Team SamePage

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Designing for Serendipity

CS 147



Team Members



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We are...

Team SamePage

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

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.

Solution

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.





Values in Design

Trust and Safety

We want readers to find community on our app and be able to share their thoughts with readers, regardless of how comfortable they feel meeting up in person with strangers.

Pressure-free Joy

We want our app to be a pressure-free alternative to book club where users can chat casually about books.

We also do not want users to feel the pressure to fill their free time and keep solo down time.





Design Choices

Trust and Safety

- Implement options for reading buddies to meet up in public third spaces or virtually
- In person meetups are suggested in public places by default, so users do not need to share address information
- Chatting feature is only available the day of a meeting with a block and report option

Pressure - Free Joy

- Users input how many reading buddies and books they are open to at once, so they will not be overwhelmed
- Reading buddies decide their own reading and meeting frequency
- Users can change their free time availability weekly to reflect busy weeks

Potential Tensions: Extremely visible safety features to ensure trust can make the app feel more formal and less casual. We will make sure that safety features are visible but not overly emphasized

3 Tasks

1. Adding Book to TBR

Simple task → Users will be doing this often as this is one of the main uses of our app and required to get a reading buddy

2. Adding Free Time

Moderate task → Users will update their availability for reading times once a week, so often but not the main interaction on the app

3. Reading Buddy Request

Complex task → Users will only have a few reading buddies at a time, and thus will not be requesting new reading buddies often

*** No changes to any tasks**





You can view all task flows in detail! Linked in the appendix.

Usability Goals & Measurements

Intuitive

- Measured by number of misclicks
- Changes since low-fi prototype:
  - More identifiable icons
  - Confirmation messages after adding free time and requesting a buddy
- Future changes:
  - Clearer button names and instructions

Efficient

- Measured by time to complete tasks and survey asking about length or task
- Changes since low-fi prototype:
  - Shortcuts to complete simple tasks from the homepage
  - New calendar interface to select time blocks quicker
- Future changes:
  - One-time meeting preferences survey during onboarding

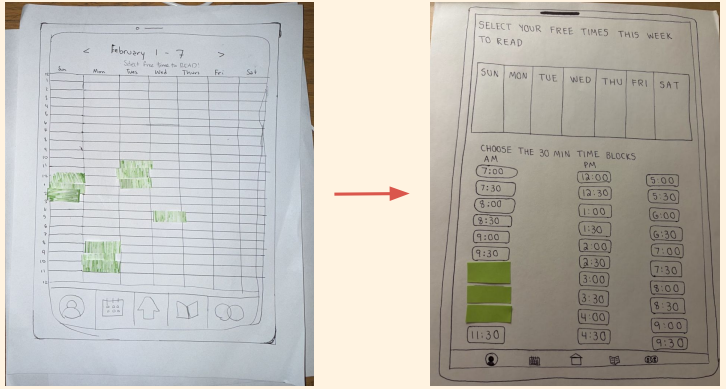




Change 1: New Calendar Interface

Feedback:

- Trouble recognizing this screen was a calendar and how to select time blocks (Tester #1)
- Looked very similar to When2Meet, which is known for bad user interface (expert feedback)



Rationale:

- Clearer instructions and steps will help increase intuitiveness
- Less overwhelming UI
- Similar to adding events to Apple and Google calendar, more familiar

Change:

- Instead of time blocks for the entire week shown at once, users click on a day of the week and select the time blocks
- Clearer instructions to select time blocks

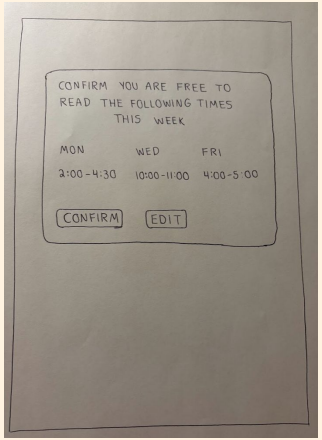
Change 2: Confirmation Messages

Feedback:

- Confusion and desire for clarification of whether the time blocks had been saved (Brought up by 3 Testers)
- One tester navigated to another tab and back to check if his time blocks saved (Tester #3)

Rationale:

