

Book Delivery App

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Project overview



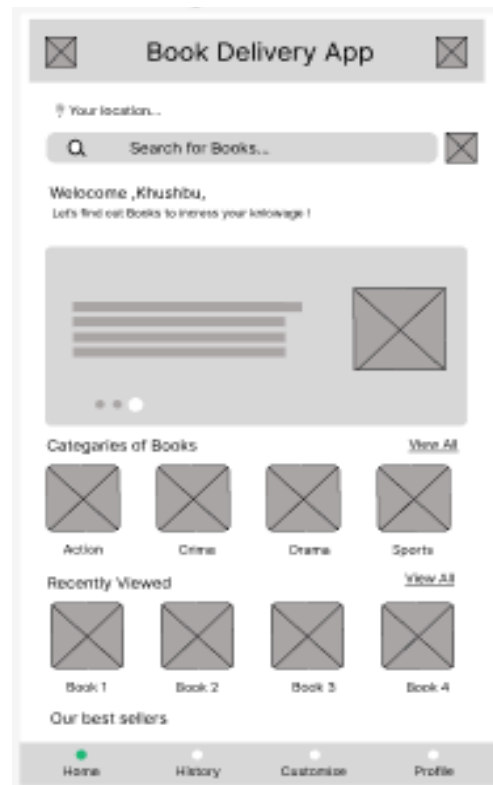
The product:

Book Delivery app is a local business that have an ordering a Book. so users with a streamlined ordering experience



Project duration:

2.5 Month



Project overview



The problem:

Booking app is a local business that does have an ordering app limiting the experience of Customers.



The goal:

Design a List and ordering app that can provide a better to choose a good book with best experience for the customers.

Project overview



My role:

UX designer, UX researcher, etc.



Responsibilities:

user research, wireframing, and prototyping

Understanding the user

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

User research: summary



My idea of the users started with those who simply wanted an app for ordering and viewing the number of books listed on app, however, through user research it quickly evolved to include users who needed a better ordering experience due to permanent, situational, or temporary disabilities

User research: pain points

1

Difficulty Ordering

Ordering in person can be difficult for many people for various reasons.

Having an app with an integrated ordering process will eliminate this pain point

2

Book Selection

Viewing the numbers of books can be a struggle for all users. Having to go around websites trying to find a picture for it only to see there are no descriptions. An app that contains the entire list in an organized fashion with descriptions heightens the experience

3

Time Consuming

Having to figure out all the details of ordering can be time consuming and tedious. Creating an app that has all the information in one place makes this process easier.

Persona: Aryan

Problem statement:

Aryan is a busy with studies who needs screen reader optimized and convenient ordering apps because she often runs short on time and has a visual impairment



Aryan

Age: 27

Education: Bachelors in Technology

Hometown: Jaipur, India

Family: Lives with his wife

Occupation: Backend Developer at a Startup

"I am working professional and I need my working space to be calm and radiate positive energy"

Goals

- To find a flower delivery subscription that provides safe delivery
- To check testimonials, real pictures of things he wants to buy online
- To buy exotic flowers and get them delivered to a friend on festivals

Frustrations

- "The flower leaves fold in transit and lose their fragrance"
- "Cannot find enough real pictures and variety"
- "Doesn't get flower delivery in less time"
- "Cannot find right flowers for a particular occasion"

Aryan works for a company as a backend engineer and lives with his wife. His and his wife are quite religious who pray to God on a regular basis. They always present flowers as a show of their devotion while praying. Aryan has an app subscription for flower delivery. Every day at 9:00 a.m., the app delivers flowers to his house. Some flowers are damaged and their petals fold during transport. He decided to change his subscription, but other apps didn't have any testimonials or real pictures. So he couldn't trust the quality and couldn't find the proper flowers.

