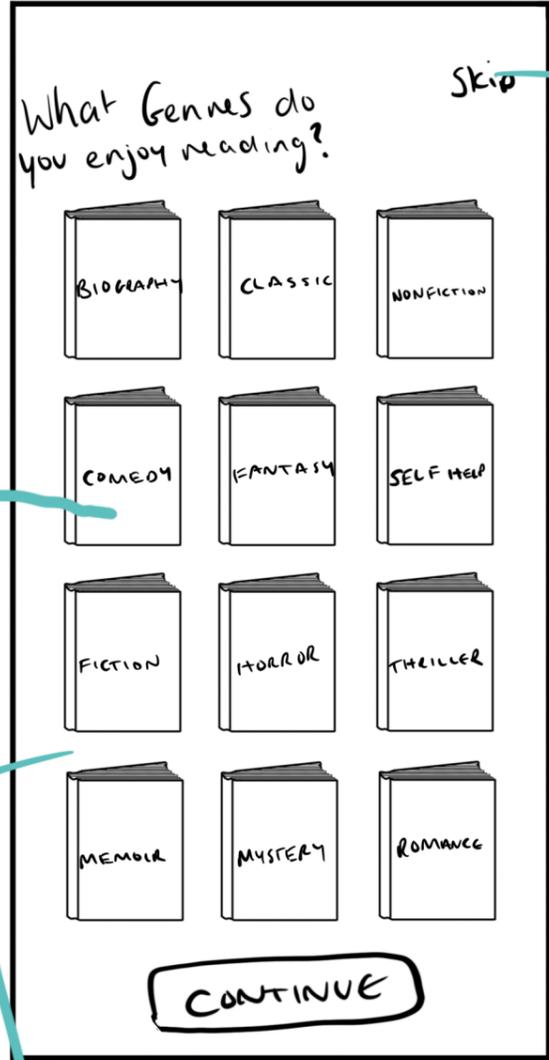
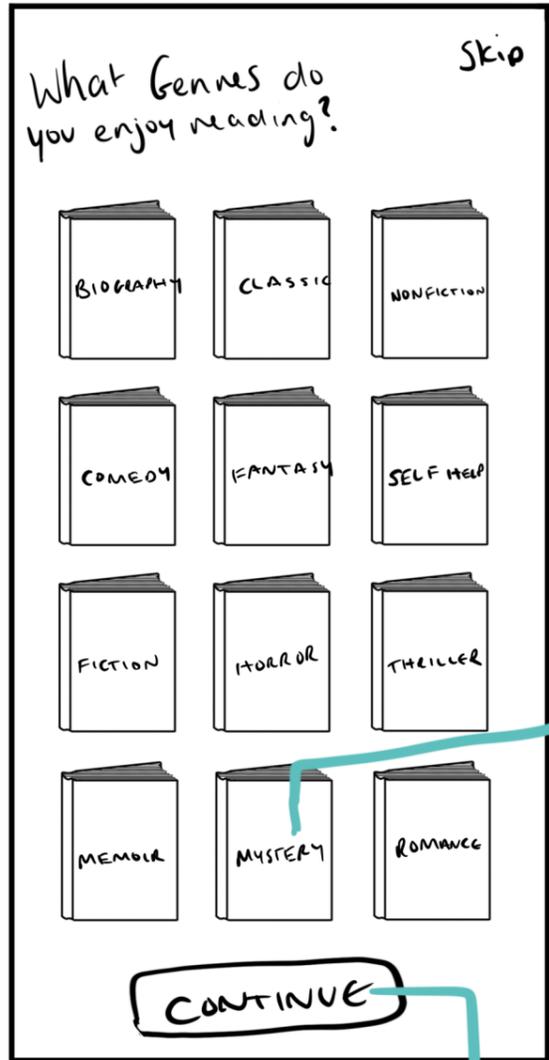
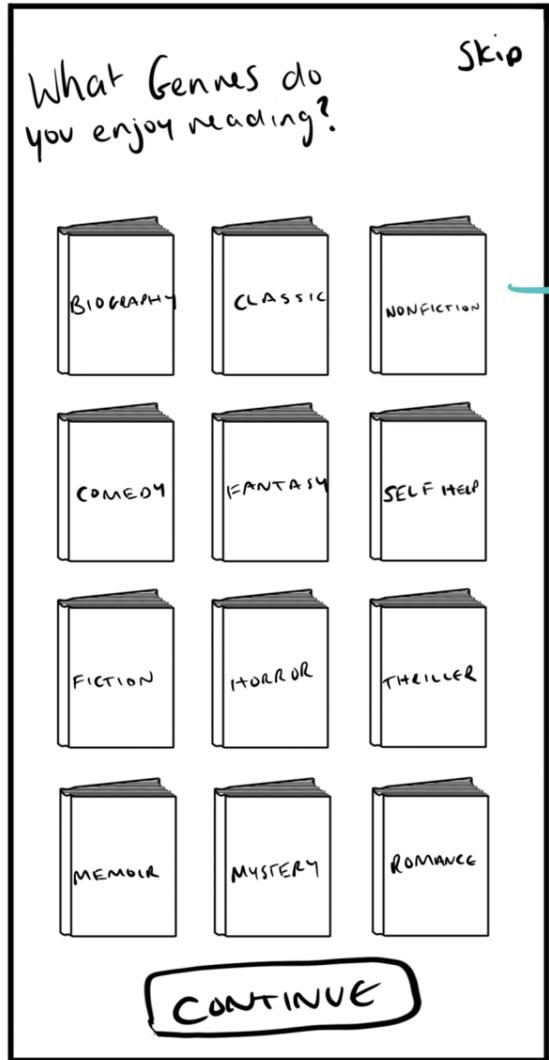
Once all 3 are clicked, users can explore the app

Romance
Icons to represent genre?

Mystery
Icon?

Comedy
Icon?

Option to skip these screens



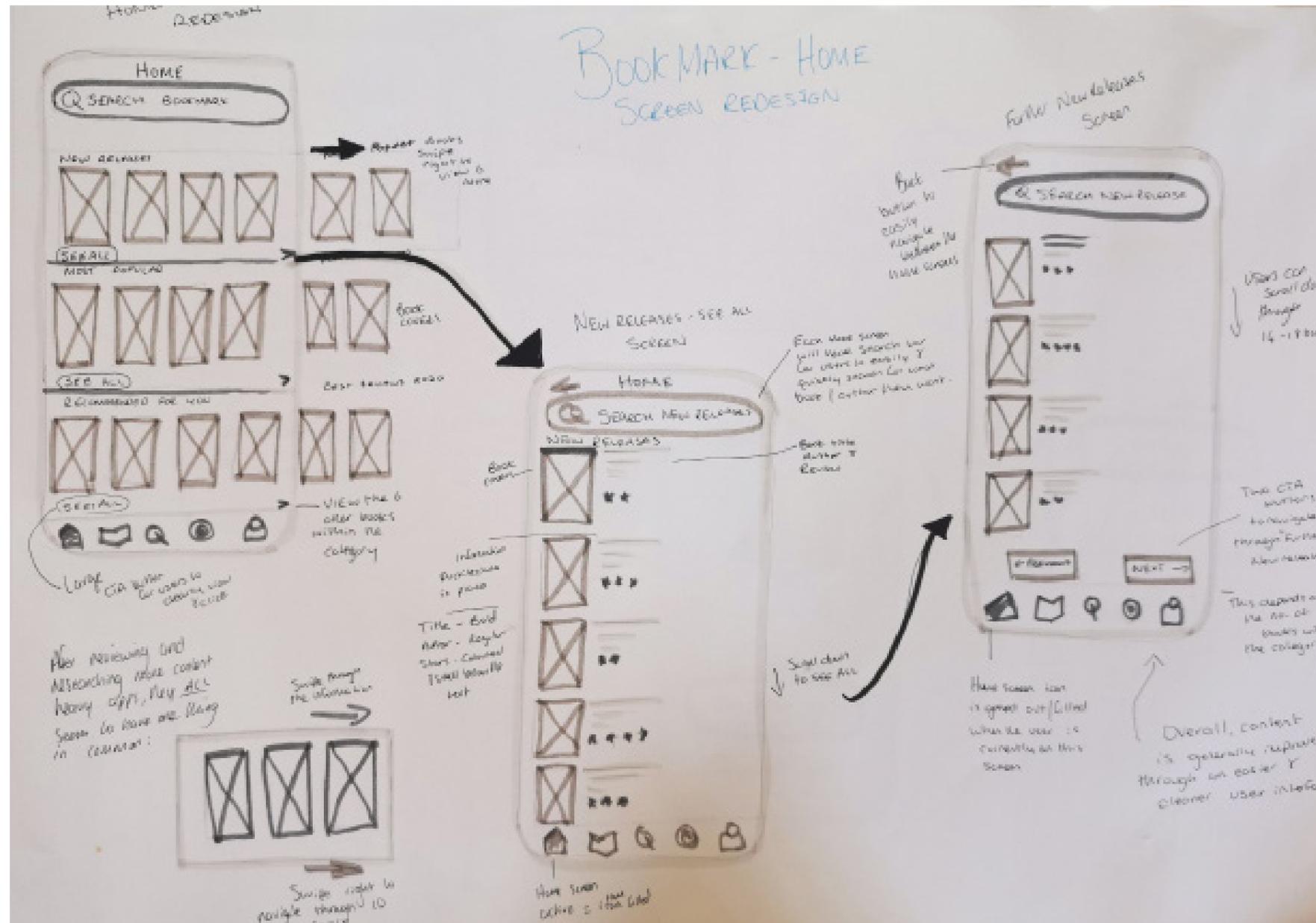
Book icons - to represent buttons

Large CTA for users to click through

Could try reorganise the sizes so each genre is different

Use of books to try & inject some personality into these screens

Home Redesign



I started sketching rough ideas on how I could redesign the Home Screen for Bookmark. I knew I wanted to try and make the UI look as minimal as possible as I needed to display so much content on the twelve different books. However, when I realised I wanted the app to be more personalised and targeted for users and what they want to read I realised I needed to input it to three separate shelves, rather than just one.

Bookmark Redesign

Above was initial sketches on how I planned to redesign existing screens in Bookmark but also adding in new screens. I wanted to add in a personalised options for the app, so I could collect their book data and use it for recommendations for them too see immediately on Bookmarks home screen.

I wanted to completely change up my onboarding design from Semester 1, as it's the first thing users see when they interact with my app; therefore, it's almost one of the essential features. I wanted to do something creative with these screens, so I decided to make them look like a book, so when they flick through it, they understand the critical features of Bookmark.

The Home screen for Bookmark is now hopefully much more improved, despite the fact that I've added in a lot more content now. Originally in the first version of my Bookmark prototype, there were only twelve books displayed, and users had to scroll vertically in order to view them all. Now, however, users will have three separate bookshelves with twelve books for each of the three categories - **New Releases**, **Most Popular** and **Recommended For You**. They'll be able to navigate between these very easily as they can scroll horizontally through each shelf.

Books Redesign

The book screen in my original prototype had a lot of issues, and it didn't work very well with the UI I'd designed for it. So, I did initial sketches using Procreate to try and figure out the best approach. As I want users to be able to see three default shelves - Read, Currently Reading and Want to Read at a glance. Though I also needed to ensure there was a prominent call to action button beneath these so that users could create and add their bookshelf if they wanted.

I researched quite a bit into card UI and explored various other apps that took this approach. I decided this was the best approach for my Books screen and it also meant I could make the entire card for each separate shelf a clickable element, rather than just the single button.

