

PROJECT 02: USER INTERFACE PROCESS

UI/UX Design

8 IDEAS

User Interfaces

8 IDEAS

01. Interactive Library

Search for books by genre or author, check availability and reserve books, and receive recommendations based on your reading / listening preferences (from your library card).

Use: Exploring and borrowing books from a community library.

Screen: Kiosk, Computer?

05. Zoo Facts Dispenser

Dispense maps with marked points of interest, access detailed animal facts and exhibit information, navigate through the zoo, the screen shares facts about the animals.

Use: Exploring a zoo and learning about various animals and exhibits.

Screen: Map dispenser interface.

02. Blind Date with Book

Presents a selection of books wrapped in plain packaging, with only brief hints or genre descriptions visible on the screen. Users can select a book based on these limited details.

Use: Promote reading, and encourage adventurous book choices.

Screen: Vending machine screen.

06. Weather Station

Personal weather station that can be mounted to the wall and provide an hourly forecast visualization, share severe weather alerts, and allows users to change the location if needed.

Use: Purchasing freshly baked goods from a micro bakery vending machine.

Screen: Weather display.

03. Micro Bakery

Select and purchase bakery items from local micro bakeries, also where you can view nutritional information and ingredient lists, provide feedback on product quality.

Use: Purchasing freshly baked goods from a micro bakery vending machine.

Screen: Vending machine screen.

07. Subway Ticket Machine

A interface redesign to make ticket selection and payment options more time efficient and intuitive. A better, more clean, simple, and easy way to navigate in a crowded situation.

Use: A place to purchase tickets for public transport (subway).

Screen: Ticket screen.

04. Recipe Book

A curated collection of recipes with step-by-step instructions, ingredient lists, and cooking tips. Browse recipes by category, search for specific dishes, and save favorites for future reference.

Use: Assist home cooks in finding and following recipes

Screen: Counter top Display

08. Metronome & Tuner

A portable interface that allows users to adjust their tempo and beat settings, and also have precise pitch detection for tuning needs. The ability to stand up for proper viewing.

Use: Assist musicians with their timing, as well as tuning.

Screen: Small, can stand up, portable.

INITIAL APP RESEARCH

'Blind Date with a Book' and 'Metronome & Tuner'

Possible Mockups / Images • **Not Chosen**

Metronome & Tuner

Initial Brief

Metronome & Tuner

A portable interface that allows users to adjust their tempo and beat settings, and also have precise pitch detection for tuning needs. The ability to stand up for proper viewing.

Use: Assist musicians with their timing, as well as tuning.

Screen: Small, can stand up, portable.

Mockup Option 01



<https://stock.adobe.com/templates/tablet-mockup-on-concrete-background-with-shadows/536187757>

Mockup Option 01

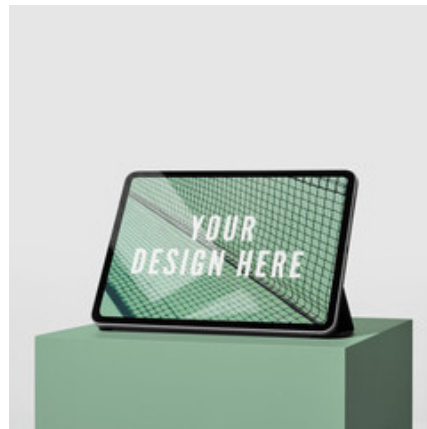


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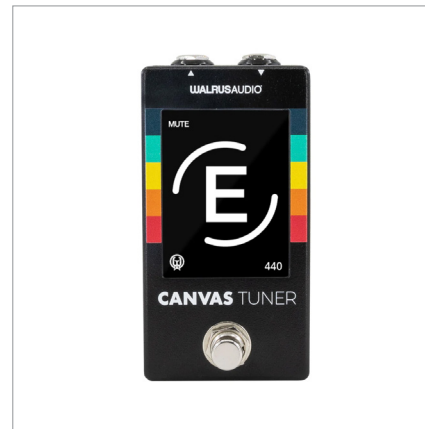
Mockup Option 02



https://zoomcorp.com/media/images/ZTM-1_Tuner2.original.png



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https://zoomcorp.com/media/original_images/ZTM-1_metronome.jpg.757x0_q80_crop_focal_area-1580%2C1040%2C2262%2C1899_size_canvas.jpg

Possible Mockups / Images • **Chosen!**

Blind Date with a Book

Initial Brief

Blind Date with a Book

Presents a selection of books wrapped in plain packaging, with only brief hints or genre descriptions visible on the screen. Users can select a book based on these limited details.