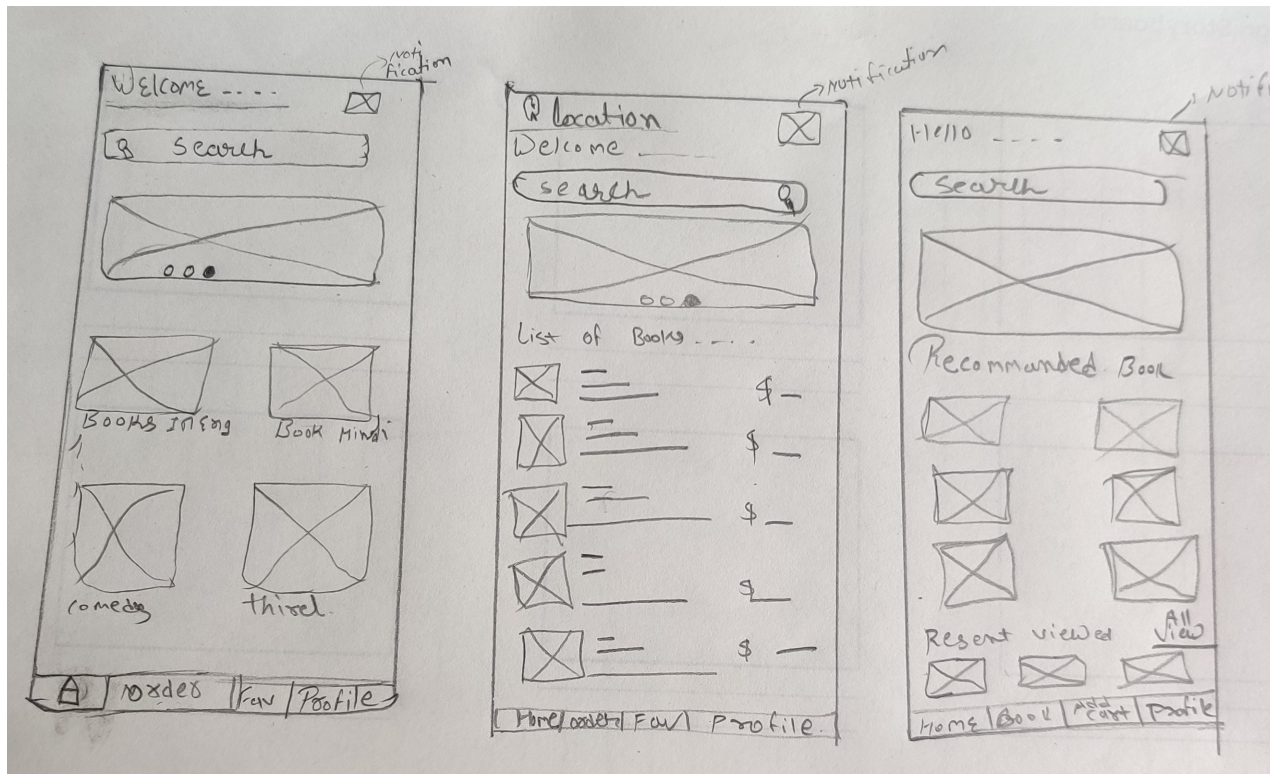
User journey map

Persona: Henry

Goal: Learn the context of artwork in interesting, stress-free way

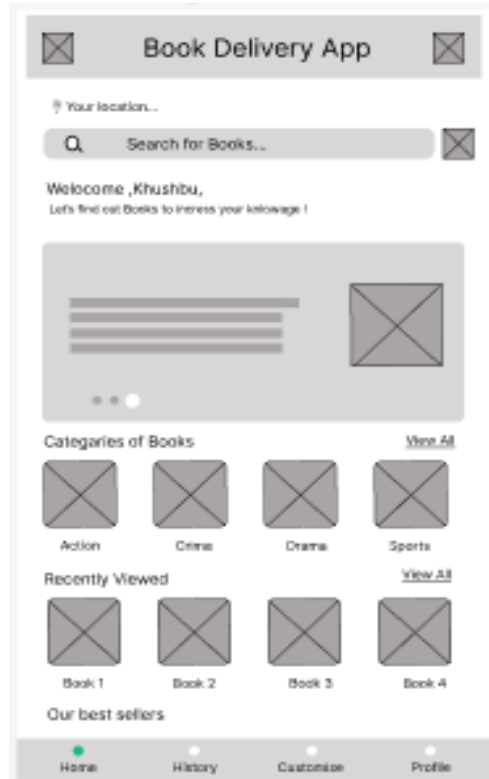
ACTION	Get App	Choosing exhibition	Visiting exhibition	Resting	See little bit the rest of exhibitions
TASK LIST	Tasks A. Connect to gallery wifi B. Download app C. Create optional account	Tasks A. Find menu of exhibitions B. Not sure which one to start	Tasks A. Enter the room B. Start to see the art C. Get engaged with what is presented	Tasks A. Have a break between exhibitions B. Charging phone C. Use the restroom	Tasks A. Check map to see where you need to go B. Learn about other exhibitions
FEELING ADJECTIVE	Worried about the size of app, logins and wifi connection	Excited about starting your visit Confused what matches with your interest	Confused whenever to start on right or left when entering Delighted by the art	Tired Worried about battery	Excited to see more Stressed by time