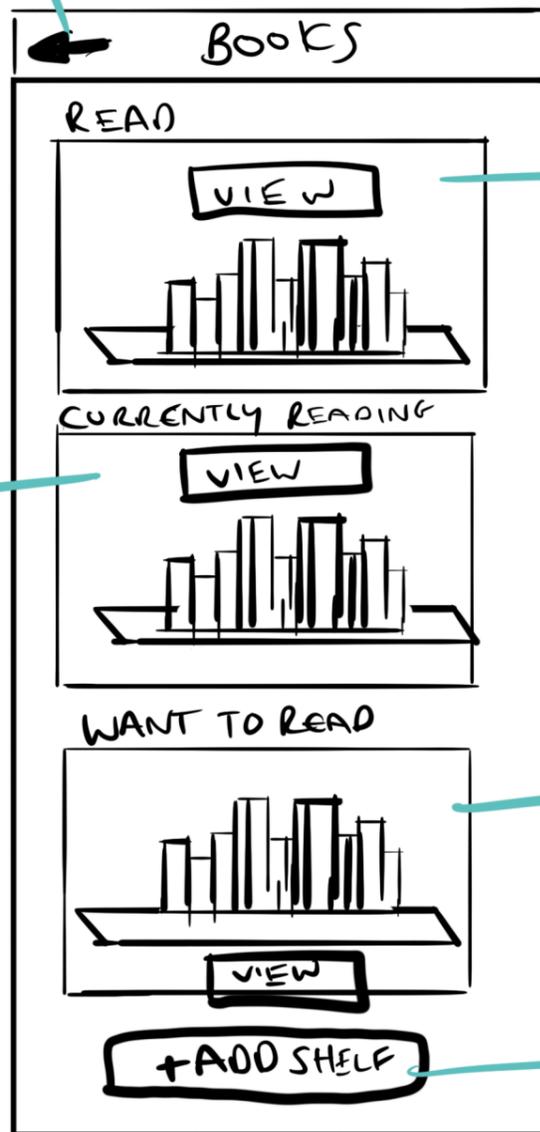
After my initial sketch of the redesign, I recreated this on Adobe XD. I then received feedback from others on the layout and what needed to be improved. This was one of the main struggles of Bookmark as I knew I wanted to incorporate book illustrations on this screen rather than images of books. This resulted in me spending quite a lot of time trying to ensure this screen fitted into my overall UI and that it went with the home screen redesign.

Option for users
to go back to home

Large CTA to 'VIEW'
each of the 3
default shelves

Illustration of
a 3D bookshelf
with books stacked
on it

Complete
redesign
from Version 1
of Bookmark



All elements in a
Card UI Design
- so the whole
area is clickable

Option to Add bookshelf
as another secondary
button (purple)

Book Review Design

I sketched initial designs for book review screens I wanted to add into my app. One of the key reasons for these screens is so users can click on a specific book on the home screen or bookshelf screen, and it will load up more information about the book. This screen will also give users a break down of the average review for the book along with the recent three reviews. Extra features on this page will include - Other books by this author and Readers who read this book also read - with a list of book titles and images.

I needed to get a rough idea of how I would present all of the above information onto the screen, so I roughly sketched it out using Procreate. This helps me figure out how to put so much content into such a small space. I didn't want my UI to look cluttered as a result. So I ensured that any information on the screen was essential for users and relevant details they'd want to find out.

Back to HOME SCREEN

Header of Image of book cover up close

Title of book

Book intro & blurb

Book cover

Reviews chart

sub genres of the book

Reviews by Recent Friends

Profile pic

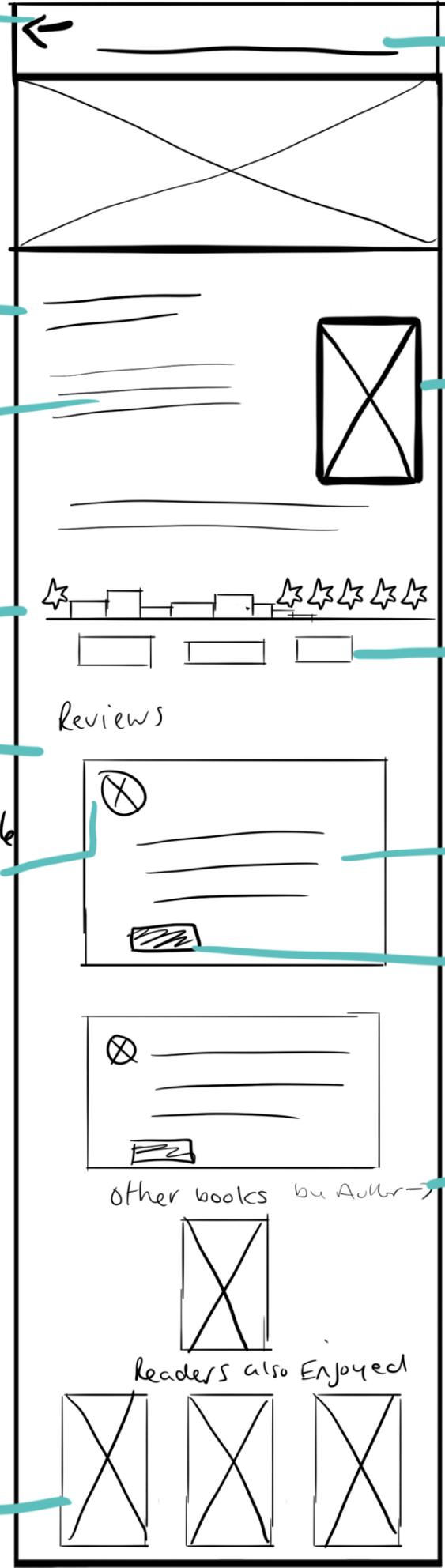
Brief summary of review & option to view it in detail

Other books by Author

option to see other books written by this author

Readers also enjoyed section

- Shows 3 & titles books



Profile & Friends Redesign

From my initial prototype at the end of Semester 1, I knew I wanted to improve the UI on my profile page. I sketched out how the new profile page could look if I spaced the content better and rearranged the information, so it was more evident on the screen. I did this by focusing more on white space around the full name, bio and profile photo.

Along with this, I tried to focus on one social media platform I could link to my app, so I decided on Twitter. So users can log in to their Twitter accounts to find more of their friends to connect with on Bookmark.

I wanted to remove the previous clutter from the initial prototype on these screens. Therefore, I designed a tab where users can easily switch between their Profile and Friends screens. Once they connect their Twitter, users can also switch between the friends they already have on the app and friends that have an account through their Twitter but that they haven't connected with yet via Bookmark.

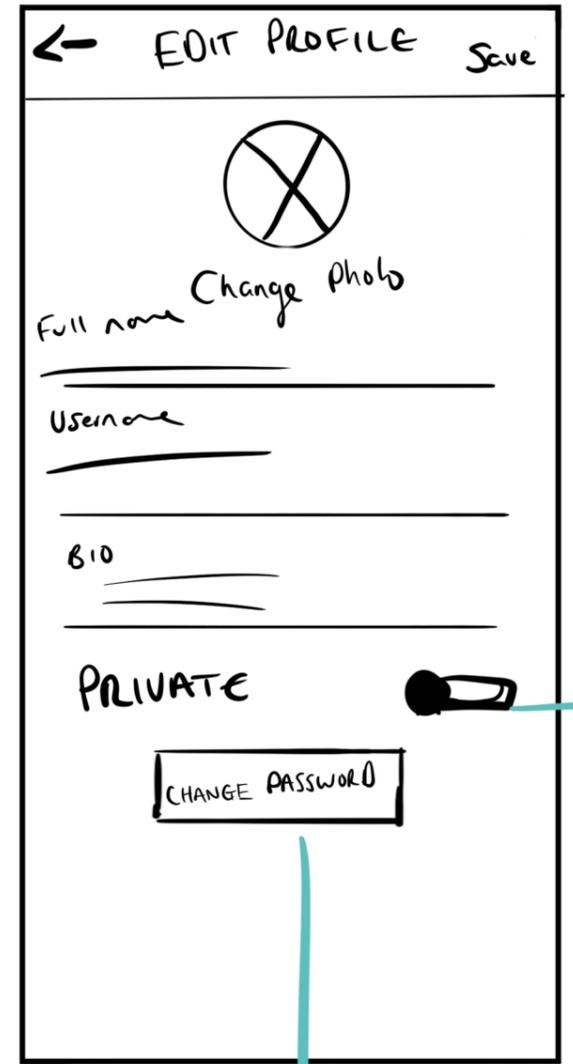
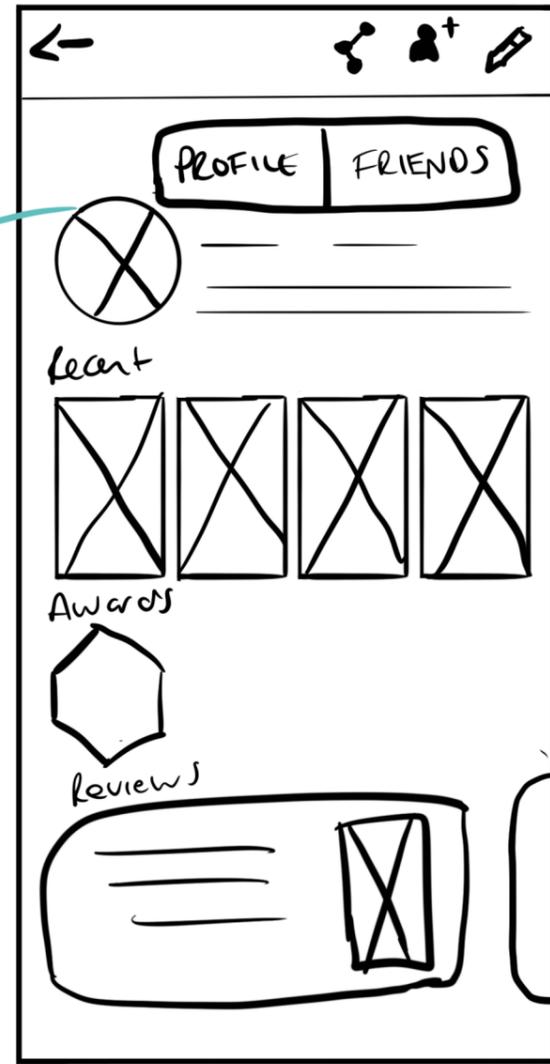
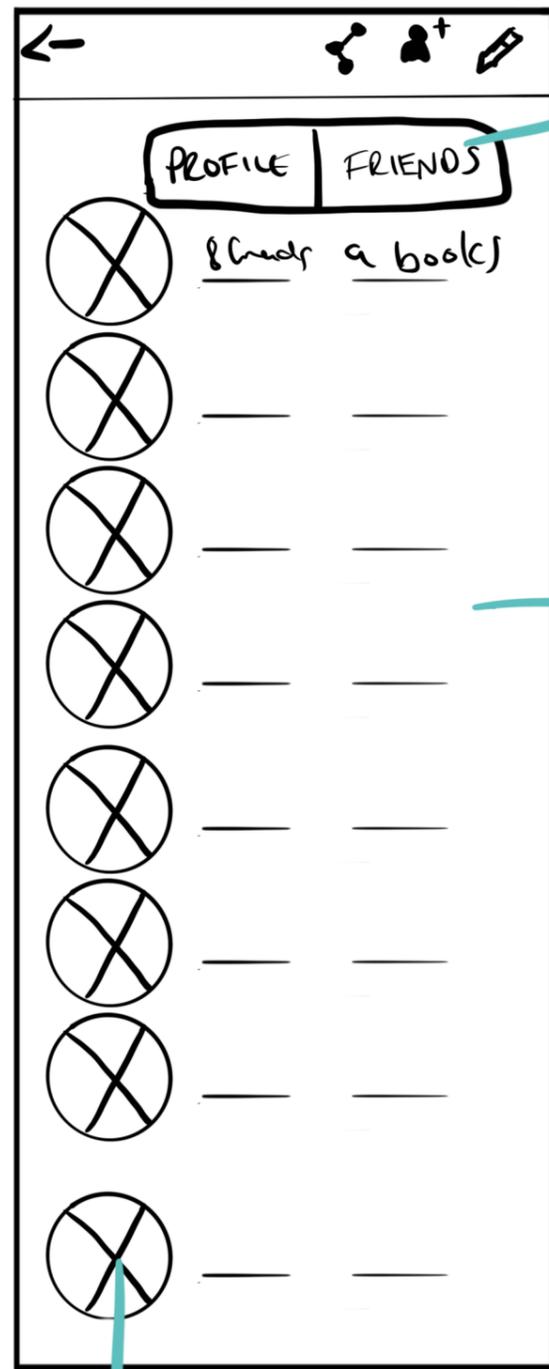
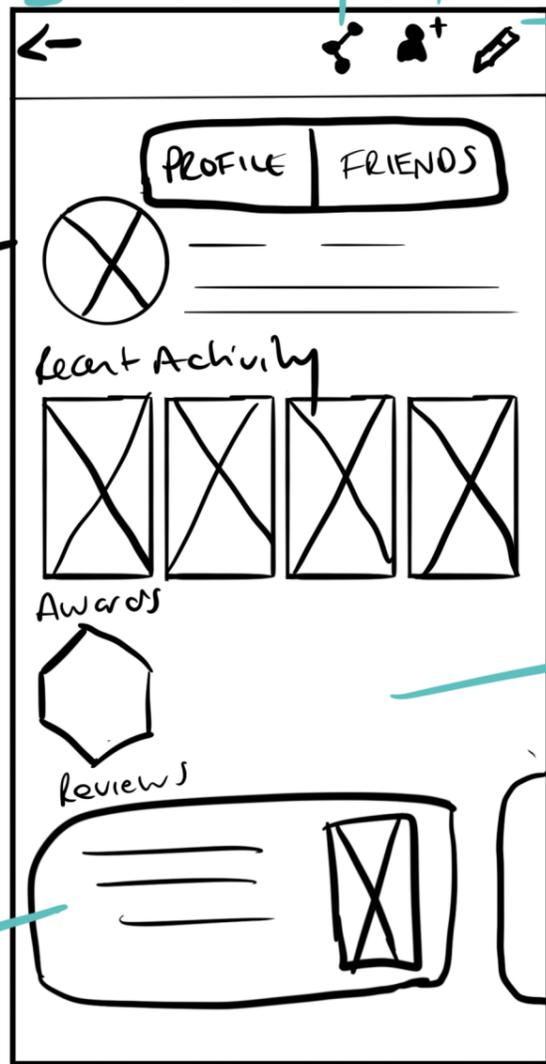
Back to Goals