Use: Promote reading, and encourage adventurous book choices.

Screen: Vending machine screen.

Mockup Option 01



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Mockup Option 02



<https://stock.adobe.com/templates/front-view-vending-machine-mockup/651125808>



<https://stock.adobe.com/templates/font-and-back-view-of-digital-vending-machine-mockup/755524754>



<https://stock.adobe.com/templates/side-view-vending-machine-mockup/651131622>

Blind Date with a Book

Possible Features / Screens

Welcome Screen

- Introduces users to the Blind Date with a Book kiosk and sets the tone for a mysterious and exciting literary experience.

Main Page

- Displays a curated selection of brown paper 'wrapped' books, each with a teaser or intriguing phrase hinting at its contents.

Genre Selection

- Allows users to filter the book selection by genre preferences, ensuring they receive a blind date book that aligns with their reading interests.

Random

- A button that provides users with an absolutely random book.

Book Page

- Provides more details about the selected book, including a brief and vague description to pique curiosity. Users can choose to buy the book or add it to their cart for purchase.

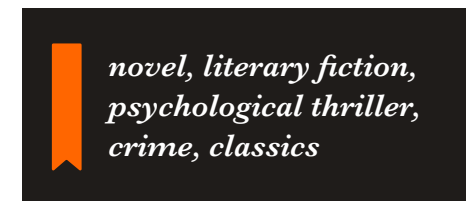
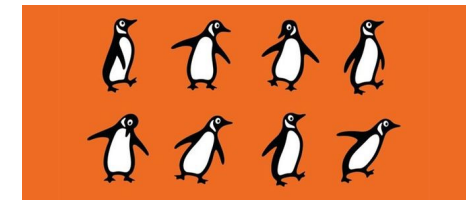
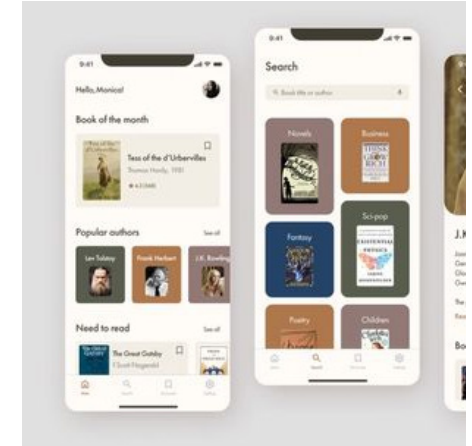
Pay Screen

- Facilitates the payment process for purchasing the selected book, ensuring a seamless transaction.

Possible Names

- Bookish Surprise
- Literary Mystery
- Page Turner
- Novel Exploration
- Literary Blind Date
- Enigmatic Reads
- Prose Paradox
- Mystery Tome Treasures
- Plot Twist Picks
- Covered / Wrapped
- Read Wrap
- Page Peek
- Blind Date with a Book

Moodboard



CREATIVE BRIEF

‘Blind Date with a Book’

CREATIVE BRIEF

Client

Penguin Random House is a renowned publishing house known for its diverse range of books spanning various genres and interests. The publishing company committed to bringing the best stories and authors to readers worldwide, from timeless classics to contemporary bestsellers. With a focus on innovation and creativity, **Penguin** continues to push the boundaries of storytelling and inspire readers of all ages.

Objectives & Priorities

The objective of the 'Blind Date with a Book' kiosk is to promote a sense of curiosity and excitement about reading by offering customers a unique and engaging experience. Priority is placed on providing an element of surprise and discovery, encouraging readers, new and old, to explore beyond familiar and typical genres or authors.

Target Audience

The target audience will be for any age of reader, **16-60**, who are either just starting their reading journey or book-obsessed collectors who are seeking something fresh perspectives or a bit of surprise for their next read.