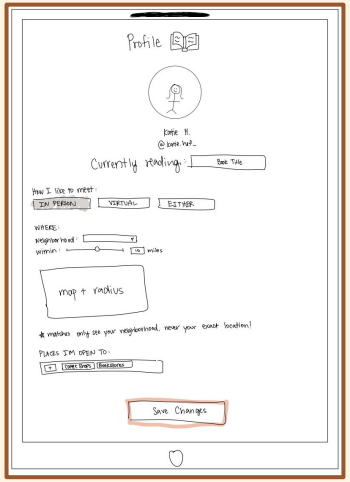
- Clearer instructions and confirmation will increase intuitive understanding of the app's state
- Confirmation message would also have increased the efficiency of Tester #3's task completion



Change:

- Added a confirmation message that pops up after users input their free time for the next week

Change 3: New Profile Tab



Feedback:

- No place in the previous low-fi flow to enter location or meeting place preferences (Tester #3)
- Not everyone feels comfortable meeting strangers in person, virtual option could be good (section feedback)

Rationale:

- Virtual meetup option supports our trust and safety design value
- Indicating location and types of shared spaces to meet in the profile allows reading buddies to be given a book, time, and location by the app (reduces user

Change:

- Replaced friends tab with profile tab
- User indicates whether they are open to in person or virtual meetups
- Option to share location, identify distance willing to travel, and list shared spaced to meet

Design Systems

Type: ITC Century

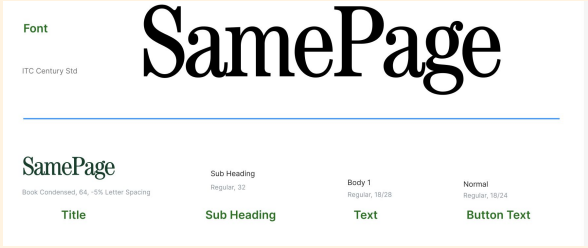
Colors: Dark Green (primary actions, nav), Cream (background), Dark Brown (accent), Black/Grey (text), Green/Red (success/error)

Components: buttons, search/text input, filter dropdown, modal, icons

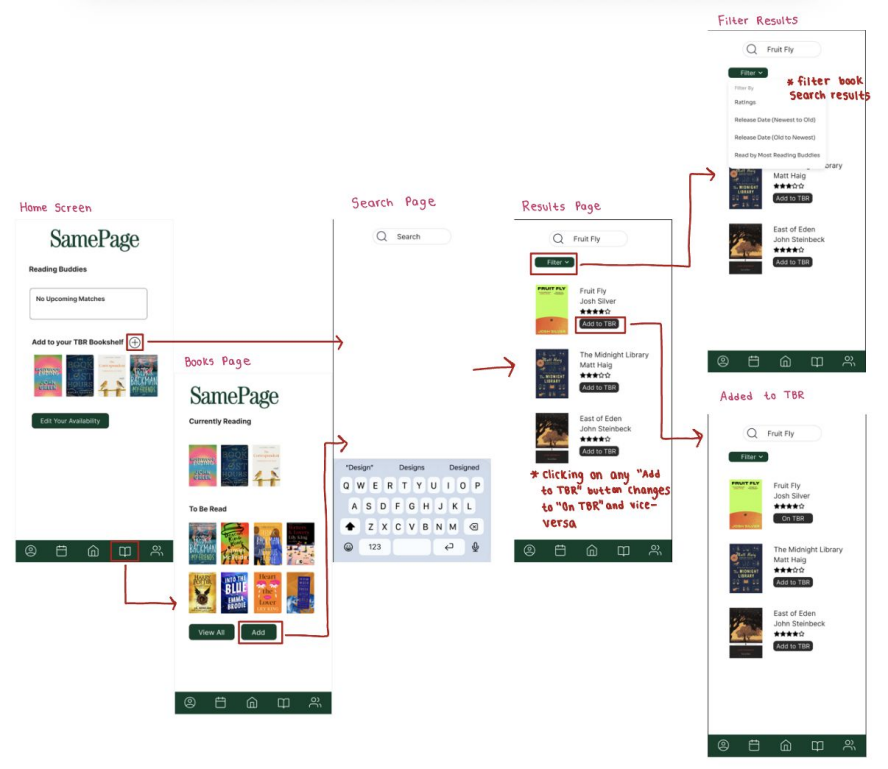
Recurring: book card (cover, star rating, etc), navigation bar, icons

Why?