Icons in nav

Toggle TAB

FRIEND PROFILE SCREEN

Profile bio



No of reviews

Reviews you've recently written

Awards won

Friend profile photos

Share icon

Add Friends

Edit settings

Basic edit profile page

Illustration Development

Set Reading Goals



On the top left is my initial illustration for the first onboarding screen for Bookmark. This looks completely different now to my redesigned illustrations, as both the colour scheme and the illustration style I've used has changed massively.



I'm pleased with my new illustrations as after a lot of research and looking through Dribbble and latest trends in line illustration styles; I decided to go with a minimal approach. I tried not to overcomplicate it and kept it simple with the outline and adding in a splash of my brand colours in small areas. I think although it is pretty simple, it is still useful in illustrating one of the critical features of Bookmark - to set daily reading goals to make it a habit.



The key thing I wanted to stand out in my app is my illustrations and the small but effective use of colour in some areas helps convey this. Whereas, previously, the illustrations might have stood out for the wrong reasons as they weren't well designed.

Connect Illustration



On the top left is my initial illustration for the second onboarding screen for Bookmark - Connect with Friends to share book reviews & recommendations.



I've massively improved this design in my final prototype through having a brighter colour scheme that fits better with the app and also through my illustration style.



All of the illustrations were created using Procreate, and I took inspiration through Dribbble and looking through a lot of friendship illustrations. I think at first glance; it's evident that this illustration illustrates friendship and connection in some form. The messaging icon and envelopment also help emphasise this further, so users are aware of its meaning.

Create Illustration



On the top left is my initial illustration for the third and final onboarding screen for Bookmark - Create your own bookshelves and keep track of all new releases.



The new and refined illustration for this onboarding screen places more emphasis on the fact that users can create their own bookshelves. As previously it may have just looked like a bookshelf with no other signifier. The use of the person pointing to the bookshelf also helps keep the designs consistent with the first two illustrations.



Welcome Illustration

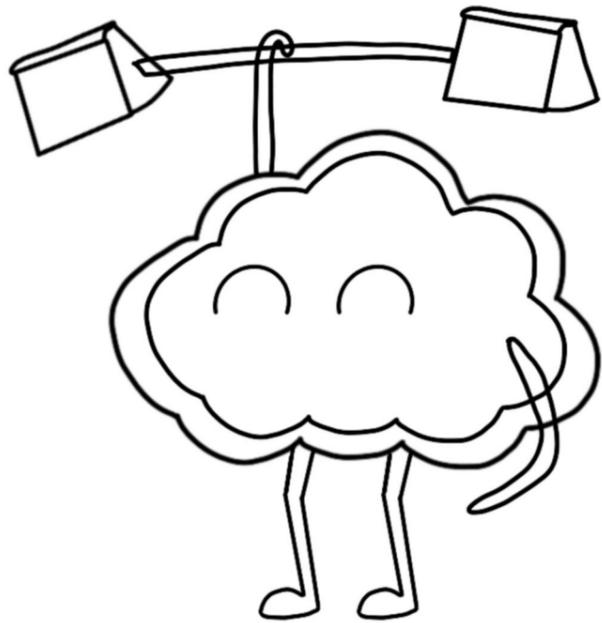


In my initial prototype for Bookmark, I realised there was no welcome popup for users after they successfully logged in to the app. I decided to change this to improve Bookmark and the user experience.

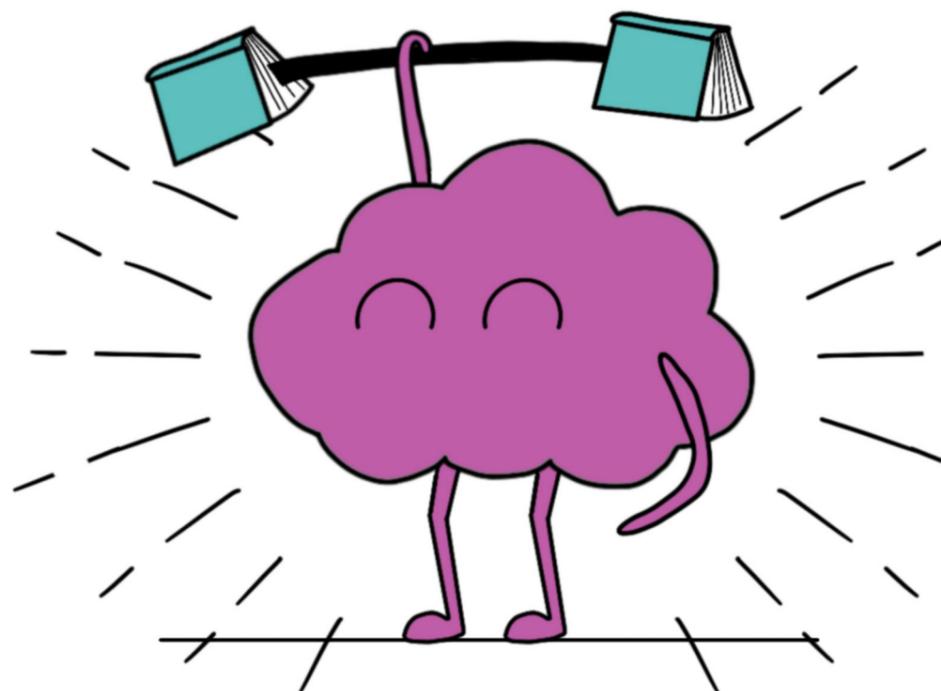


I wanted to illustrate someone relaxed with a book in their hand, a blanket over them and a cup of coffee. To represent that this is how users could look if they pick up a book to read.

Award Illustration



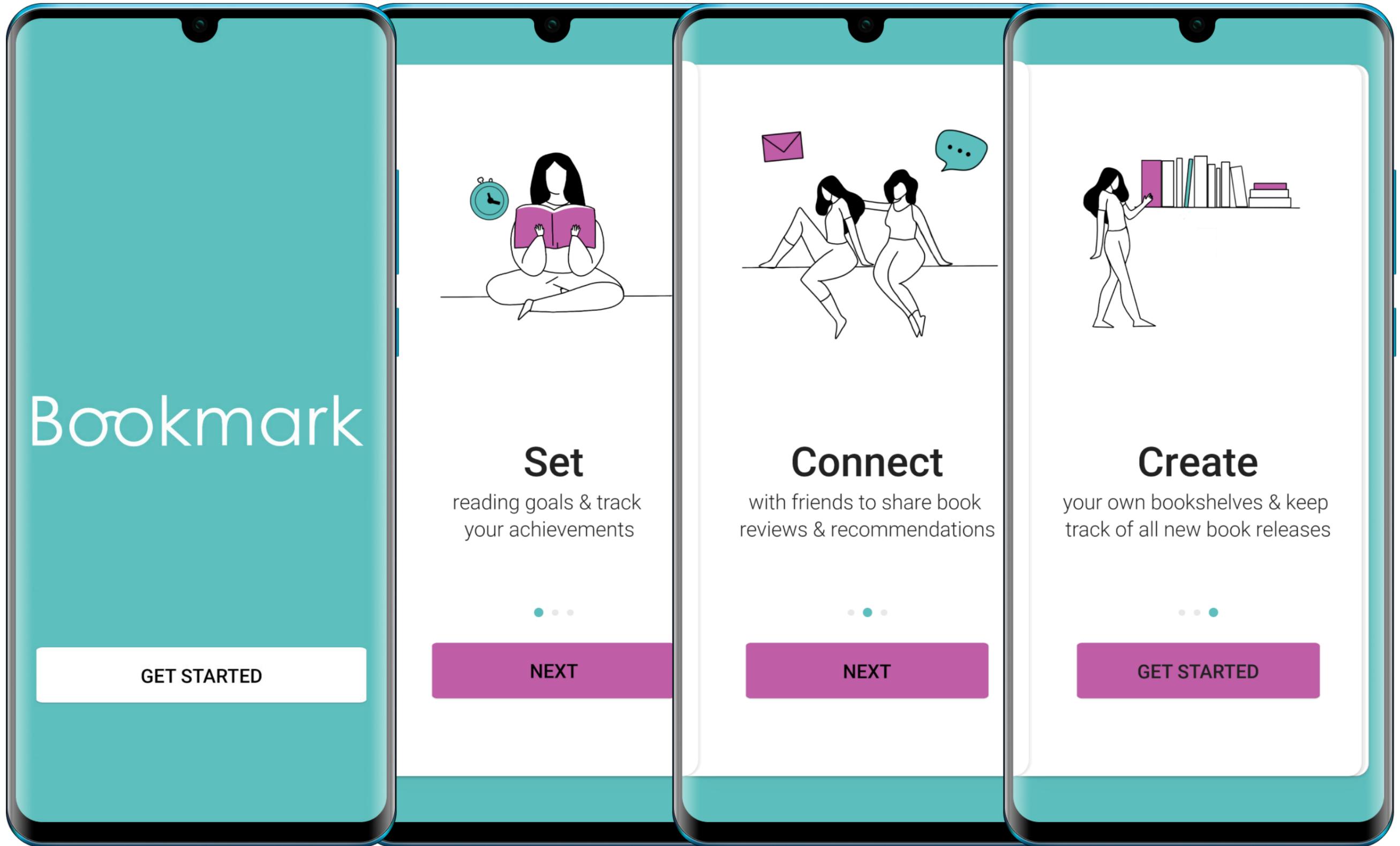
Journey Begins award illustration. I wanted to be creative with the use of illustration to convey the one award the user has achieved on the app. Through my initial research into the benefits of reading regularly, I knew already how it improved both your mood and also your memory, so I thought it would be clever to illustrate this award as a brain.



I incorporated the Bookmark colour scheme into the illustration and also made it more playful through the use of adding books onto a weight bar. So it's evident in illustrating how reading strengthens your brain.

