UX Design for Digital Books

Creating Engaging Digital Reading Experiences

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Interaction Designer
Writer
What this presentation is not about:

🌸 Technical architecture and coding practices

🌸 Visual Design
What this presentation about:

✧ Strategy

✧ Bringing user experience processes to digital publishing
A spark.

Hugh McGuire
@hughmcguire

The distinction between “the internet” & “books” is totally totally arbitrary, and will disappear in 5 years. Start adjusting now.

Craig Mod
@craigm

"Let’s forget about traditional publishing timing. We now work in software. Let’s think about software timing." WHOA. #ypc2012
If digital books are essentially websites and applications -- if we are designing software -- then it follows that digital publishing stands to benefit from UX design methodologies.
What is UX Design?

✧ Understanding people and their relationship with computing

✧ Understanding creators and their relationship with their audience

✧ Designing based on both user and creator needs
Findable
Useable
Meaningful
Seamless
Beautiful
UX Design for the Web

- User Testing
  - Focus Groups
  - Surveys

- Technical Architecture
  - UI Design
  - Development

- Functional Requirements
- Technical Requirements

- Goals
- Metrics

- User Research
  - Contextual Inquiries
  - User Interviews

- Personas
- Process Flows
- Mental Models

- Sitemap
- Wireframes
- Prototypes
- Mood Boards
- Visual Design
UX is a Form of Narrative

Freytag, (Technique of the Drama, 1863)
A Hero’s Journey

Source: http://narrativestructures.wisc.edu/heros-journey
“Stories allow for the most complex of ideas to be effectively conveyed to a variety of people. This designed product/experience can then offer meaning and emotion for its users.”

<table>
<thead>
<tr>
<th>Narrative Feature</th>
<th>UX Deliverable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Characters</td>
<td>Personas</td>
</tr>
<tr>
<td>Setting</td>
<td>Mental Models</td>
</tr>
<tr>
<td>Plot</td>
<td>User Flows &amp; Scenarios</td>
</tr>
<tr>
<td>Tone &amp; Mood</td>
<td>Visual Mock-ups</td>
</tr>
</tbody>
</table>
Codex
“Bound”
“Print is a technology as much as desktop computers and tablets are technology. One of the qualities most natural to the user experience of print is the sense of potential completion, defined by the physical edges. It is a quality that is wholly unnatural to digital formats.”

Mod, Craig. “How magazines will be changed forever” Special to CNN (October 21, 2012)
Digital Book
“Unbound”
What is a “Digital Book”

Types:

Formats:
EPUB, MOBI, AZW, KF8, .ibooks, PDF, HTML5

Platforms:
Mobile, Desktop
Remediared

🔹 Mimesis
🔹 Skeuomorphism
Born Digital

✧ Unbound
✧ Segmented
✧ Augmented
✧ Adaptive
Hybrid
“Augmented Reading”

http://layar.com/
UX is a Holistic, Non-Linear Process

UX for Digital Books

User Testing
Focus Groups
Surveys

Mood Boards
Visual Design Mocks

Goals
Metrics

User Research
Contextual Inquiries
User Interviews

Functional Requirements
Technical Requirements

Personas
Process Flows
Mental Models

Table of Contents
Wireframes
Prototype
The Characters

- Author
- Editor
- **UX Designer**
- Graphic Designer
- Producer
- Developer
- Marketer
- Distributor
I feel like I am in a stock photo.

I suggest we stick with red.

Let's compromise on green.

But I prefer blue!

Things didn't go well in the design presentation....
Requirements: Project Goals
The writer thinks of...

✧ Audience

✧ Genre

✧ Narrative POV

✧ Success Metrics

Who am I writing for? What do I want them to get out of this experience?

Content Creator / Author
The designer thinks of...

✧ Business Goals

✧ Audience / Users

✧ Interactions & Features

✧ Success Metrics

Who am I designing for? What do I want them to get out of this experience?

Designer / Producer
A solid objective is:

✧ Easy to understand (avoid jargon)
✧ Distinct (avoid vague statements)
✧ Measureable (determine success using metrics)
Project Strategy
Strategy / Approach

✧ What are your goals for the project?

✧ Why is your project important?

✧ How will you determine whether it has been successful?

✧ What approach or methodology will the project follow?

✧ What are the major dates or milestones for your project?
Agile (Modular) Design

Release a single chapter, or section of a book, perform usability testing and user research, and then iterate as you learn more about what readers want and how they interact with your materials.
Perform User Research

✧ Run User Tests
✧ View Analytics
✧ Fix usability issues
✧ Improve and learn
✧ Iterate

UserTesting.com
Google Analytics
usabilla
crazyegg
Optimal Workshop tools for usability
Information Architecture
Card Sorting

Give users items printed on cards, and ask them to put them into groups that make sense to them.