- Green, cream, and brown evoke warm, old bookstore vibes
- Color signals action, so users' eye is guided
- Typeface signals "literary"

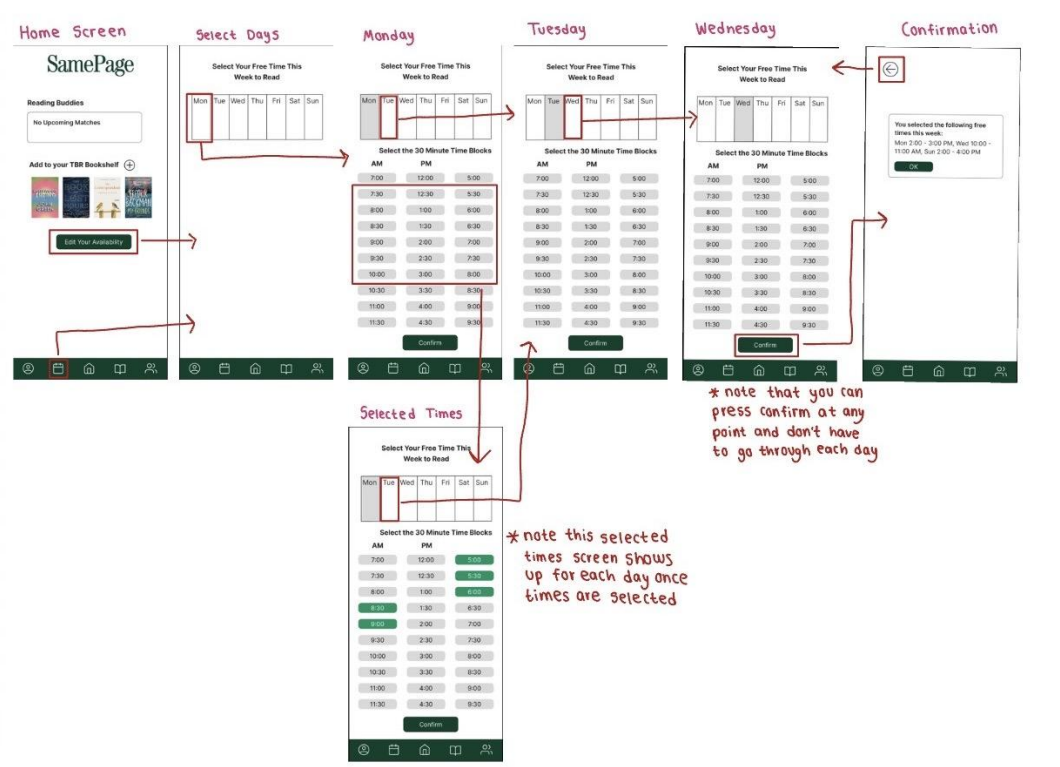


Medium-fi Task 1



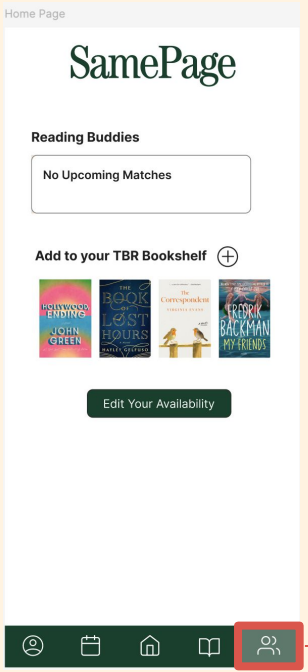
Link to Figma flow in the Appendix

Medium-fi Task 2

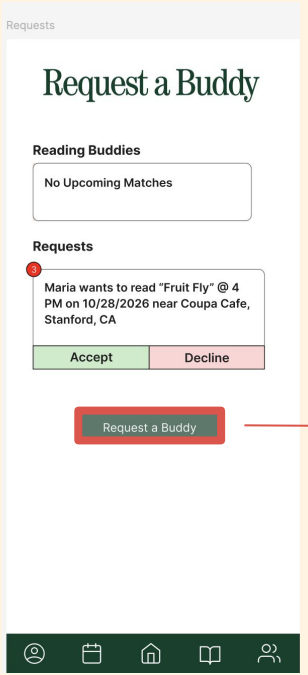


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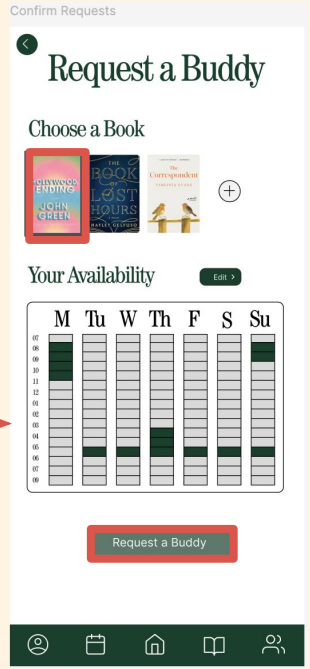
Medium-fi Task 3



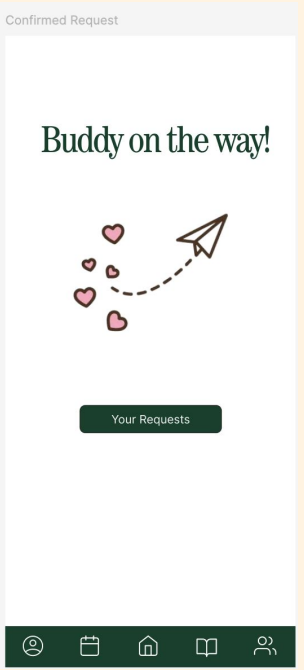
Press buddy icon



Request a buddy button



Choose a book, check availability is correct, and submit a request



Confirmation screen

Link to Figma flow in the Appendix

Prototype Implementation

Tool used: Figma

Pros:

- Real-time collaboration with team
- Components are consistent across tasks
- smart animate makes swiping/modals feel real
- Easy shareable link for testing

Cons:

- No real text input or data
- Matching can't happen

Tradeoff: We want to test interaction and design, not backend. Through Figma we can test if the flow is clear, if the matching makes sense, how users go about doing the tasks.

User Experience Implications: cannot test quality of matches, can't type freely so input feels scripted

Appendix 1

Revised Task Flow #1 →
https://drive.google.com/drive/folders/1i6KVdd0d2xtnqPH6pE1xArVxkRGVrnLE?usp=drive_link