Bookmark Redesign

The New Onboarding



The New Onboarding

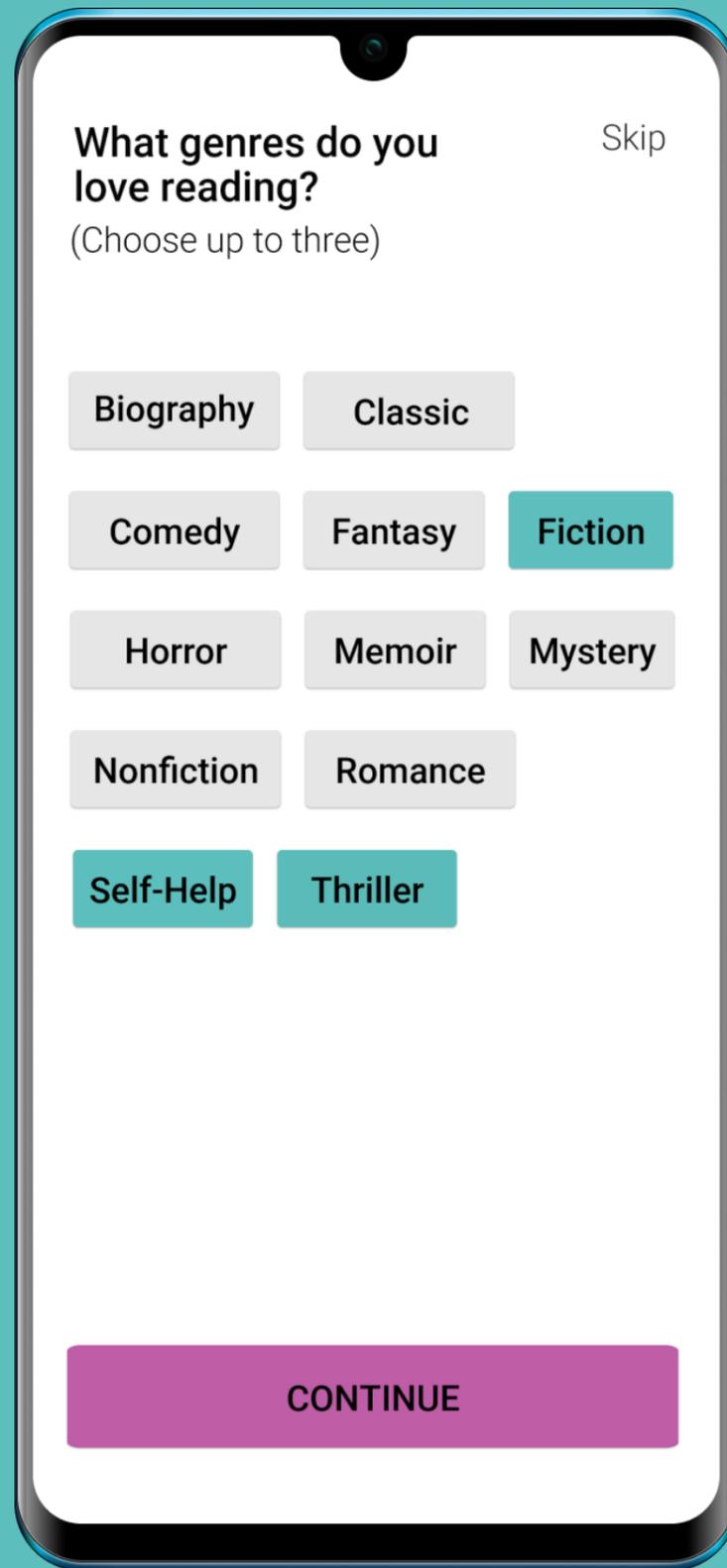
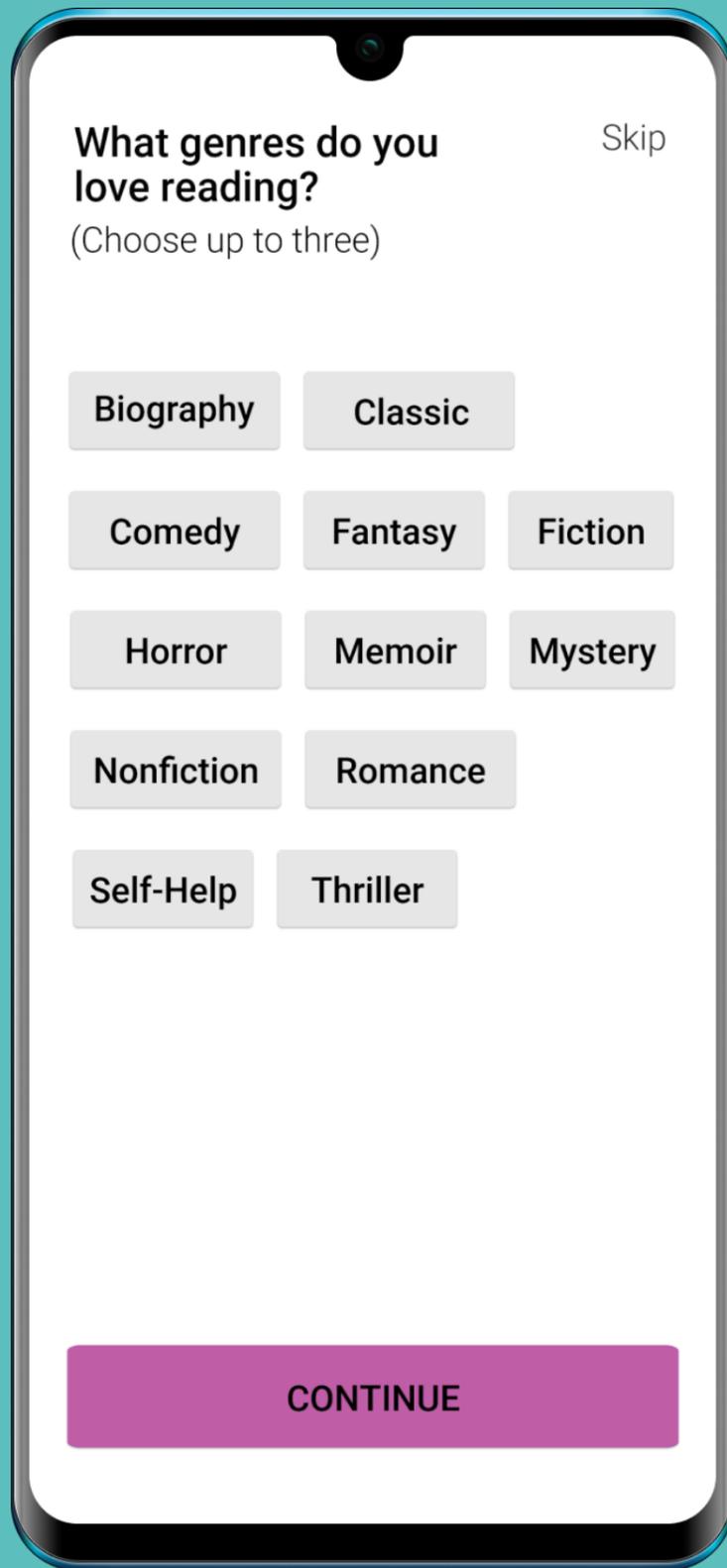
I wanted to completely change up my onboarding design from Semester 1, as it's the first thing users see when they interact with my app; therefore, it's almost one of the essential features. I wanted to do something creative with these screens. After brainstorming and some initial sketches, I decided to make them look like a book. Now, when users flick through it, they understand the critical features of Bookmark.

With my redesigned onboarding screens, the Bookmarks brand is far more effective than my initial designs in Semester one. The frequent use of the primary blue incorporated into the backgrounds and then the secondary colour, purple is used for the CTA buttons.

For my illustrations, after a lot of research and looking through Dribbble and latest trends in line illustration styles, I decided to go with a minimal approach. The key part I wanted to stand out in my illustrations is the small but effective use of colour in some areas, to communicate Bookmarks brand.

Overall, I'm pleased with the outcome of the onboarding screens and all of the feedback I've received from my five users from the usability testing has been, hugely positive.

Genre Screen



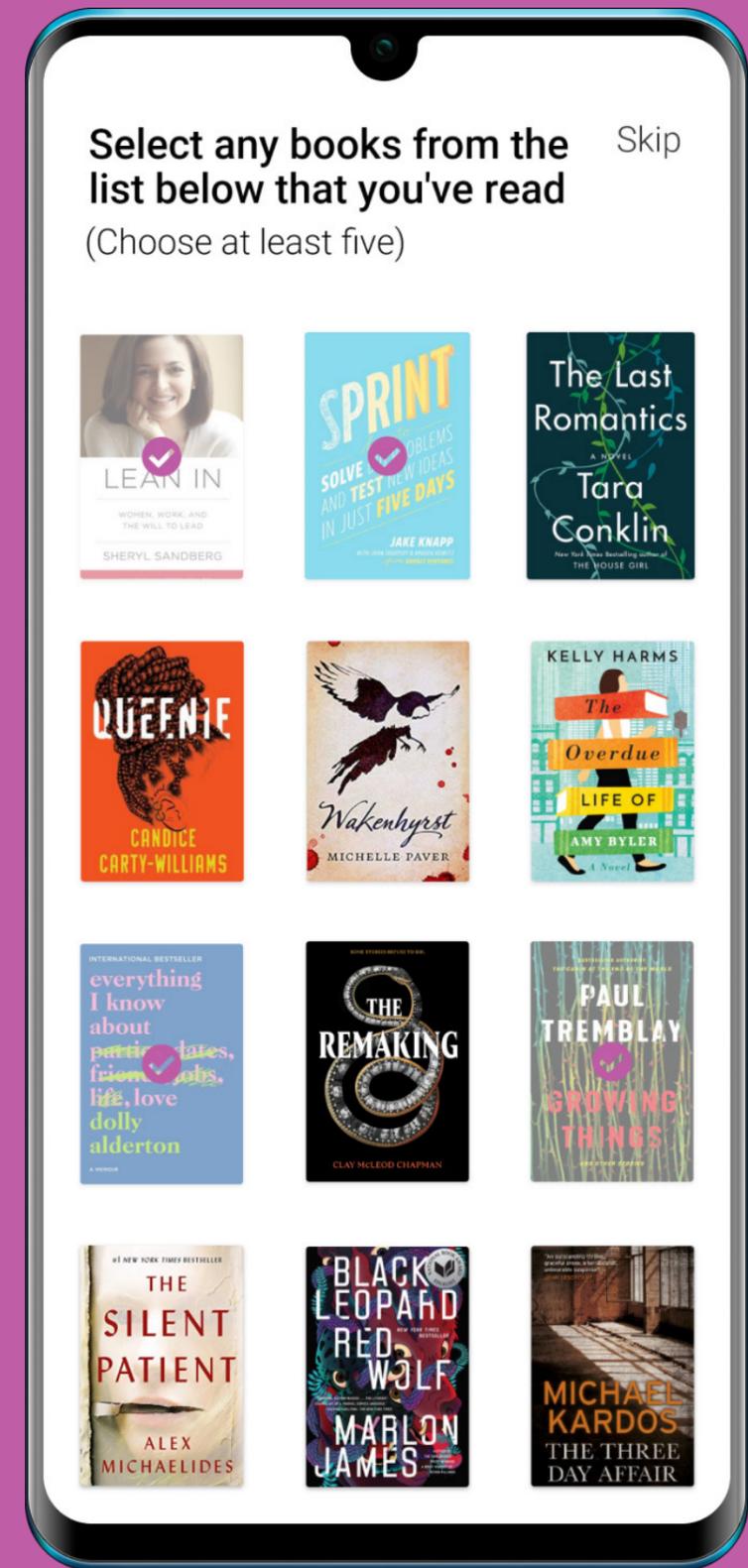
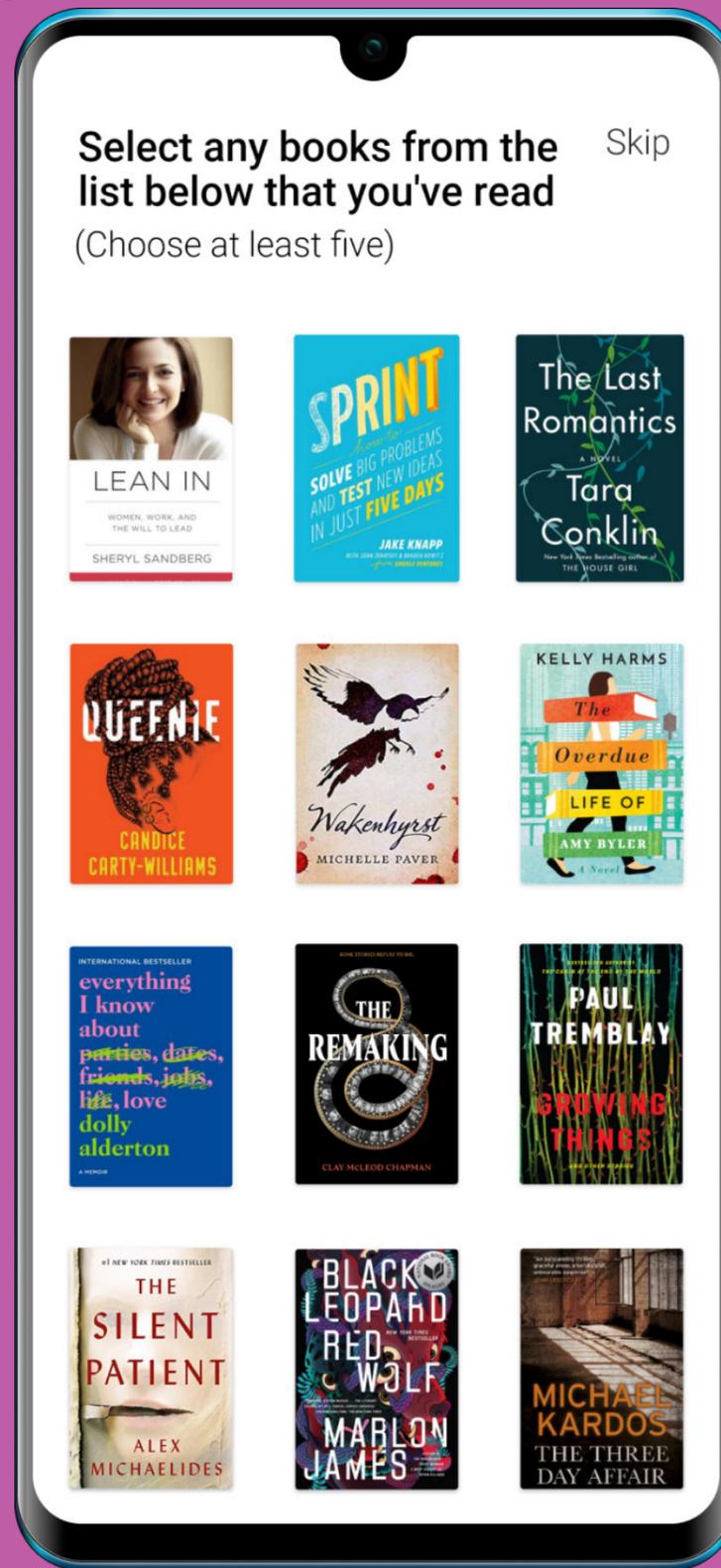
These are additional screens that I added to my final prototype to improve the overall user's experience when using the app for the first time. I want to be able to give them personalised book recommendations on the data I collect from the favourite genres.