IMPROVEMENT OPPORTUNITIES	By gallery entrance and cashier, clear guidelines and info about the app. Option to create an account. For frequent visitors or those wanting to save learned info.	Have short description and key points for those not coming for a particular exhibition	All audio text has transcript. There is timeline showing the historical context of the artwork. Offer optional quiz to deepen gained knowledge.	Comfy seats in exhibitions rooms and also halls with plugs and charging station with various usb chargers. Clear signs for unisex restrooms with wheelchair access, also marked on app map and room signs..	All text shall be also in audio so Henry can listen about other exhibitions while resting. Easy orientation map. Offer quick guided option picking certain artwork to tell story.

Paper wireframes



Digital wireframes

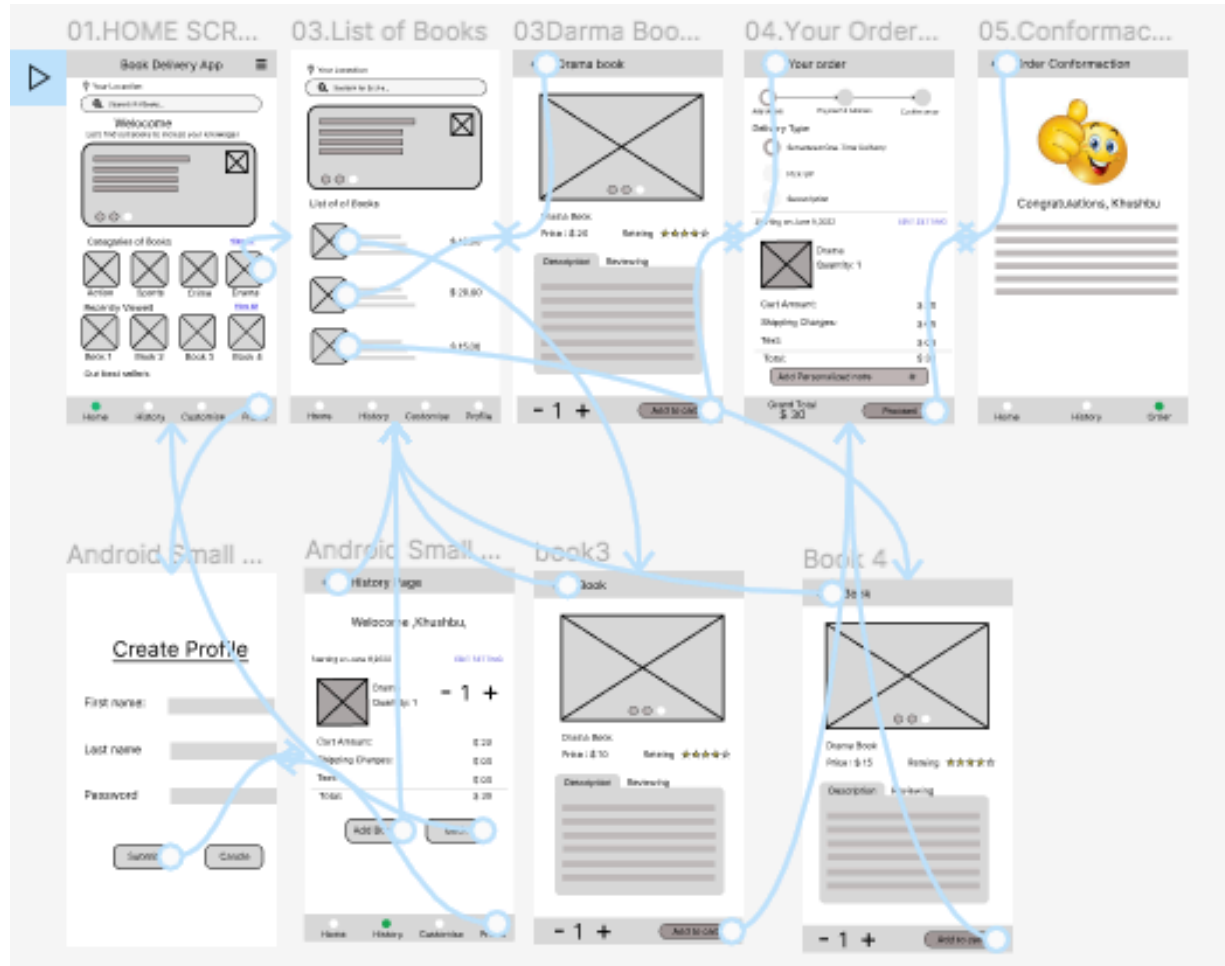
Description of
the element
and its benefit
to the user