Open sort:
Participants create their own categories / groups

Closed Sort:
Users group items into preselected categories
User Research: Content

http://www.optimalworkshop.com
NEW: OptimalSort now supports images, sort of. This new version of the interface is in BETA and is only available in English for now. Further support coming soon. Feedback gladly welcomed.

Cards

Each “card” should represent a piece of content (or functionality, but not both in one study) that can be grouped at a similar level of detail. Avoid words that lead people to a particular solution or represent the current structure.

Type each card on a new line, or copy and paste from a spreadsheet.

- Stuffed Veal Rolls
- Green Bean Casserole
- Cold Beef Cups
- Potatoes Anna
- Tiny Broiled Sausages
- Pomegranate with Yogurt
- Apples Stuffed with Sauerkraut
- Coleslaw
- Causcous
- Lemon Sponge Custard

Please note: Cards cannot be changed once a survey has been launched

card count: 16

- Require participants to sort all the cards before they can finish.
- Hide the card label on cards that have an image (text labels are required either way, for ease of analysis presentation)
- Randomize card order when presented to participants to reduce potential bias
- Show each participant [All | 1] card(s)

With a free OptimalSort account, you can run up to three simultaneous surveys with up to 30 cards and 10 participants per survey. Upgrade for more and larger projects or Learn More.
Your survey was saved successfully.

My Awesome Cookbook DRAFT

Survey address:
https://uxforbooks.optimalworkshop.com/optimalsort/cookbook

Card sort type
In an open card sort participants assign their own names to groups of related cards. In a closed card sort, you predetermine the category names and participants group the cards into those categories.

- OPEN (determines a new information architecture)
- CLOSED (for sorting items into known groups. Can be used to validate a proposed top level information architecture, although you should consider using Treejack for this)

Categories
- Require participants to name all their categories before they can finish.

Save  Duplicate  Delete
No changes to save
Interviews, Mental Models, Personas
Generative Interviews

Who should you interview?
✦ Roles
✦ Demographics
✦ Experience

Starting Points:
✦ “Tell me about...”
✦ “Explain your process...”
Mental Models

✧ Delineation of user tasks, thoughts and beliefs

✧ Use mental models to diagram user assumptions and processes
Mental Models

Steps a user takes to complete a task

Subtask

User Task

Features supporting the task
MAKE DINNER
<table>
<thead>
<tr>
<th>Acknowledge dietary restrictions</th>
<th>Light candles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go to store if necessary</td>
<td>Put on music</td>
</tr>
<tr>
<td>Feel confident in cooking ability</td>
<td>Find complementary beverage</td>
</tr>
<tr>
<td>Decide what items will go well together</td>
<td>Pre-heat oven</td>
</tr>
<tr>
<td>Look up recipes in cookbook</td>
<td>Choose pots and pans needed</td>
</tr>
<tr>
<td>See what's in the refrigerator</td>
<td>Prep ingredients</td>
</tr>
<tr>
<td>Search the internet</td>
<td>Set table</td>
</tr>
<tr>
<td>Pick ingredients</td>
<td>Choose Recipe</td>
</tr>
<tr>
<td>Choose Recipe</td>
<td>Prepare Meal</td>
</tr>
<tr>
<td>Prepare Meal</td>
<td>Eat Meal</td>
</tr>
<tr>
<td>Pick ingredients</td>
<td>Choose Recipe</td>
</tr>
<tr>
<td>------------------</td>
<td>--------------</td>
</tr>
<tr>
<td><strong>MAKE DINNER</strong></td>
<td></td>
</tr>
<tr>
<td>Global Search</td>
<td>Index of Ingredients</td>
</tr>
<tr>
<td>Categorized Table of Contents</td>
<td>Step-by-step instructions</td>
</tr>
</tbody>
</table>
User Research: Narrative

Does the organization of content match your users’ mental models?
**Task 1 of 1**

You just received your CSA box and find a vegetable you’ve never tried before: fennel. You have no idea how to cook it. How would you find a recipe for it in "My Awesome Cookbook"?

- **Home**
  - Breakfast
  - Lunch
  - Dinner
Task 1 of 1
You just received your CSA box and find a vegetable you've never tried before: fennel. You have no idea how to cook it. How would you find a recipe for it in "My Awesome Cookbook"?

Home
Dinner
Sides
Vegetables
I'd find it here
Who is your target user?

How will they use your product and in what context?

What basic assumptions do they bring with them?

What are their goals?
How would <this user> perform <this task>?

What is <this user> going to look for in <this situation>?