I went for a minimal and clean user interface here so that users would be able to see all genres at a glance without the need to scroll down the page.

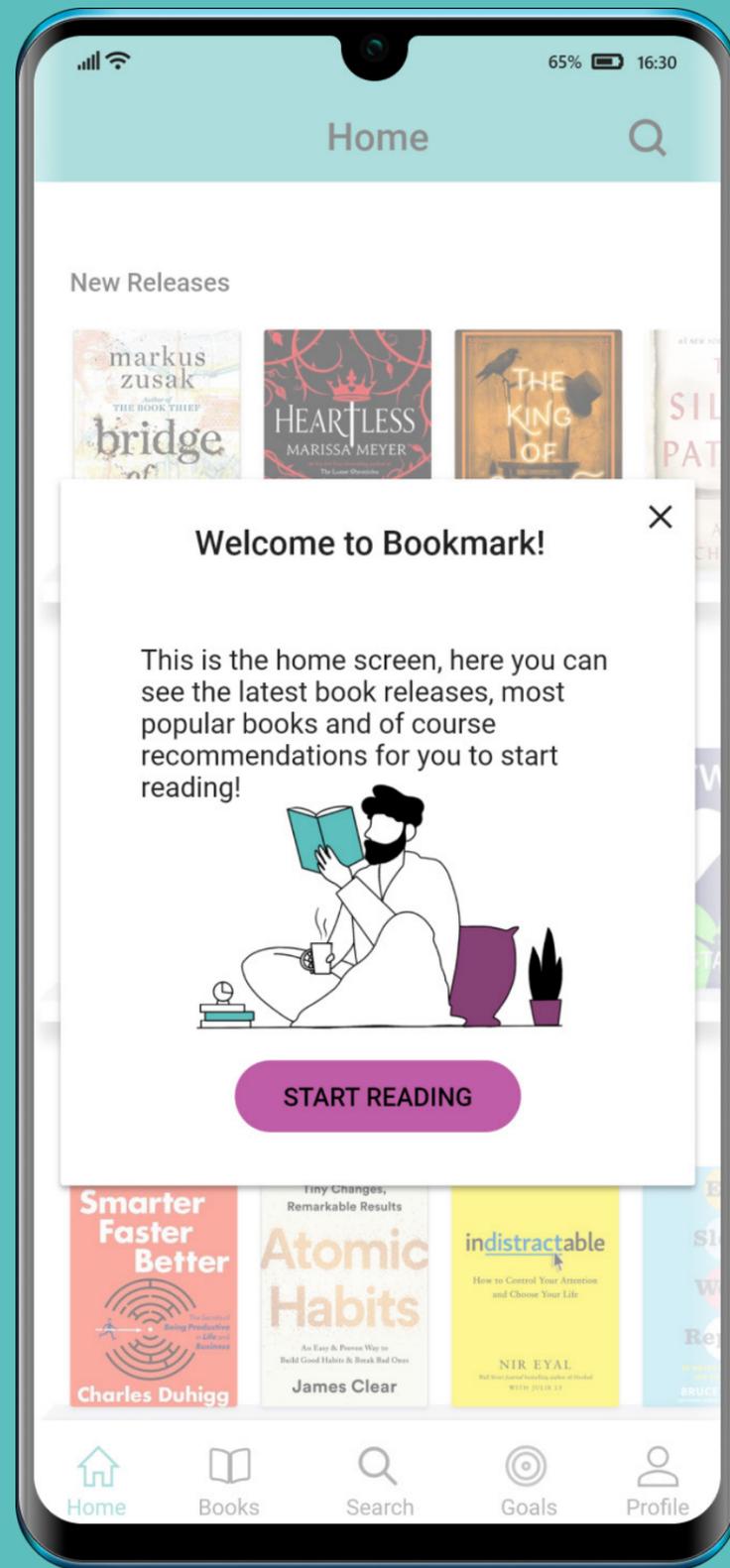
Read Books Screen

These are further screens added to improve the overall user's experience when using the app for the first time. When starting to use a reading app users will want this option to add in past books. This ensures they won't get recommended the same books and enhances new book recommendations and reviews.

With these screens, users will need to scroll down the screen to view all eighteen books, and they can select up to five. Once they select any, the book will fade, and they will get notified through a purple icon appearing in the middle of that book. Once users complete this stage, they can then begin using the app.



Welcome Screen

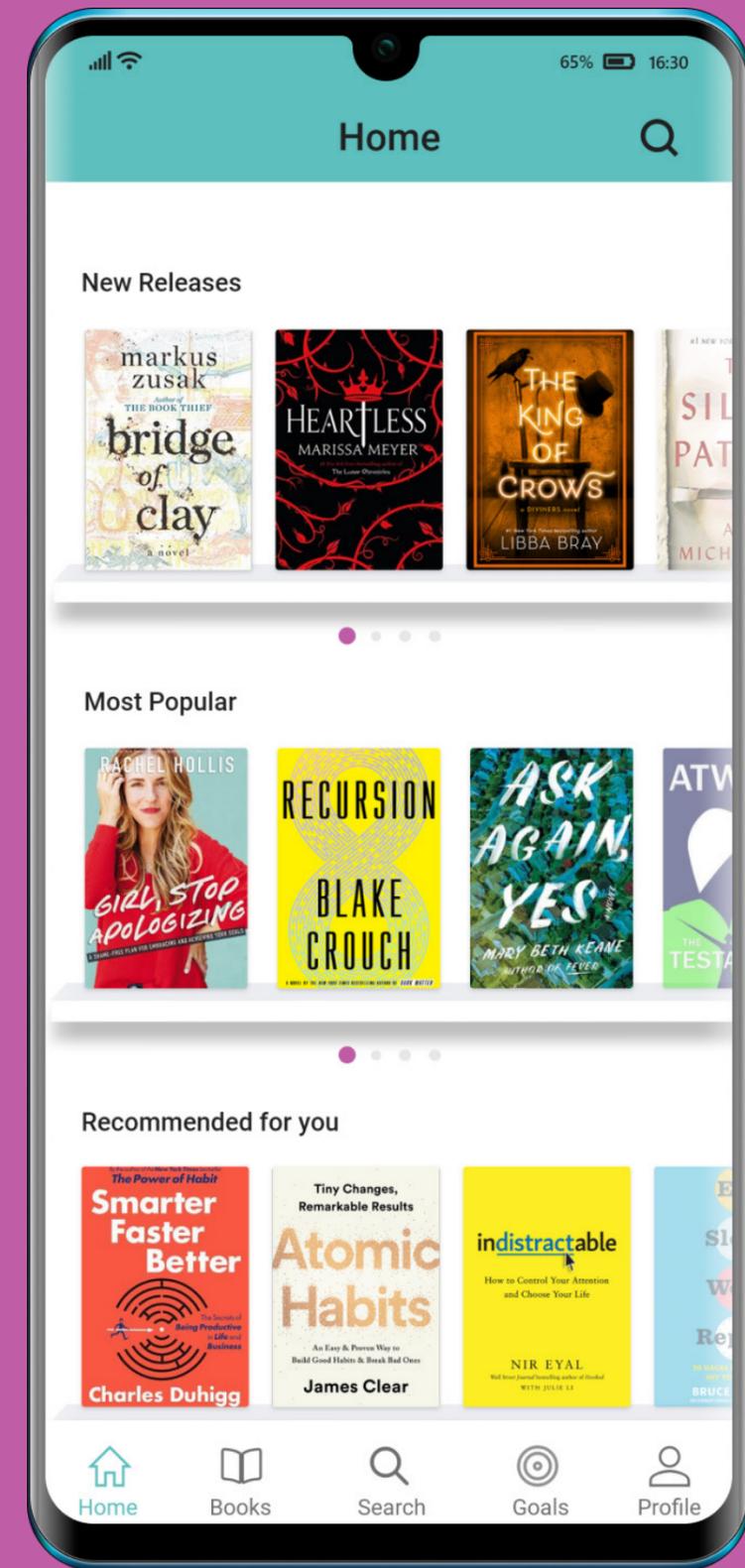


This is a welcome screen I designed as a new screen for users. I wanted to them to have an opening welcome message after completing their onboarding. It also helps ease them into how they can start using the app. It's the last step in trying to ensure that my onboarding process is effective and smooth for users.

Home Screens

This is the new and improved home screen. There's been a significant redesign to this screen. I felt there was so much that needed to be added and improved so now the user interface is a lot more minimal, crisp and elegant in its design. One of the small changes I made was removing the search navigation from the top of the screen.