Description of
the element
and its benefit
to the user



Low-fidelity prototype



Usability study: findings

Findings

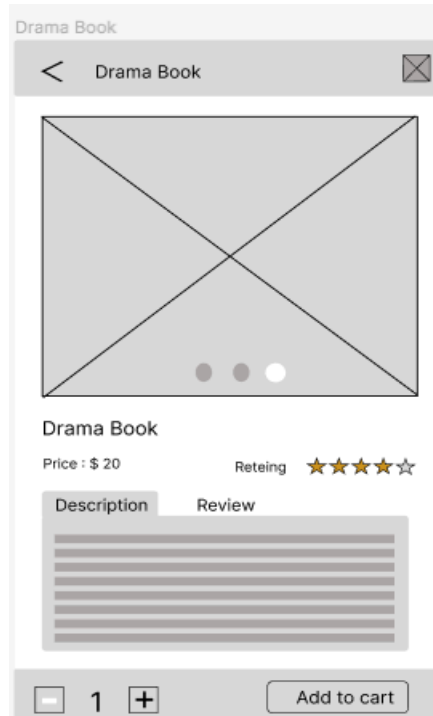
- 1 Users need to be able to navigate through the checkout process
- 2 Users want an option to add the same item again
- 3 Users want to navigate to the menu with ease

Refining the design

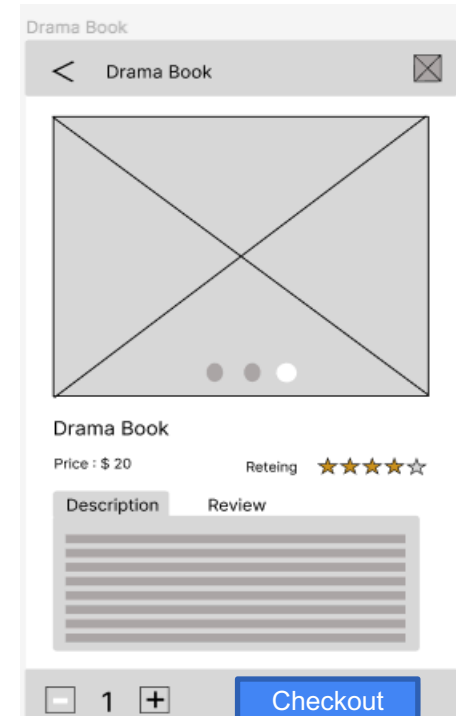
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

