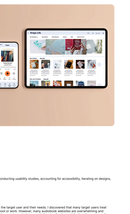
VERONIKA GANDZHA

UX Designer and Illustrator

Kniga Life App and Web



Project duration:

October 2022 to December 2022

The product:

Kniga Life is an audiobook store that offers a full catalog of audiobooks for purchase across all works with artwork and paddlebox who want to ponder over audiobooks.

The user:

For everyone.

The problem:

Available online audiobook websites have cluttered designs, inefficient systems for accessing through audiobooks, and confusing checkout processes.

The goal:

Design a Kniga Life website to be user-friendly by providing clear navigation and offering a fast checkout process. Make audiobooks affordable and available for everyone without a subscription.

My role:

UX designer leading the Kniga Life website design.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, and responsive design.

User research summary:

I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users treat audiobooks differently than books, with some using them as a substitute for reading, while others prefer them for multitasking. Additionally, some users find audiobooks confusing to navigate, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them, defeating the purpose of relaxation.

User research: pain points

1. **Navigation**
   Audiobooks website designers are often busy, which results in confusing navigation.

2. **Interaction**
   Small buttons on websites make item selection difficult, leading to frustration towards users by mass mistakes.

3. **Experience**
   Online audiobook websites don't provide an option to upload audiobooks for authors and publishers.

Personas

Persona I: Michaela

Problem statement:

Michaela is an author and writer who wants to make her books also available in audio format.

Persona II: Alex

Problem statement:

Robert wants to enjoy fiction books for affordable prices.

User journey map

I created a user journey map of Mahalia experience using the site to help identify possible pain points and improvement opportunities.

Persona: Mihalia

Goal: To find a audiobooks app for writers and upload her audiobooks.

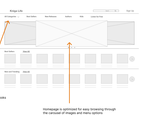
ACTION	Browse online audiobook websites to find a suitable website.	Browse the website to find all information.	Upload the audiobook	Receiving money from the sale of her audiobook	Order confirmation from Mahalia
TASK LIST	Tasks A. Search for audiobook websites. B. Look through several websites that works with authors and writers.	Tasks A. Use map app to find information of website. "Kniga Life" or Kniga app.	Tasks A. Upload audiobook. "Kniga Life" or Kniga app. B. Set the price of audiobook.	Tasks A. Add credit or debit card information to receive money from the sale of her audiobook. B. Add all needed information.	Tasks A. Order number. B. Delivery date and time.
FEELING ADJECTIVE	Excited Worried.	Overwhelmed. Happy to found website that works with authors.	Hard. Glad. Happy.	Overwhelmed. Satisfied.	Hopeful. Excited.
IMPROVEMENT OPPORTUNITIES	Create an app for iPhone users.	Offer a way to easily navigate the website.	Offer a way to quick upload her audiobooks.	Offer online customer service support.	Offer access to order information.

Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.
My goal here was to make straight information prioritization decisions, that would improve overall website navigation.
The structure I choose was designed to make things simple and easy.

Paper wireframe and screen size variations

Because Kniga Life customers access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.



Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the individual pages would address pain points across the user experience.

Introducing useful button locations and visual element placement on the home page was a key part of this strategy.

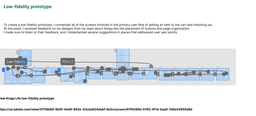
Easy access to all categories of audiobooks

Homepage is optimized for easy browsing through the carousel of images and many options.

Digital wireframes and screen size variations

Low-fidelity prototype

To create a low fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out. I made sure to include the screens that I felt would be helpful for the user to navigate through the checkout process.
I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



View Kniga Life low-fidelity prototype

https://xd.adobe.com/view/3f76d6d8-8bf0-4ad6-893e-43ede024dda1-6a3c/screens/07962f8d-0193-4f1d-bad0-7d5e42955d6d

Usability study findings:

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings	Round 2 findings
1. Users want to buy audiobooks quickly	1. Users want to add "Account for Authors and writers " in Login screen.
2. Users want affordable prices.	2. Users want to add more types of payments at Payment screen.
3. Users want to listen audiobooks everywhere.	

Mockups

Based on the insights from the usability study, I made changes to improve the work flow. One of the changes I made was adding the number of audiobook icons from 6 to 4 and adding more information about audiobooks, also making the text bigger.

Before usability study

After usability study

To make the checkout flow even easier for users, I added buttons that allowed users to delete or save later their orders.

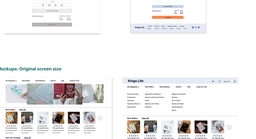
Before usability study

After usability study

Mockups: Original screen size

Mockups: Screen size variations

I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users shop from a variety of devices, I felt it was important to optimize the browsing experience for a larger or smaller screen, such as mobile and tablet so users have the smoothest experience possible.



High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype and included the design changes made after the usability study, as well as several changes suggested by members of my team.

View the Kniga Life high-fidelity prototype

Accessibility considerations

1. I used headings with different sizes text for clear visual hierarchy.

2. I used landmarks to help users navigate the site, including header, main, and accessible landmarks.

3. I designed the site with all text available on each page for screen reader access.

Takeaways

Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.

What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Thank you for reviewing my work on the Kniga Life App.

If you'd like to see more or get in touch, my contact information is provided below.

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