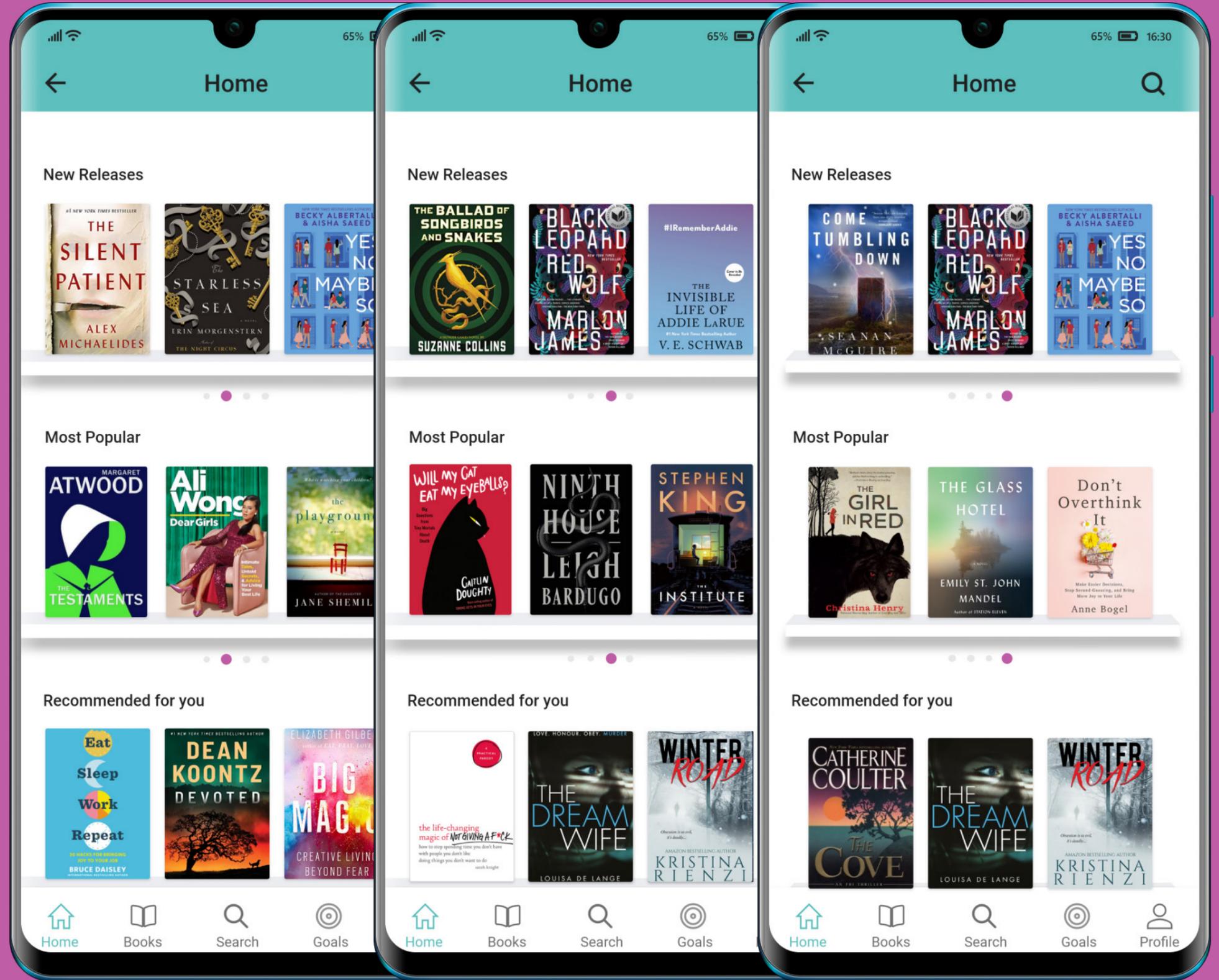
I created the shelf illustration using Procreate to try and make it appear like the books are sitting on a physical shelf. I added personalised recommendations for users from their onboarding genre choices. The home screen displays four books out of their three selected genres which were - Thriller, Fiction & Self Help.



Home Screens

There are 12 books on each section for users to swipe across to view the rest of the shelf. After usability testing, I decided to add in the four circles below the shelves to explain that users can swipe across to view more books. I tried to emphasize this through a gradient fade on the last book, but as some covers are white, it's difficult to see.

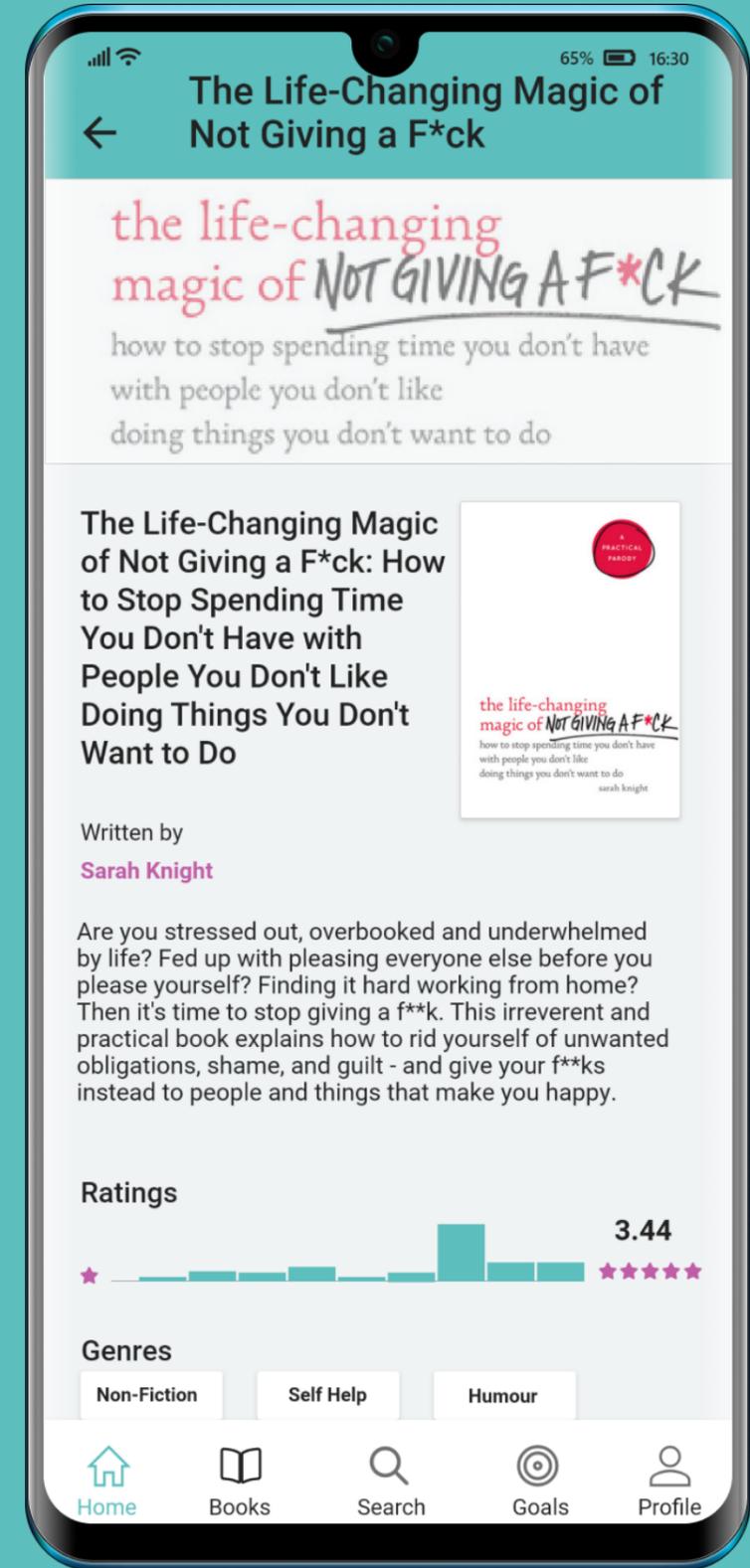
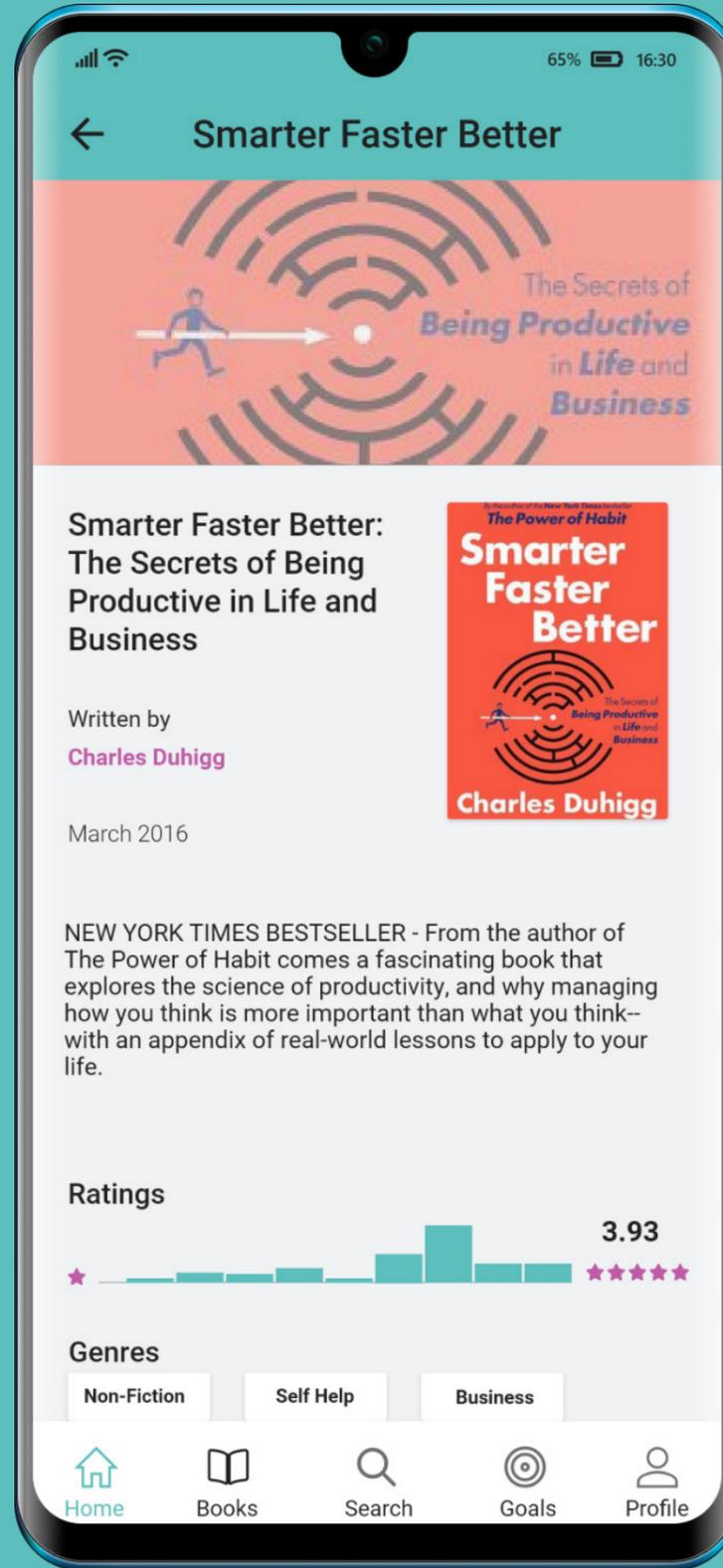
The circles also help indicate where the user is on the home screen and give them some feedback on how many books are left on the shelf.



Review Screens

These are further additional screens I added into my final prototype. I wanted users to be able to view more information about specific books on the Home screen and when browsing through their shelves.

I decided to focus on giving a blurb about the book, the average reviews, top recent reviews and also recommending to users other books written by this author. I added another section where users can see other books people who read this enjoyed. There was a lot of content to be fitted onto this screen, so with the UI, I tried to emphasise a minimal clean display. I think I effectively executed this through the use of visuals chart to present the reviews. I then implemented card design for the reviews to improve the structure of the information and profile photo.

