

BookClub

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WHAT WAS OUR CREATIVE CHALLENGE?

We wanted to understand when and how (in which format) young people aged 18-25 read because reading is an important skill to develop and maintain throughout life. We think that young people may feel they do not have enough time to read and want to explore why this is. Additionally, we want to help young people feel empowered and able to read on a regular basis.

INTERVIEW QUESTIONS

1. How often do you read?
2. How do you decide when to read?
3. Please describe your most recent experience of reading.
 - a. What were you reading?
 - b. Where were you?
 - c. How long did you read for?
4. Where do you read? What time of day do you read?
5. What format do you prefer for reading?
 - a. Do you use a physical book, a digital book, a magazine, a newspaper?
6. Why do you read?
7. What do you like to read? What do you read most often?
8. How do you decide what to read?
9. How do you feel about reading in general?
10. How do you feel about how much or how frequently you read?
11. What could make your reading experience better?
12. Anything else?



INSIGHTS FROM CLASSMATE INTERVIEWS

INSIGHT 1

Preference for physical books, but find digital solutions (ebooks and audiobooks) more easily accessible (practical, cheaper or free, convenient)

INSIGHT 2

Majority (8/10) wished they read more

INSIGHT 3

Tend to read more (for fun) in the summer and during school breaks

INSIGHT 4

Don't "have time" to read during the school semester due to the time taken up by classwork

INSIGHT 5

Report having read more consistently and a greater number of books in high school than college

INSIGHT 6

Reading in bed is the most commonly reported place where people read

INSIGHTS FROM BAU STUDENT INTERVIEWS

INSIGHT 1

5/10 students report reading daily. The others report reading once a month to once a year.

INSIGHT 2

Reading on the bus and metro is viewed as a good way to pass the time

INSIGHT 3

Prefer physical books, but more frequently use digital formats for practicality and price

INSIGHT 4

Choose books based on visual appeal of the cover and/or recommendations from friends, social media, and people they find inspiration from (ie. artists)

INSIGHT 5

Reading is viewed as more pleasurable when done outside or in nature (balcony, park, mountain top, beach)

INSIGHT 6

9/12 students explicitly report a desire to read more than they currently do (regardless of how much they currently read)

INSIGHTS ACROSS ALL 22 INTERVIEWS

01

PHYSICAL VS. DIGITAL BOOKS

University students tend to have a strong preference for physical books when reading for fun. However, they are more likely to use digital books (ebooks or audiobooks) because they are cheaper or free, more accessible while on the go and convenient.

02

LOCATION PREFERENCES

University students tend to read in bed, while commuting to school, and/or in nature.

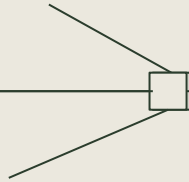
03

“NOT ENOUGH TIME”?

While 5/22 students reported reading daily, it was consistently mentioned that students read more during school breaks and the summer because they have more free time. Those who read more consistently were more likely to read in shorter bursts rather than sitting down to read for an hour or more at a time.

POINT OF VIEW

We met...



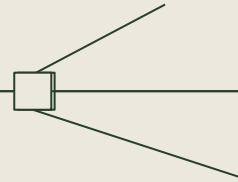
22 university students who attend the University of Michigan or BAU.

We were surprised to notice...



86% of students want to read more than they currently do (regardless of how much they currently read).

We wonder if it means...



Students would read more if reading was a more accessible, affordable, and common hobby.

POINT OF VIEW

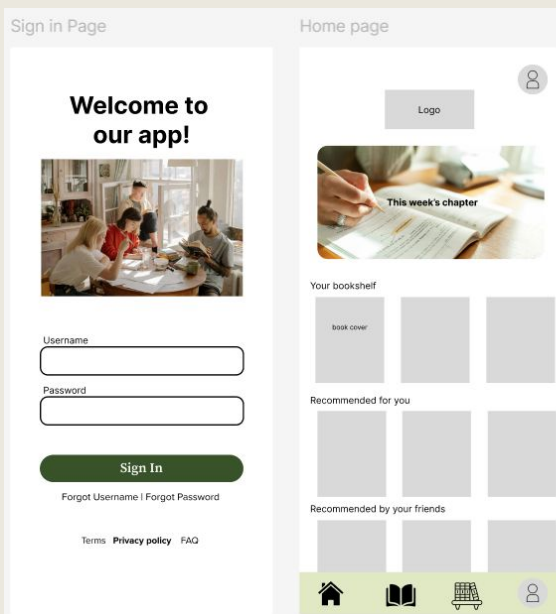
It would be game changing to...



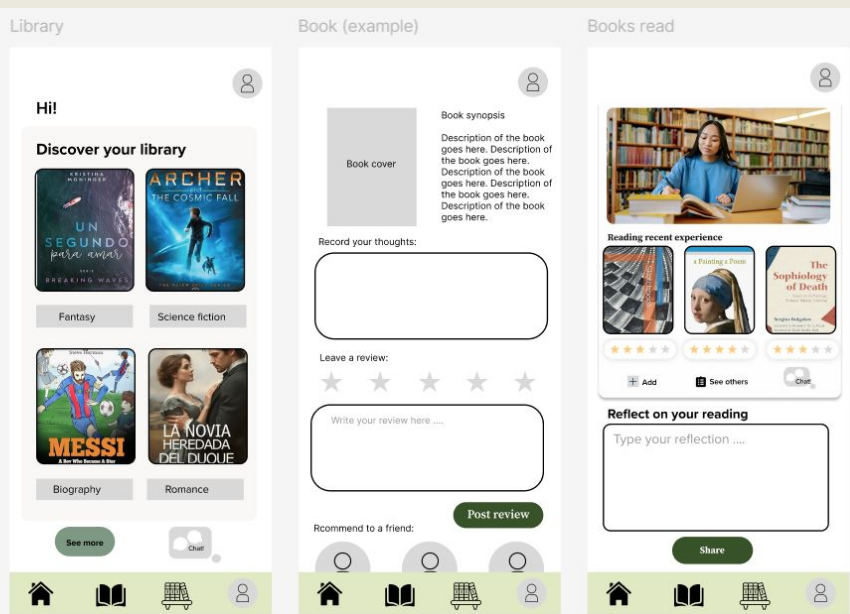
Design an app that releases books serially (at a rate of a chapter or two a week) to facilitate reading by decreasing the intimidation of needing to read a whole book in one sitting and creating a culture of discussing the chapter collectively online and in real life. The app will also act as a way to track books read and to send and receive book recommendations among friends.

PROTOTYPES 1 & 2

PROTOTYPE 1



PROTOTYPE 2



FEEDBACK

What Users Like:

- ❖ **Book Discovery & Interaction:** Option to see global reviews, not just friends
- ❖ **Design & Usability:** Described as “very complete” and “easy to use”
- ❖ **Social & Community Value:** Option to connect with others who have similar reading interests
- ❖ **Core Features:** Track and review books, Explore library and recommendations

Suggestions & Possible Improvements:

- ❖ **Customization:** Add a feature to be able to personalize the colors
- ❖ **User Profiles:** Add personal profiles to track your library and browse friends' shelves
- ❖ **Book Discovery & Interaction:** Option to see global reviews, not just friends
- ❖ **Extra Content & Features:** Shareable chapters, news, and article uploads/downloads

CURRENT PROTOTYPE