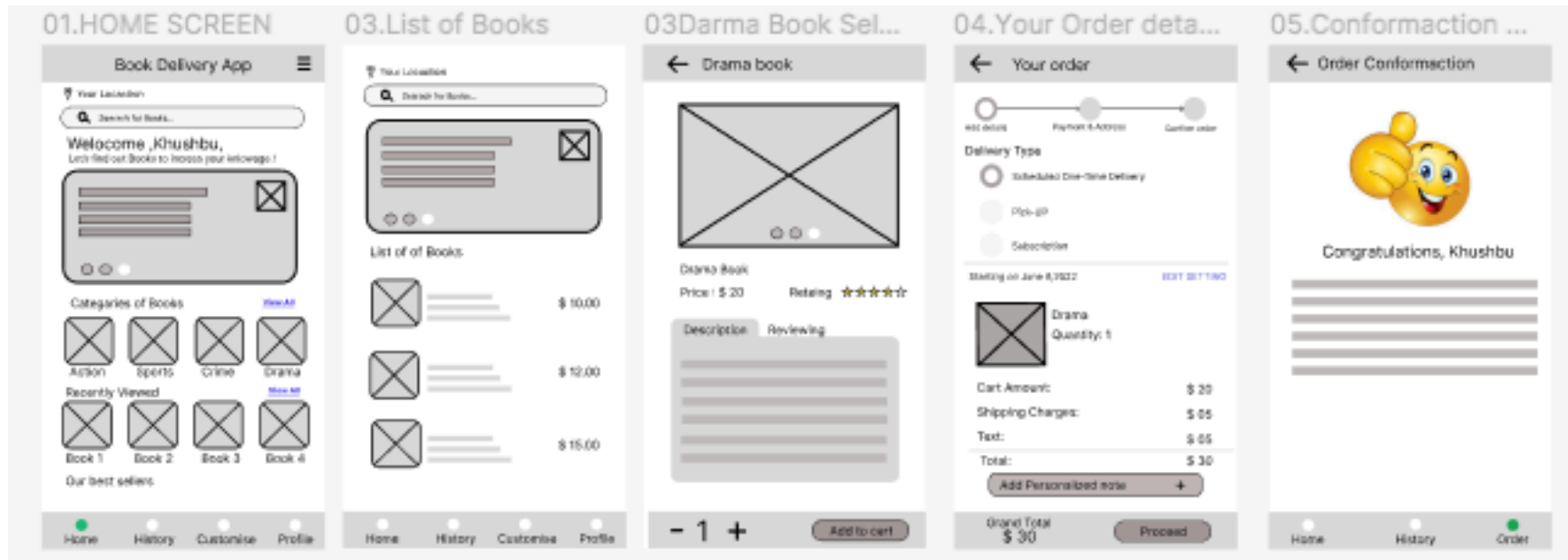
Before



After



Mockups



Accessibility considerations

1

Icons, pictures, and labels
for ease of use with
screen readers and
language barriers

2

Better
visualization

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This app makes it less likely for miscommunication and the process faster.



What I learned:

Throughout this project, I have learned many valuable skills as this was my first complete project. I learned how to utilize Figma, create wireframes, user research, empathizing with the user, usability studies, and prototyping

Next Step

1

Accessibility:

My next step would be to focus of the accessibility of this app for those with disabilities and to understand what features are beneficial or detrimental.

2

Ease of Use:

I would consider adding more features for ordering to make the process easier and faster.

3

Visuals:

Lastly, I would refine this project to improve this visual aspect of this app for a better user experience.

Thank you!