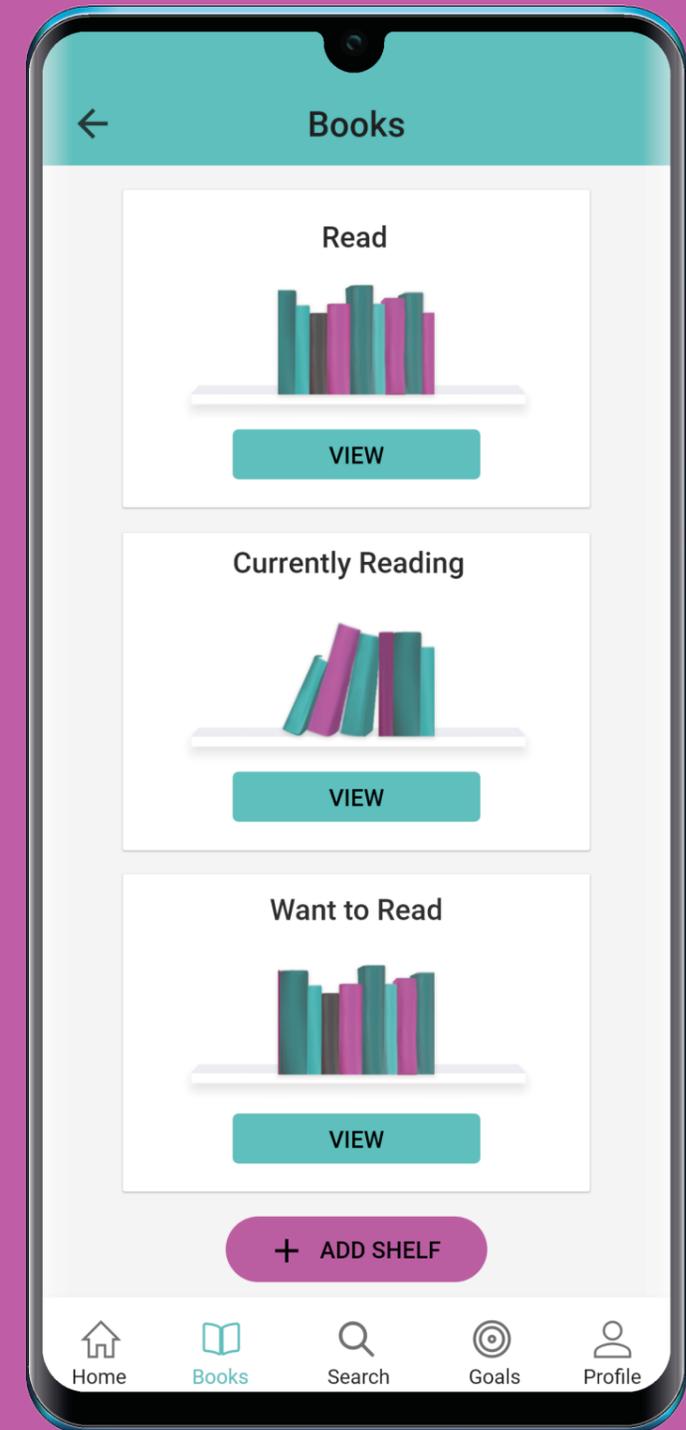


Books Screen

I struggled quite a bit with the redesign of this screen as I wanted to implement illustrations to convey the books, rather than using book covers like previous in the Home screen. So, the main worry was that it wouldn't fit into the overall UI design. However, after my usability testing, I feel more confident in my design as it was overall positive with minor adjustments on other screens.

I redesigned the bookshelves and updated them to my brand colours, and I also wanted to add a lot more depth to the screen. I effectively executed this through the use of the bookshelf illustration I reused from the home screen design. The bookshelf and the illustrations now appear less flat and more 3D, adding more depth and dimension to the cards.

I made sure that the buttons for each of the three shelves were prominent, so users understand this is a CTA, and this is what they need to click to view each of the individual bookshelves.

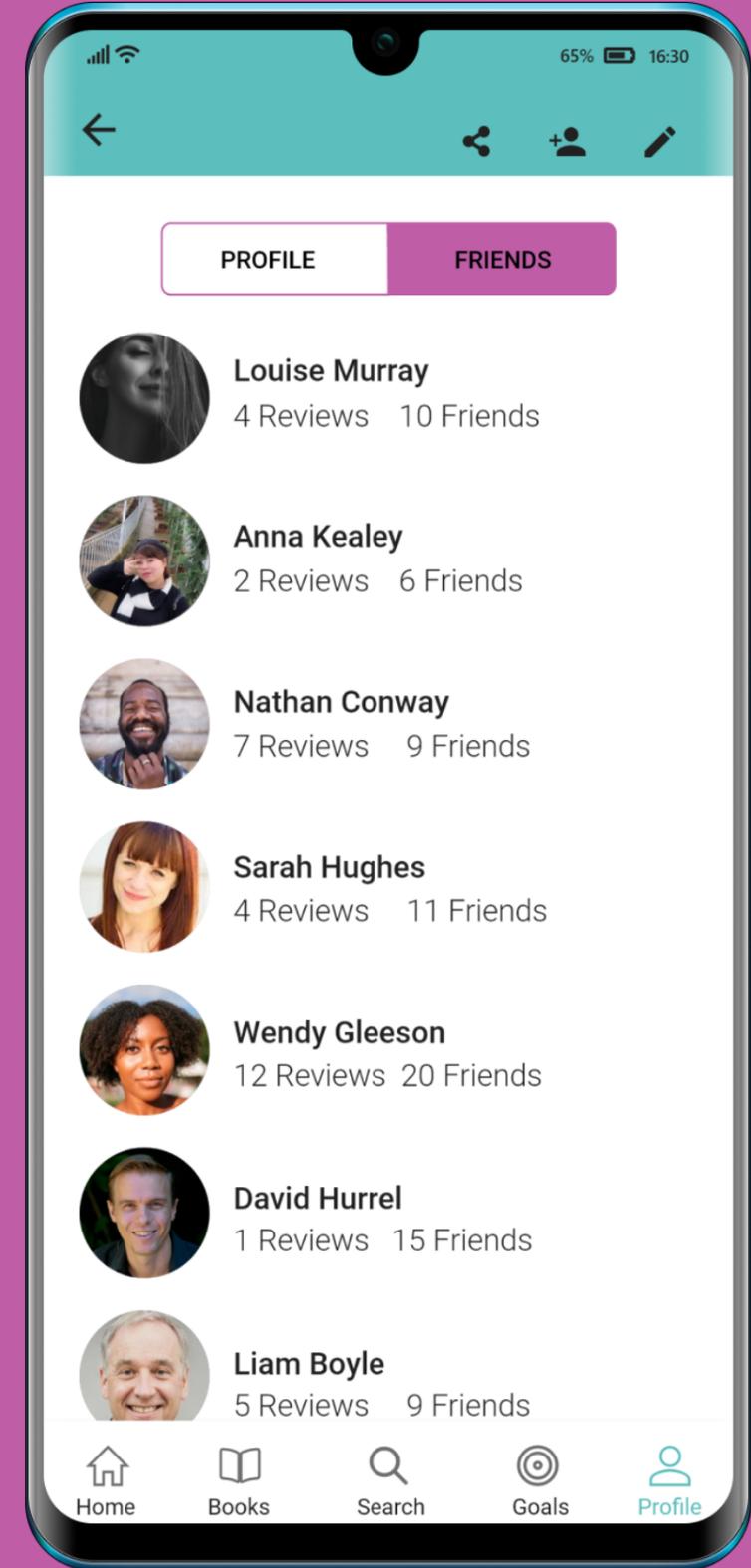
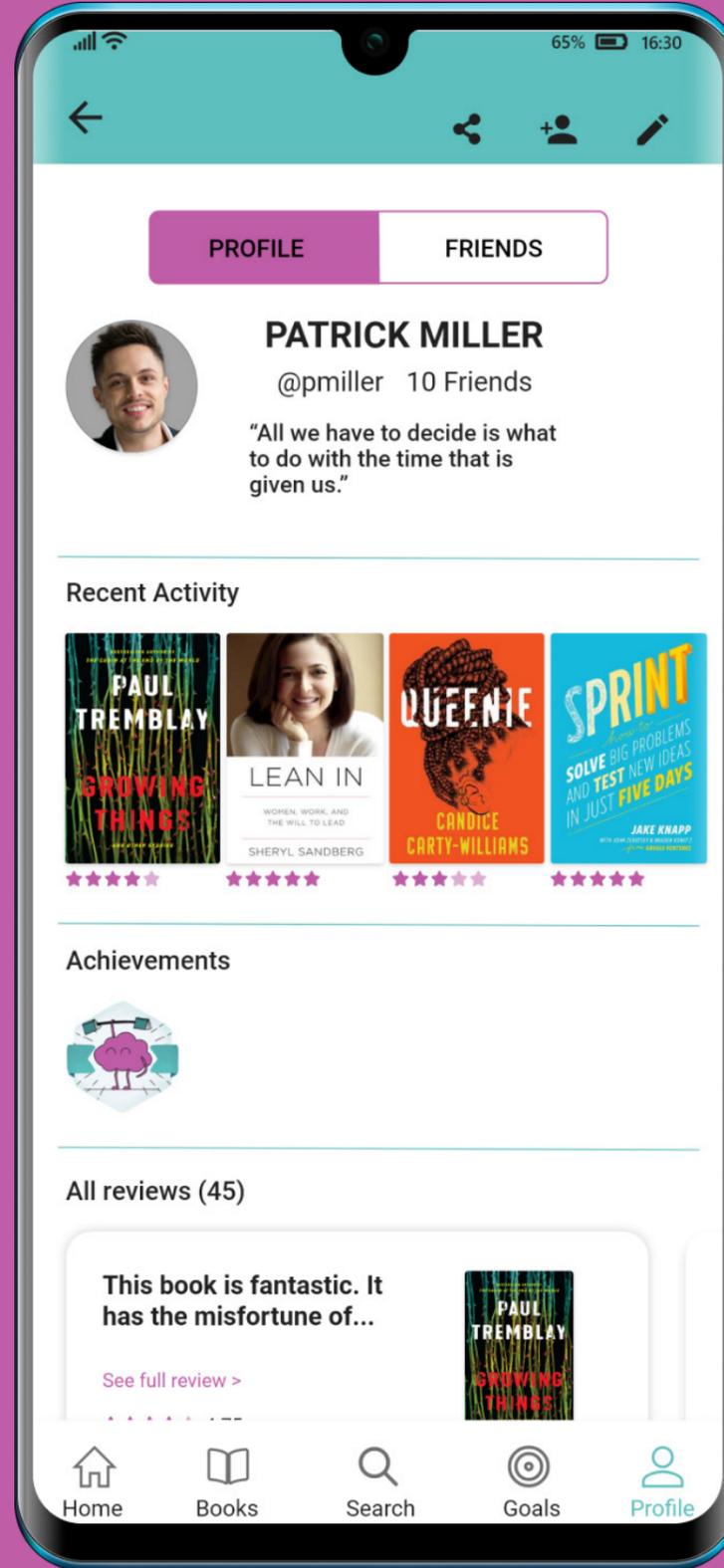


