



Redesign Proposal for the **The StoryGraph** Mobile App

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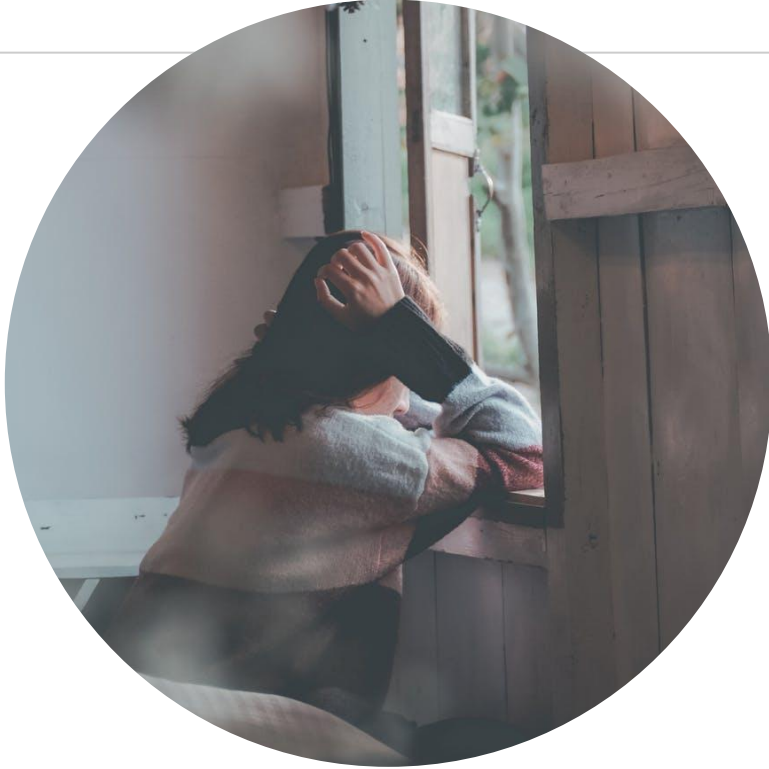


What should young people do with their lives today? Many things, obviously. But the most daring thing is to create **stable communities** in which the terrible disease of loneliness can be cured.

Kurt Vonnegut



“



Unstable communities are now the norm because COVID-19 has created a **loneliness epidemic.**

“I try to maintain friendships but it’s difficult while trying to keep myself safe from the virus. The community I used to have has seemingly disappeared. It makes me sad and lonely.”

The data tells the same story...

36%

of Americans report feeling “serious loneliness” in the wake of the pandemic

61%

of these respondents are between the ages of 18 and 25 years old





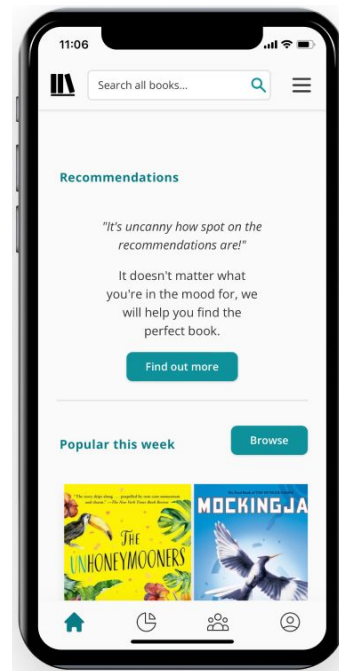
The StoryGraph Current State

UX Design

A Heuristic Evaluation uncovered the following usability issues: a lack of flexibility and efficiency of use, limited user control and freedom, and insufficient user help and documentation.