Situational Analysis

People often gravitate towards familiar authors or genres when selecting books, limiting their exposure to new and diverse literature. With the rise of digital reading platforms, physical bookstores face the challenge of providing unique and immersive experiences to attract customers. This project aims to disrupt this pattern by offering readers an opportunity to step outside their comfort zones and discover hidden literary gems.

Call to Action

A clean, organized, typography-based, and intuitive interface that makes the functionality of every feature simple and helps users easily choose their book.

Competitors

- Amazon Books
- Kindle
- Barnes & Noble
- Book of the Month
- OwlCrate
- Scribd

Deliverables

- Fully designed interface.
- Figma prototype.
- Presentation sample for screens.

Mandatories

- Company logo.
- Brand specific formatting.

Measure of Success

Success will be measured by users and their interaction with the kiosk, and the number of books sold.

COMPETITIVE RESEARCH

Sellers, Publishers, Subscriptions

01.

Amazon Books

Publisher Description

Amazon Books is a subsidiary of Amazon, known for its vast selection of books available for purchase online. It offers both physical books and e-books, along with a range of other products.

Features

- Extensive selection of books in various genres.
- Personalized recommendations based on browsing and purchase history.
- Prime membership benefits, including access to Kindle Unlimited.
- Integration with Amazon's ecosystem, such as Goodreads for book reviews and recommendations.
- Convenience of online shopping with fast delivery options.

Thoughts

Amazon Books dominates the online book market with its unparalleled selection and convenience. Its Prime membership offers excellent value for avid readers, making it a formidable competitor in the industry.

02.

Kindle

Publisher Description

Kindle is Amazon's e-reader device and platform, allowing users to download and read e-books. It offers a wide range of digital books, newspapers, and magazines for purchase or subscription.

Features

- Lightweight and portable e-reader devices with long battery life.
- Vast library of e-books available for purchase, including bestsellers and exclusive titles.
- Adjustable font and screen brightness for personalized reading experience.
- Whispersync technology syncs reading progress across devices.
- Access to Kindle Unlimited subscription service for unlimited reading.

Thoughts

Kindle revolutionized the way people read by making e-books accessible and convenient. Its seamless integration with Amazon's ecosystem and extensive library make it a top choice for digital readers.

03.

Barnes & Noble

Publisher Description

Barnes and Noble is a prominent brick-and-mortar bookstore chain in the United States as well as a publisher, offering a wide selection of books, magazines, and other media. It also operates an online store and provides e-books through its Nook e-reader platform.

Features

- Expansive network of physical bookstores offering a browsing and shopping experience.
- Nook e-reader devices and platform for digital book purchases.
- Membership program with benefits like discounts on purchases and free express shipping.
- Curated selection of books and exclusive editions available in-store.
- In-store events and author signings to engage with the reading community.

Thoughts

Barnes and Noble provides a traditional bookstore experience with its physical locations, catering to readers who enjoy browsing shelves and discovering new titles. Its Nook platform competes with Kindle but has a smaller market share.

04.

Bloomsbury

Publisher Description

Bloomsbury Publishing is a leading independent publishing house, known for its diverse range of fiction, non-fiction, and academic titles. Bloomsbury has a rich history of publishing award-winning authors and bestsellers across various genres.

Features

- Diverse catalog of books catering to different audiences and interests.
- Commitment to publishing high-quality literature and supporting authors.
- Imprint divisions specializing in specific genres, such as Bloomsbury Children's Books and Bloomsbury Academic.
- Global presence with offices and distribution networks worldwide.
- Emphasis on innovation and digital publishing initiatives to adapt to changing market trends.

Thoughts

Bloomsbury Publishing is known for its literary excellence and commitment to fostering new talent. Its diverse catalog and global reach make it a strong competitor in the publishing industry.

05.

Book of the Month

Publisher Description

Book of the Month is a subscription-based service that curates a selection of new and noteworthy books each month. Subscribers choose one book from the selection to be delivered to their door, with additional books available for purchase at discounted prices.