Profile & Friend Screen

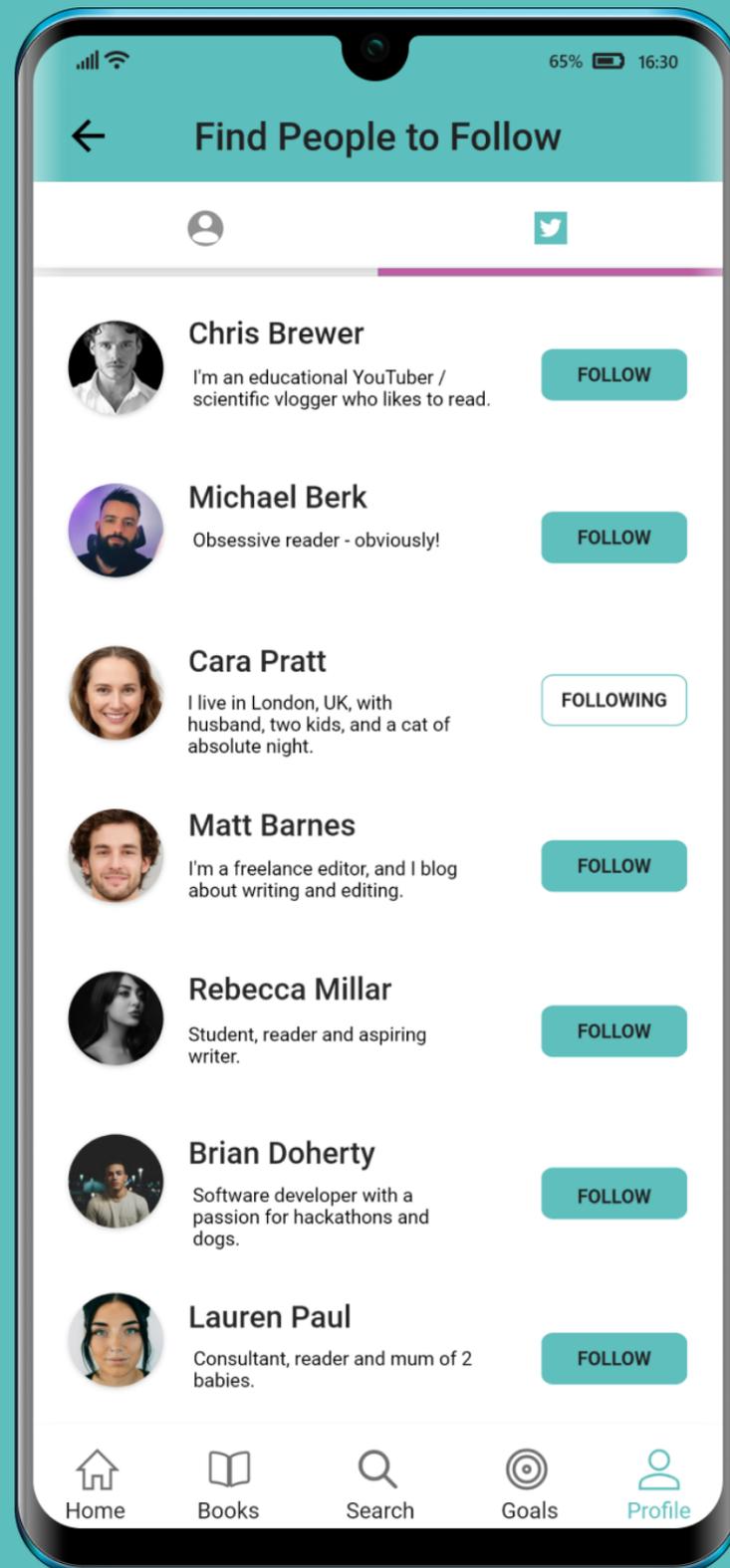
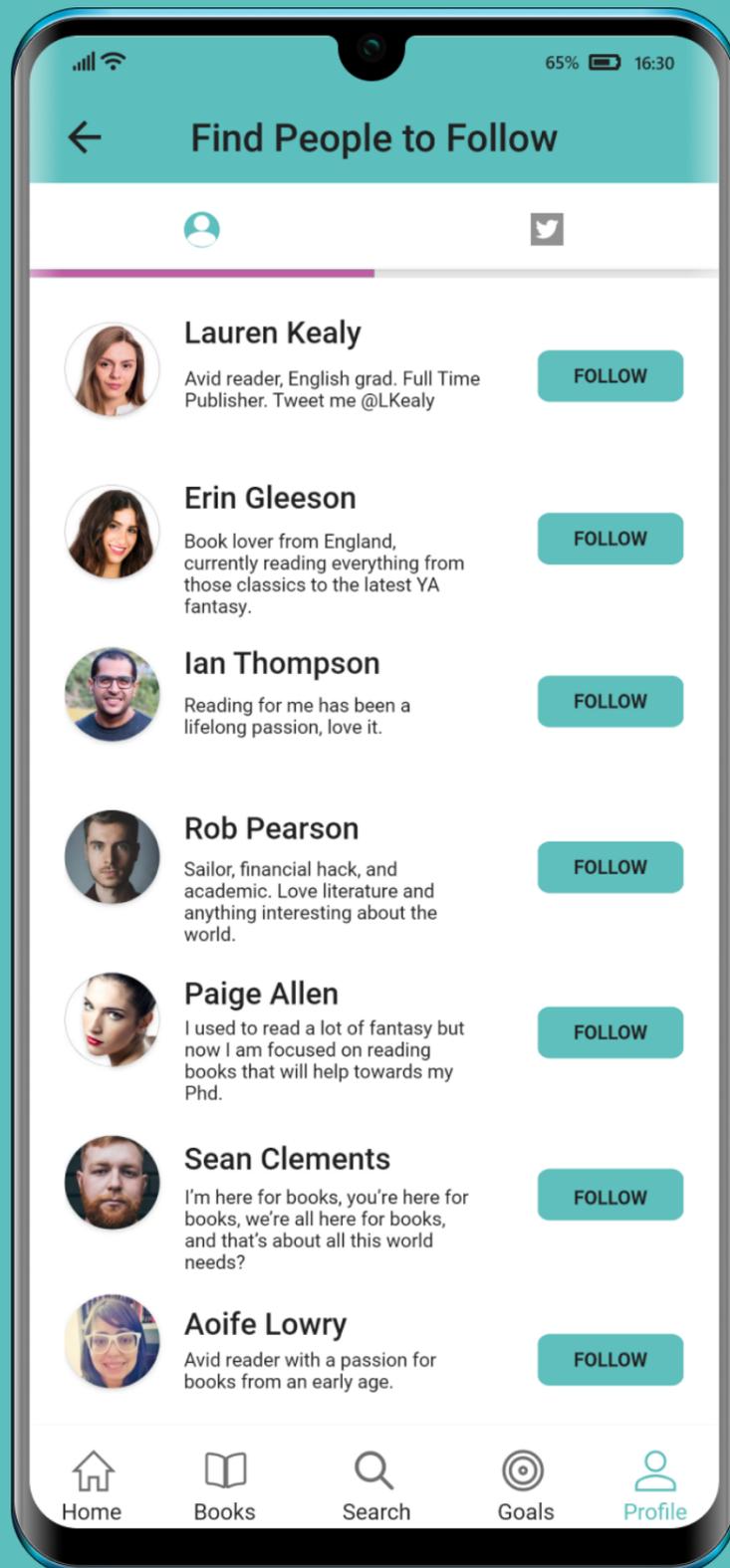
I revamped both the profile screen and Friends screen as they're important features of the app. Profiles are a place where users can go to see their recent activity, awards and their latest reviews.

I added the coloured top nav in the redesign. This helps incorporate the Bookmark colour scheme throughout the app. It also makes a massive difference in making the app easier to navigate with the back button button is more prominent.

Both the profile and friends screens have the same three icons on the top right. So, users can easily share their profile, edit their profile and also connect with more friends via their contacts and externally through connecting their Twitter accounts.



Find Followers Screens



The friends section has changed from my initial design. I removed some of the options for users to add friends to follow. I removed the 'Add by Facebook' and add by email options. As my research into effective UX design reiterated that giving users too many choices can overwhelm them and ruin their experience with the app, so now they only have two.

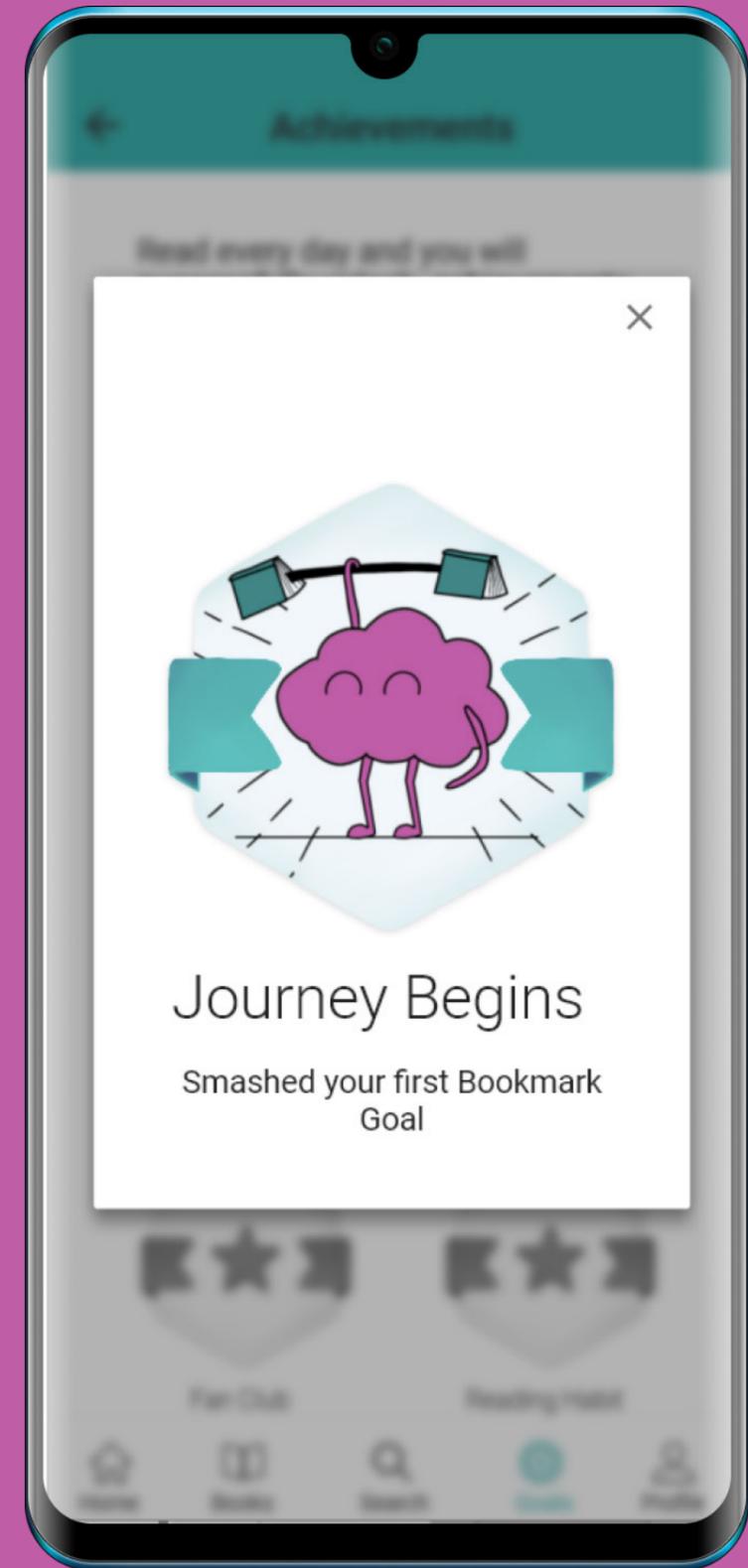
Now, users can find friend through their phone contacts and through linking their Twitter to their account. The redesign is simpler for users to find new followers and removes any issues they may have had with the initial design.

This new UI has also enabled me to add in more content on up to twelve friends profile photos, bios and large CTAs where users can immediately click to follow them in an instance.

Award Screen

I was able to redesign the award illustration for one of the achievements, and it looks great. However, due to time constraints, I didn't get finishing the other 7 unfortunately.

However, I hope that with the playful illustration conveying a key habit of how reading strengthens your memory and focus adds a lot of value to the overall UI and experience for users. I'd also planned to make this an effective use of my brands touchpoints through badges and stickers etc at the Degree Show.



Bookmark Relunched

