Team SamePage

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Designing for Serendipity

CS 147



Team Members



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We are...

Team SamePage

Why we picked this name → Our goal is to facilitate serendipitous social connections through reading. A little tongue-in-cheek, but we want our users to be “on the same page” with their meetups, as they read the same book together.

Our value proposition → Same book. Same time. Someone new.

Our value proposition is not applicable to other apps. We emphasize in-person interactions during an alignment in users’ free time.





Problem / Solution Overview

Our Primary User

People who see themselves as book readers and want:

- Social connection through reading without the pressure of a book club
- Someone to read with whose free time lines up with theirs
- Chance in-person meetings with fellow readers

The Problem

Reading is usually a solitary activity. Readers want to connect with others through books, but book clubs feel like too much pressure, and busy schedules make it hard to find time to read with someone.

Synopsis

Users add the books on their TBR and their free time. The app pairs them with a reader nearby who shares a book on their list and is free at the same time, so they can meet up and read together.





Market Research

	Our idea	Bookclubs.com	Bookship	Fable	Bookmark
Matches nearby strangers	✓	–	–	–	–
Tracks and matches based on TBR	✓	✓	✓	✓	–
Fits your free time	✓	✓	–	–	–
One-on-one with a stranger	✓	–	–	–	–
Serendipitous	✓	–	–	–	✓
Meets nearby, in person	✓	–	–	–	✓

Values in Design - Stakeholders

Direct Stakeholders →

- Primary users
- Matched reading partners
- Busy readers
- Our team (internal stakeholders)

Indirect stakeholders →

- Meetup spots
  - Bookstores
  - Cafes
- Libraries
- Authors and publishers
- Established book clubs
- Friends and family of users





Values in Design

The Scandal

User safety - Our app focuses on connecting unknown readers and we recognize the safety risks with in-person meetups. We will implement common safety features such as reporting and will encourage meetings in public places.

Emotional distress of no-shows - A goal of our app is to facilitate in-person meetups but we recognize that no-show scenarios are emotionally harmful to the other user. We will ask users for meetup feedback where they can indicate no-shows to limit future pairings for the no-shower if they did not have a valid excuse.

Big Bad Wolf

Stalking - Although we want to foster relationships with this app, some users could misuse our app to engage in unwanted communication and tracking. We will implement chat moderation to flags potentially harmful chats and blocking and reporting features.

Minors - Book communities such as Booktok are very popular among teenagers, meetups with minors introduces additional safety issues. To reduce risks associated with minors, we will restrict access to our app to adults and will include age verification measures.

The Siren

Pressure to make reading social - While we want to make reading a social experience, we recognize that reading may be the only solo time tiem some people have during the day. We will make social participation optional and will encourage readers to still take time for themselves.

Pressure to fill free time - Because we are asking users to input their free time into this app, our app could encourage them to fill all of their free time. We will limit the amount of active connections a reader can have at once and will enable match pausing to protect personal time.

Tasks

Task 1: Finding a fellow reader reading the same book

Moderate - common task, primary use of this app is to be matched with an unknown person reading the same books with the same free time

Shown in video at 0:41
→ Katie points out to Zaid that they are reading the same book

Task 2: Sharing free time to read

Simple - introductory task when users log on to the app to be matched with a fellow reader, easy for users in input

Shown in video at 0:28
→ Katie adds reading time to her paper planner

Task 3: Updating book TBR list

Simple - introductory task that users input to find strangers with overlapping TBRs, simple information to enter

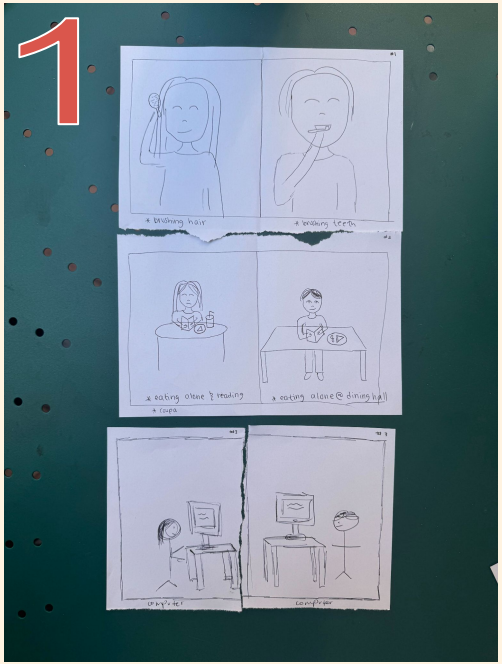
Shown in video at 0:12
→ Zaid documents his To-Be-Read list in his Notes app

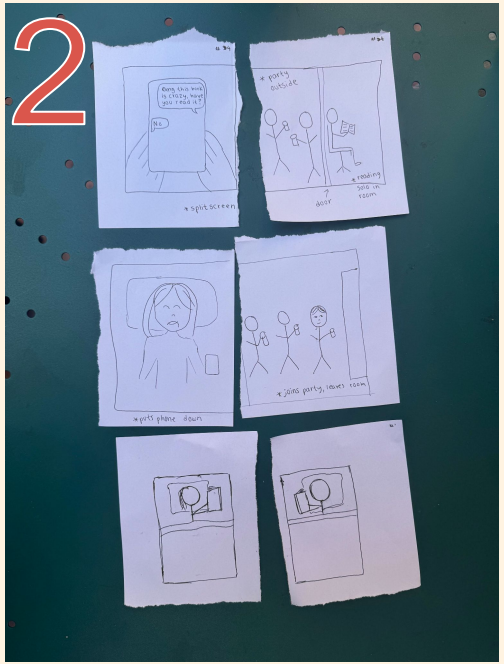
Task 4: Forming connections over shared book interests

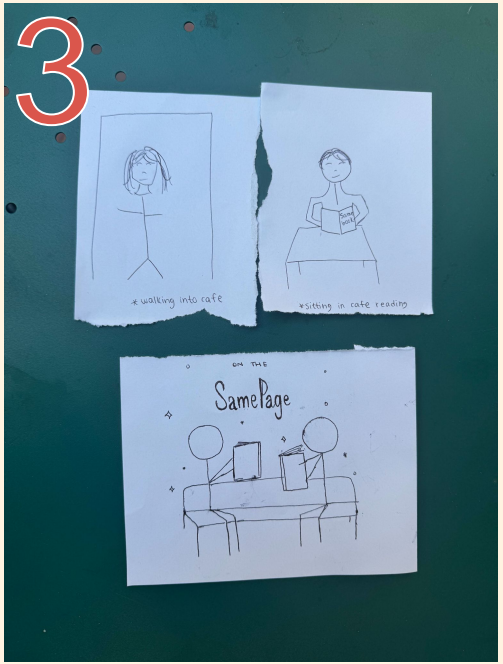
Complex - forming a connection requires both readers to put effort into the relationship in order for it succeed

Shown in video at 0:47
→ Zaid and Katie engage in a discussion about the book

Video Storyboards







Annotations on written on each page.

Link to Video

Link to Youtube: https://youtu.be/Pl8m95UbGMU





Appendix

The Process of Filming (photo)

Market Research:
https://bookclubs.com/
https://bookshipapp.com/login
https://help.fable.co/article/11-what-is-fable
https://bookmarkapp.co/

Thank you!
Any Questions?