Features

- Curated selection of new releases and debut authors chosen by a panel of judges and fellow readers.
- Flexibility to skip a month or roll over credits for future selections.
- Access to exclusive editions and early releases for members.
- Vibrant online community for book discussions and recommendations.
- Affordable pricing with no long-term commitment required.

Thoughts

Book of the Month offers a curated reading experience with a personal touch, making it a favorite among avid readers. Its focus on new releases and community engagement sets it apart in the subscription service market.

06.

OwlCrate

Publisher Description

OwlCrate is a subscription box service that delivers monthly curated boxes containing a newly released YA book and bookish goodies to subscribers' doorsteps. It aims to provide an immersive and enjoyable reading experience for young adult book enthusiasts.

Features

- Monthly themed boxes featuring a newly released YA book.
- Handpicked selections by book experts, including special editions.
- Community engagement through online forums, live author events, and exclusive content for subscribers.
- Customization options to tailor boxes to subscribers' reading preferences.
- Surprise elements and hidden Easter eggs in each box to surprise readers.

Thoughts

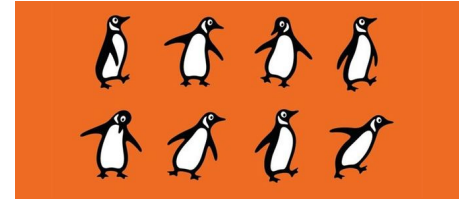
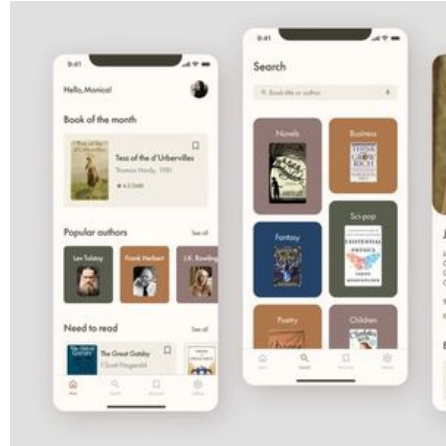
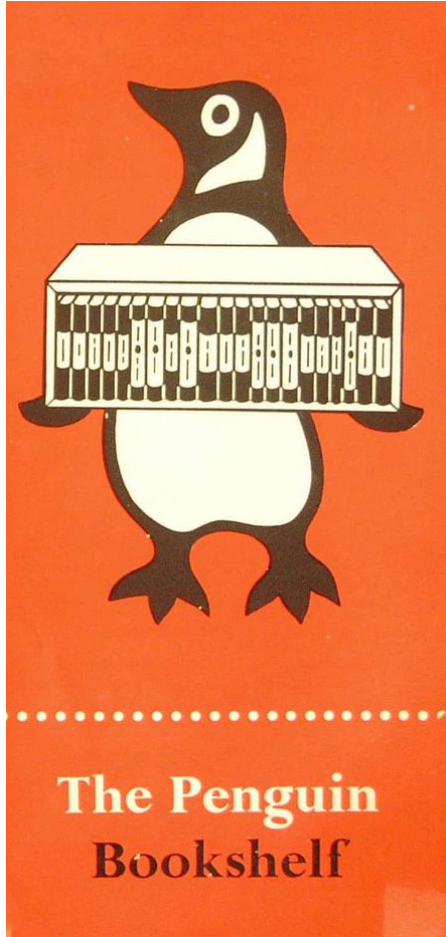
OwlCrate offers a unique and interactive way for YA book lovers to discover new titles and engage with their favorite authors and fandoms. Its themed boxes and exclusive merchandise create a sense of excitement and among subscribers, making it a standout in the subscription box market.