Functionality

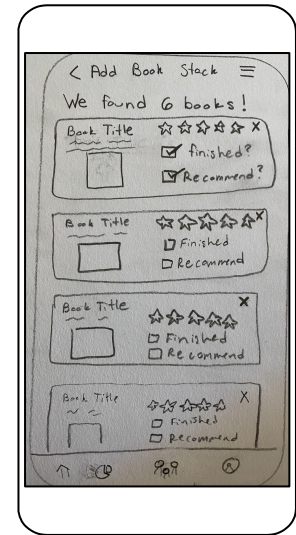
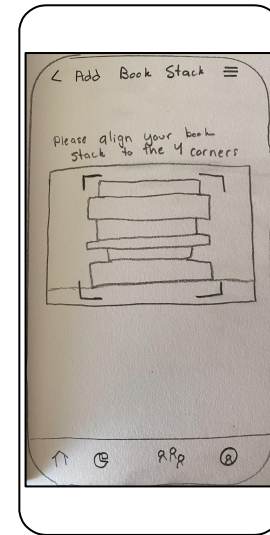
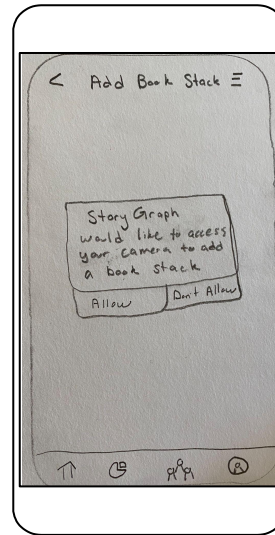
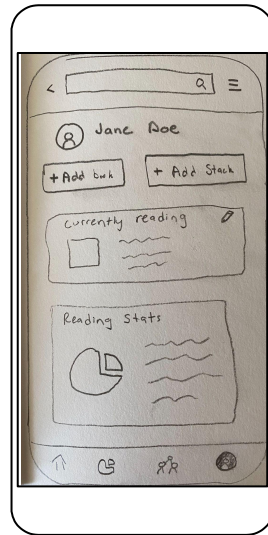
The app lacks a robust set of community features. By adding features like annual reading challenges, book clubs, reading activity feeds, and shareable bookshelves, we can build a community for book lovers and improve the overall social wellbeing of The StoryGraph's users.





Solution Proposals

1. Add the ability to add books to the top of the user page to increase discovery.
2. Ease the cognitive load of adding books by leveraging the user's camera.

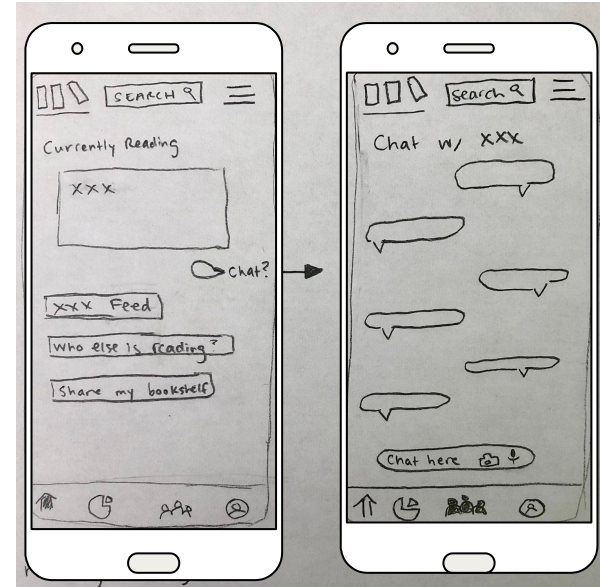




Solution Proposals

Additional Community Features allow the user to:

- Scroll through an activity feed
- See who else is reading the same book as them
- Share their bookshelf with someone
- Chat with another user reading the same book as them





Redesign Benefits

- Social Wellbeing
 - A normally solitary activity, which people can do regardless of COVID restrictions, becomes a tool to combat loneliness by:
 - Improving social wellbeing
 - Creating stable communities of like-minded readers
 - Creating various channels of social interaction
- Product Perspective
 - Increased user retention
 - Engaged new users create accounts at The StoryGraph instead of their direct competitor, Goodreads, where 90 million registered users currently flock
 - Improved position in the overall books app market (currently at #52)