Revised Task Flow #2 →
https://drive.google.com/drive/folders/19OGBRNXDiN_ULyzCaIbVgaf3CNR625ej?usp=sharing

Revised Task Flow #3 →
https://drive.google.com/drive/folders/170TGDAtEZFZuYDDJXqNbwFbxDD1auRwV?usp=drive_link

New Profile Flow →
https://drive.google.com/drive/folders/19HvUqsIWsSmtvybwgCW2pmjWqY8R2mZV?usp=drive_link

AI Use for Website →
https://docs.google.com/document/d/1QKEL-6eI5aiNWl2OSyvuRcaHv7ciKfXRRItwpM2ew1I/edit?usp=drive_link

Appendix 2

Link to Figma →
https://www.figma.com/design/w7oAWzFJnf6LQX1ezZ4Axx/Same-Page-Design-System?node-id=0-1&t=OwBDf101ZW8BEJkv-1

Link to Figma Flow for Task One →
https://www.figma.com/proto/w7oAWzFJnf6LQX1ezZ4Axx/Same-Page-Design-System?node-id=167-4885&t=xbugUtdAPjKnjz5n-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=167%3A4885&show-proto-sidebar=1

Link to Figma Flow for Task Two →
https://www.figma.com/proto/w7oAWzFJnf6LQX1ezZ4Axx/Same-Page-Design-System?node-id=167-4836&t=kI50Rtv44fkJHlNf-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=167%3A4836&show-proto-sidebar=1

Link to Figma Flow for Task Three →
https://www.figma.com/proto/w7oAWzFJnf6LQX1ezZ4Axx/Same-Page-Design-System?node-id=167-4606&t=6UVWrUT8nOC4I0Q7-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=167%3A4606&show-proto-sidebar=1

Thank you!
Any Questions?