INTERFACE CONSIDERATIONS

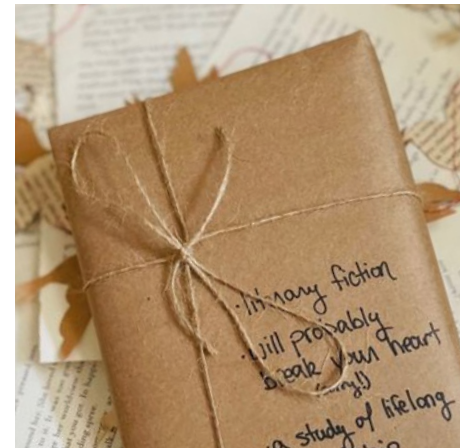
Inspiration, Color, Typography, Iconography, User Profile

INSPIRATION

Moodboard



*novel, literary fiction,
psychological thriller,
crime, classics*



02

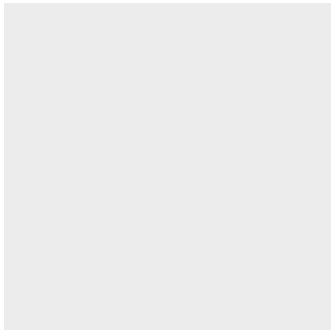
COLOR PALETTE

Soft White

Gray

Orange

Almost Black



ececec

236 236 236



bbbbbb

187 187 187



ff6600

255 102 0



1f1c19

31 28 25

TYPEFACES

Jost (Display)

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9
& @ \$ % [] ! ? *

Garamond (Body)

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9
& @ \$ % [] ! ? *

Hierarchy

Heading

Jost Bold

Heading

Subhead

Baskerville Bold Italic

*Maio cupatus undis semoluptam rento ium
volesci usanditatae od que moditas necatur aut
excest aut que sequi.*

Paragraph

Baskerville Regular

Maio cupatus undis semoluptam rento ium volescequi et
usanditatae od que moditas necatur aut exceat aut queus
sequi. Accust, et, ulla aute explant adionsequi vel eratisi
vidis adipit porit pedis velita prectiam quatiur sequeulla
et remperia duntio cuptraeae maximi, estio. Unt imusant
excepra et faccupt ationse excerum ulla aute moditas.

Caption

Jost Book

Mus simustiunt at vendebis quia quias nonse ad excerum,
que cones sin pra voleniat. Maio cupatus undis
semoluptam rento ium volesci usanditatae.

Button

Jost Regular

Collection

04

ICONOGRAPHY

General Icons



Bag



Books



Arrow

USER PROFILES

User 01

Age

- 24.

Do you like to read, if so, how often do you read?

- I read avidly, usually finishing 2-3 books per month.

Do you tend to stick to the same kinds of books or authors?

- I enjoy a variety of genres but tend to gravitate towards mystery and thriller novels.

Would you find a 'blind book' kiosk a fun way to help you take risks in your reading?

- Yes, I love the idea of discovering new authors and genres through blind book selections.

What feature(s) would you find helpful or a fun addition?

- I'd love it if I couldn't see the book until it comes out. It adds to the surprise and excitement!

User 02

Age

- 29.

Do you like to read, if so, how often do you read?

- I read often, finishing a few books every month or so!

Do you tend to stick to the same kinds of books or authors?

- I prefer literary fiction and historical novels, occasionally delving into non-fiction.

Would you find a 'blind book' kiosk a fun way to help you take risks in your reading?

- For sure, I am intrigued by the idea of trying something new and unexpected in my reading.

What feature(s) would you find helpful or a fun addition?

- I think having a genre selection would be helpful, so I can choose something in line with my tastes.

User 03

Age

- 21.

Do you like to read, if so, how often do you read?

- I read sporadically, depending on my mood and free time. I love to read, it just depends on my time.

Do you tend to stick to the same kinds of books or authors?

- I enjoy exploring different genres, from fantasy and science fiction to contemporary YA.

Would you find a 'blind book' kiosk a fun way to help you take risks in your reading?

- Oh, absolutely, I love the idea of discovering hidden gems and expanding my reading horizons.

What feature(s) would you find helpful or a fun addition?

- I think having a button that gives you a completely random book for a real sense of adventure would be exciting.

User 04

Age

- 26.

Do you like to read, if so, how often do you read?

- I am a big reader, devouring at least 1 book per week.

Do you tend to stick to the same kinds of books or authors?

- I really enjoy classic literature, biographies, and memoirs, but I am open to trying new genres.

Would you find a 'blind book' kiosk a fun way to help you take risks in your reading?

- For sure, I am trying to be on the lookout for unique reading experiences and fresh voices.