<table>
<thead>
<tr>
<th>Name</th>
<th>Joe</th>
</tr>
</thead>
<tbody>
<tr>
<td>User Type</td>
<td>Average</td>
</tr>
<tr>
<td>Age</td>
<td>32</td>
</tr>
<tr>
<td>Education</td>
<td>MBA</td>
</tr>
<tr>
<td>Technical Expertise</td>
<td>Loves his iPhone and Mac, reads books on his Kindle, interested in getting an iPad but not sure if it's for him.</td>
</tr>
<tr>
<td>Gear</td>
<td>iPhone 4S, Macbook, Olympus TG-1, Ultralight Camping Gear</td>
</tr>
<tr>
<td>Motivations &amp; Aspirations</td>
<td>Joe was a college athlete who had to retire when he injured himself in a football game. For the past 5 years he's eaten poorly and wants to change. He recently joined CrossFit and has heard great things about the Paleo diet.</td>
</tr>
</tbody>
</table>
| Goals | 1. To lose weight  
2. To become a better cook (not eat out so much)  
3. To eat more vegetables  
4. To go gluten free |
Wireframes, Prototypes
Wireframes & Prototypes

A blueprint of the structure and interaction of your book.

A “Visual Content Inventory”
Wireframing Methods

• “Napkin” method
• Whiteboard
• Clickable Wireframes:
  — Balsamiq
  — Omnigraffle
  — Keynote
• Interactive Prototypes
  — Axure
  — Justinmind Protyper
Wireframes & Prototypes

BREAKFAST

My Awesome Bacon Recipe

Ingredients:
- Ribeye
- Chicken
- Cow
- Turkey
- Ham Hock

Directions:
Task 2: You want more information about a particular ingredient, how do you find it?

Clicks: 4
Skips: 0
Average time taken: 1

Ingredients:
- 1 cup grated Parmesan cheese
- 1 cup bacon bits
- 1 ½ sprigs fresh rosemary, needles removed and finely chopped
- 1 pound 6 ½ ounces all-purpose flour
- 1 ½ ounces baking powder
- ¼ ounce fine sea salt
- 5 ½ ounces sugar
- 2 ¼ cups plus 3 tablespoons heavy cream

Instructions:
1. Use a digital scale to weigh the dry ingredients.
2. Combine all of the ingredients except the heavy cream in a stand mixer fitted with a paddle attachment and mix until just combined. With the mixer on low speed, slowly pour in all but the last 3 tablespoons of heavy cream and continue mixing until the dough is fully integrated.
3. Roll the dough into a sheet ½ inch thick, then chill in the refrigerator.
4. Heat the oven to 325 °F. Cut the chilled dough into roughly two dozen equal pieces, brush with the remaining cream, and bake until golden.
Do the design choices you make work for the message you want to convey, and the experience you want to provide?
Visual Design

[Diagram showing layers of design: Aesthetics, Components, Narrative, Content, Strategy]
Design is Visual Rhetoric

Visual Rhetoric:
A form of communication that uses images to create meaning or construct an argument.
Clear App

http://www.realmacsoftware.com/clear/
Aesthetics matter: attractive things work better.

- Don Norman
THE BETTER BACON BOOK
MAKE, COOK, AND EAT YOUR WAY TO CURED PORK GREATNESS
Tap to go back

Tap to find a page number or any word within the book.

Swipe to move between chapters, cards, and content.

Scrub up and down the Spine to jump between cards in this chapter.
VIDEO
REJECTING THE BACON CRAZE
0:33

Bacon doesn’t need the forced applause. It’s been revered for centuries, a staple of North American cooking since pigs first landed on the continent some 600 years ago, enriching the diets of poor folk and gentry alike. “I had rather be shut up in a very modest cottage,” wrote Thomas Jefferson, “with my books, my family and a few old friends, dining on simple bacon, and letting the world roll on as it liked, than to occupy the most splendid post, which any human power can give.” Powerful stuff, bacon.
**Slab Bacon**

A block of cured (and often smoked) bacon that hasn’t been sliced. Buying slabs of bacon instead of slices lets you determine the dimensions of

<table>
<thead>
<tr>
<th>2 pounds</th>
<th>slab bacon</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 quart</td>
<td>chicken stock</td>
</tr>
<tr>
<td>1 cup plus 2 tablespoons</td>
<td>maple syrup</td>
</tr>
</tbody>
</table>

**INSTRUCTIONS**

1. Heat the oven to 350 °F. Place the bacon in a pan or baking dish just large enough to hold it. Combine the chicken stock and 1 cup of maple syrup in a saucepan, bring to a boil, and pour over the slab of bacon so that it comes about ¾ of the way up the sides of the meat. Cover the pan with aluminum foil or a tight-fitting lid, and bake in the oven for three hours.

2. Remove the pan from the oven and let the bacon cool in the braising liquid. Take the bacon out of the pan, wrap it in plastic, and refrigerate overnight or up to a week.
UX is Narrative

UX Design is Holistic

Design is Visual Rhetoric
Thank you!

Comments, Questions?
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