

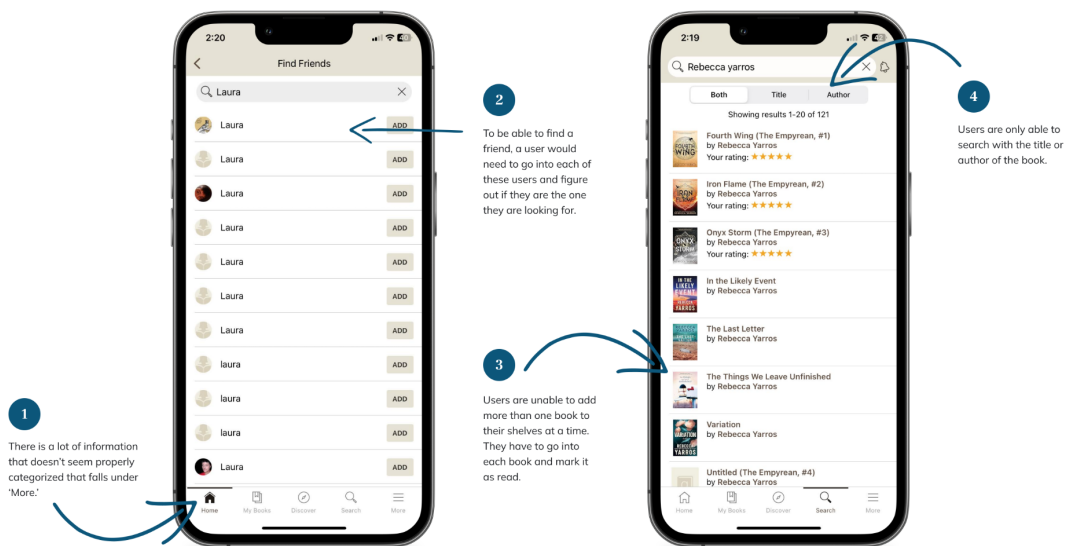
6 Interaction Design (hg410)

Goodreads is a social app for book lovers. It allows users to track their reading progress, shelve books into different categories, share reviews and interact with other users. Users have been sharing negative feedback of the app in various mediums, including app reviews and social media. An in-lab user study was conducted where the participants were asked to undertake three primary tasks on the Goodreads website:

- **Task 1:** Participants created an account and were asked to find a book they would personally enjoy, aiming to understand how first-time users navigate the site.
- **Task 2:** Participants completed mini-challenges, which involved using different Goodreads functions such as ‘Similar Books’, ‘Favorite Genres’, ‘Explore’, ‘Lists’, and ‘Community’, to better understand the site’s various sections.
- **Task 3:** Participants used the platform to find a book recommendation for a friend’s birthday, helping to analyze the platform’s social and recommendation features.

(a) Considering the tasks above, identify 3 goals for this user study and the corresponding data that you will be collecting/recording from the users, and which metrics you will use to analyse this data. Provide your answer as a 3x3 table format for clarity and legibility. [6 marks]

(b) Identify two distinct methods to analyze the results of this user study on Goodreads, and explain how you will use these methods for data analysis. [4 marks]



(c) An analysis of users feedback for GoodReads mobile app identified a variety of areas for improvement, as shown in the figure above and listed below.

1. There is a lot of information that doesn't seem properly categorized that falls under 'More'.
2. To be able to find a friend, a user would need to go into each of these users and figure out if they are the one they are looking for.
3. Users are unable to add more than one book to their shelves at a time. They have to go into each book and mark it as read.
4. Users are only able to search with the title or author of the book.

Considering the four issues identified above, create the illustration of a user journey map, and map the user journey from discovery to retention and highlight key pain points experienced by users at different stages. [2 marks]

(d) Considering the two screens provided and the four issues identified above in (c), re-design two screens by utilising the various design principles and guidelines you learned in the lectures to address at least two of the four issues. For each screen redesigned, indicate clearly which principle or guideline you used and how. [8 marks]