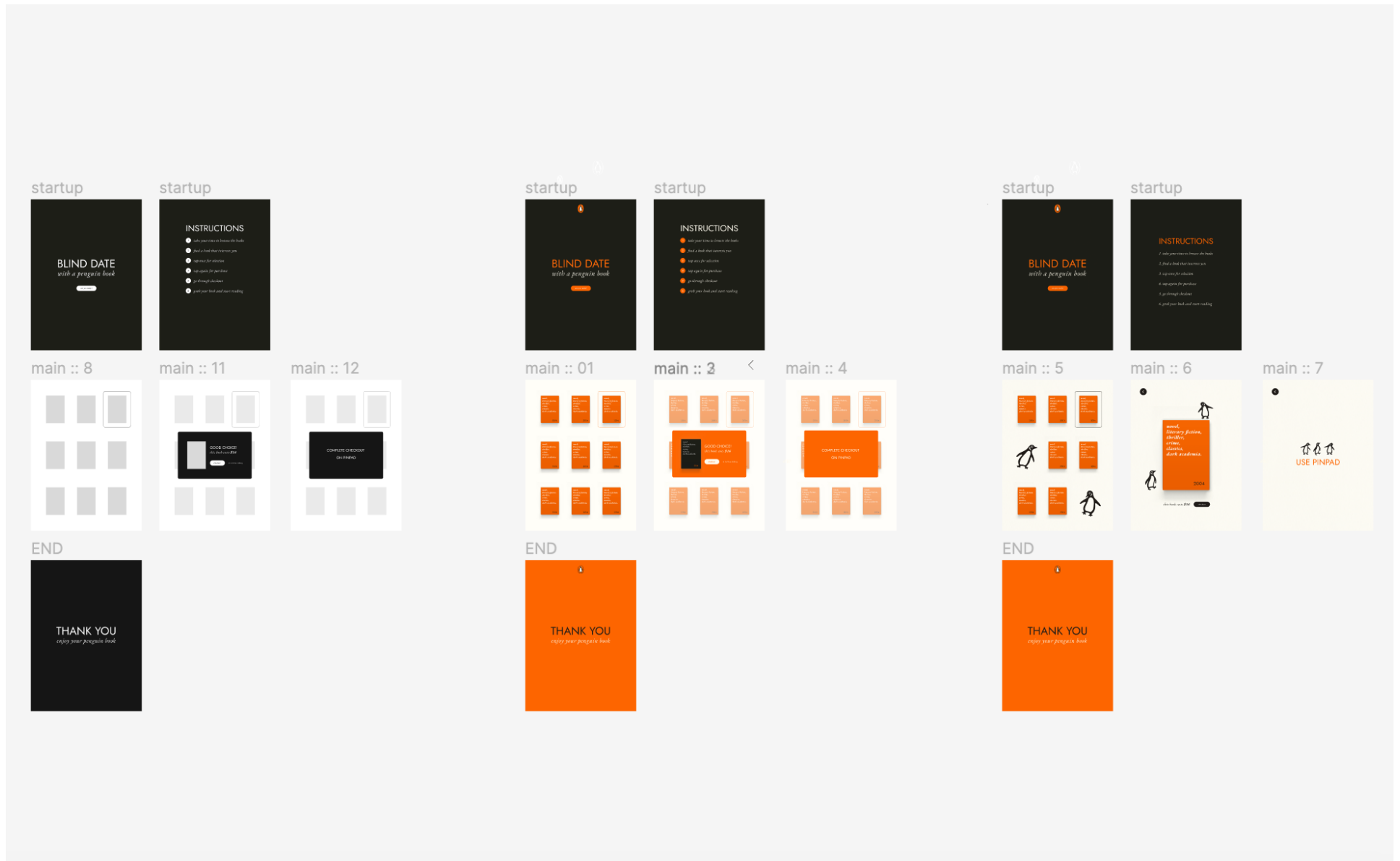
What feature(s) would you find helpful or a fun addition?

- I like the idea of each book giving some vague words, then revealing more when selected, keeping it mysterious.

