What is the behavior(s) you are trying to capture? What are your users physically doing?

Reading
Exploring
Playing Games
Creating exploratory interactions might need to be exhaustive

The success of a story is content driven.

Different users have different expectations and preferences for how they experience and read stories.

My project will focus on controlling progress (back, forth, and pause) and allow the creator to control how images and words appear, move/ animate.

Staff recommendations and popularity will help weed out bad stories. Social media can be helpful in popularizing a story and getting recognition.

Create story descriptions that allow users to know what they’re getting into. Story snippets and previews can also show users what they’re in for.
Create a meaningful digital first reading experience driven by good story telling rather than gimmicks.

Something visually unique but in service to the story.

Allow users to explore and interact within a story rather than acting as a passive observer.

How will this be a successful user experience?
- find good stories to present or present classics in a new way that serves to enhance the reading experience.
How will this be a successful design? A visually unique reading experience is deserving of a visually unique site. The design will need to reflect the fun and immersive world that the reading experience is trying to create.
Who will use this? How will they use it? How if at all, will it change their behavior or the behavior of whomever is around them? What is the need for this? What do they currently do?

Fans of fiction (traditional and non-traditional narratives, graphic novels/comics, fantasy and science fiction, story driven games) will be using this application.

It’s meant to challenge the perception of what it means to be a “book” and allow creators (authors, artists, designers and developers) to think differently about how a story can be told. Also, present readers with a different type of reading experience.

Currently people are still bucketing text-based stories from visual story telling (comics) and other media (videos and audio). The app is meant to show that great stories can merge them together and blur the differences in how each is used to tell a story.
Where will you find this UI?

On the internet. It’s meant to be a fairly device agnostic platform that allows anyone to access the material without the problems of being locked in by well established companies (Amazon, Apple, etc).

It can be something people can share and link to on social media and allow it to be popularized.
Research

Screen Size

What are the screen size(s) for this?
1024X768+ (Desktop) and 2048X1536 (iPad Air 2 Retina)
**Research**

**Persona 1**

Create a set of three personas* for different users.

Scott

<table>
<thead>
<tr>
<th>AGE</th>
<th>Hobby</th>
<th>Familiarity with Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-28</td>
<td>Playing video games, watching movies, reading sci-fi novels</td>
<td>High</td>
</tr>
<tr>
<td>Favorite Book</td>
<td>Favorite Video Game</td>
<td>Favorite Movie</td>
</tr>
<tr>
<td>Dune</td>
<td>The Last of Us</td>
<td>Shaun of the Dead</td>
</tr>
</tbody>
</table>

Scott is the bridging persona because there’s a lot things about him that seems characteristic of a comic book/graphic novel fan but hasn’t quite made the jump. He’s familiar with technology and a lot of ‘nerd culture’ and has thought about reading comics but can’t seem to get into it. There are a few graphic novels that have sparked his interest but has yet to find a series or book that really grabs his attention.

*Personas are fictional characters created to represent the different user types that might use your site, brand, or product.
Create a set of three personas for different users.

### Jeff

<table>
<thead>
<tr>
<th>AGE</th>
<th>Hobby</th>
<th>Familiarity with Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>29-37</td>
<td>Drinking beer from microbreweries, watching movies, and reading comics</td>
<td>High</td>
</tr>
</tbody>
</table>

**Favorite Book**: The Lord of the Rings  
**Favorite Video Game**: Knights of the Old Republic II  
**Favorite Movie**: Empire Strikes Back

Jeff is in many ways your typical comic book geek and sci-fi nerd. He’s a firm believer that Han shot first and that Picard is better than Kirk. The difference is that he is not the stereotypically play games all day in his mom’s basement. He’s a working professional that has refined his palate since his college years but still reads comics—digital and print—and actively looks for new and interesting stories, games, and movies. He has the money to spend buying and collecting but at the same time he doesn’t like wasting it on needless things. If it’s not immediately engaging and fun, he’ll drop it.
Create a set of three personas for different users.

Felicity

AGE
24-30~

Favorite Book
Harry Potter books

Familiarity with Technology
Medium/High

Hobby
Knitting, reading books and painting

Favorite Video Game
Candy Crush

Favorite Movie
Snowpiercer

Felicity is not a comic book nerd or a ‘fangirl’ but she is familiar with ‘nerd culture’ and will watch movies or television shows based on comic books. She’s a fan of traditional written text-based novels and enjoys some sci-fi and fantasy novels. She still prefers traditional print but does own a Kobo and iPad for eBooks. She’s not much of a gamer but will play games on her iPad or iPhone. She enjoys anything with a good story and willing to try anything once. She keeps up with the latest tech and researches for the best product but isn’t obsessed with buying every new device out there.
Write a scenario that describes what a user would do with the app. This scenario will then be used to create user flow and app screens. Use simple directions.

Jeff likes to read comics and will browse around twice a week for new titles.
1. He goes to his (r)ebook app to look for new titles or deals.
2. He notices a new story by a writer that he had read previously.
3. He looks at costumer reviews in the (r)ebook app and reviews on the web.
4. He sees that the book has good reviews in the app and on the comic book blogs he visits and decides to purchase it.
5. He buys the first issue to test it out. He’s not a huge fan yet but likes it enough to buy the next couple of issues.
Create a user flow for one of your personas.
Experience

What type of experience do you want to provide for your user?

This app is meant to do what all stories do—entertain the reader. But what will set it apart is the new and different presentation and interactions missing in standard ebooks and traditional print. Users need to have fun and feel like there’s a lot out there to explore, preview and read. Users need to leave happy and excited for the next issue or new series.
Utilize the ‘Experience’ page (slide #13 of this document) and create a formal collage of two polar opposites. What will the overall ‘feeling’ be? Remove the ‘content and the users.’ E.g., if you were going to have a dinner party, would your home be organized? What would that feel like? Would it be cozy? How would you make it that? Take this feeling and apply it to the container/framework of your UI. What is the design shell? Don’t design it yet, just create a collage of what it could look like. Is it angry? Then create a collage of anger, using formal elements (e.g., sharp lines, tension in composition). Then contrast that for your second collage. Create a collage that communicates happy, again using the same principles of form and composition.

Do not use images or words (i.e., photographs or found imagery). Examples from Dondis (p.97 below).