INITIAL SCREENS

Wireframes

INITIAL FIGMA SCREENS



INITIAL FIGMA LINKS

File Link

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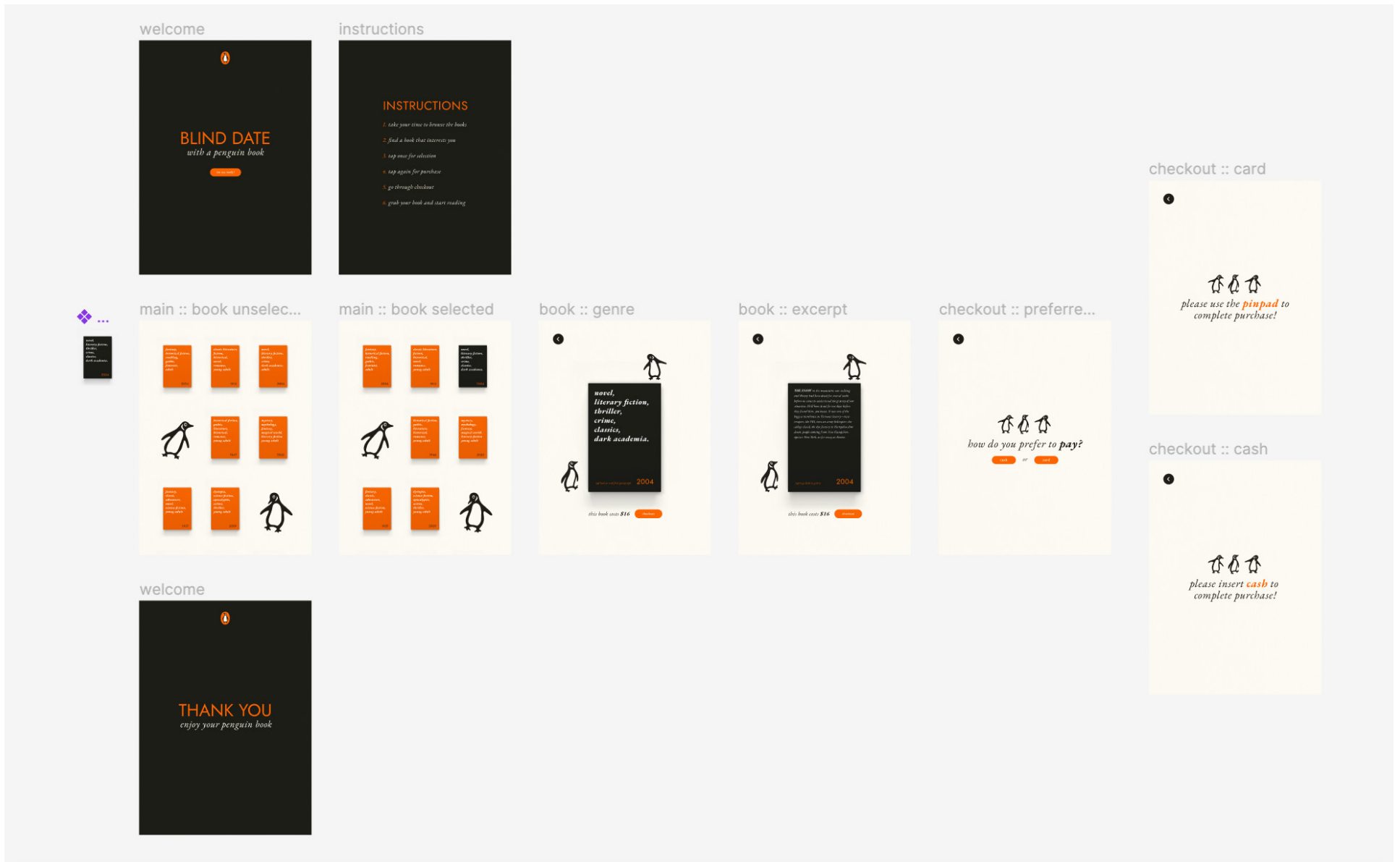
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FINAL SCREENS

Figma

FINAL FIGMA SCREENS



FINAL FIGMA LINKS

File Link

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Prototype Link

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THE END
Thank you!