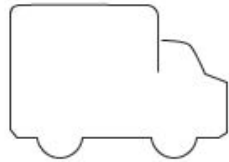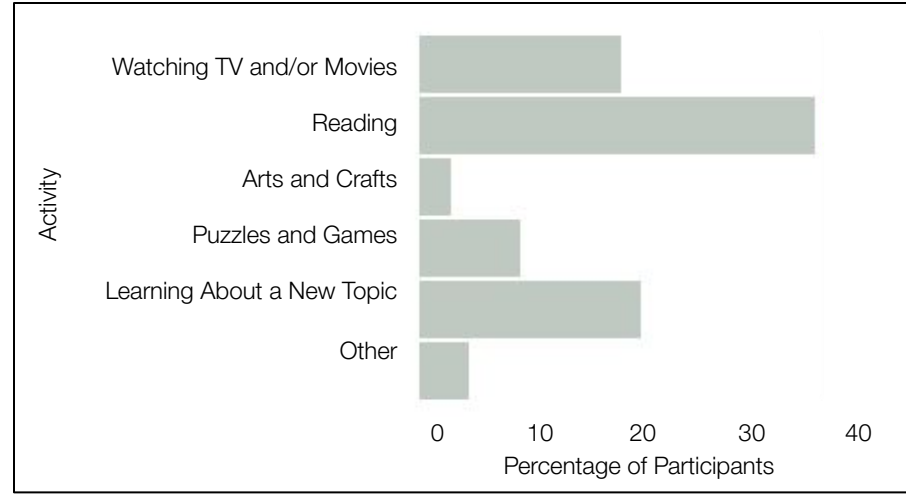# Librarier

Savannah Evans
Kayla Morrison

Question

How can we provide communities with access to physical books from their local public library during a global pandemic?

User Research

People are reading now more than ever during the stay-at-home orders.

Reading is the most common current at-home activity reported by research participants:

What users are saying:

"Reading provides me with a temporary escape from our current situation"

"Being at home has given me plenty of time to read about new topics and explore things I didn't have the time to before"

"I am not normally a reader, but I have been trying to read a little bit everyday since it helps me relax and de-stress"

User Research

According to research participants, 70.2% of people rarely or never buy themselves books:

Never 17.3%

Often 5.8%

Occasionally 24%

Rarely 52.9%
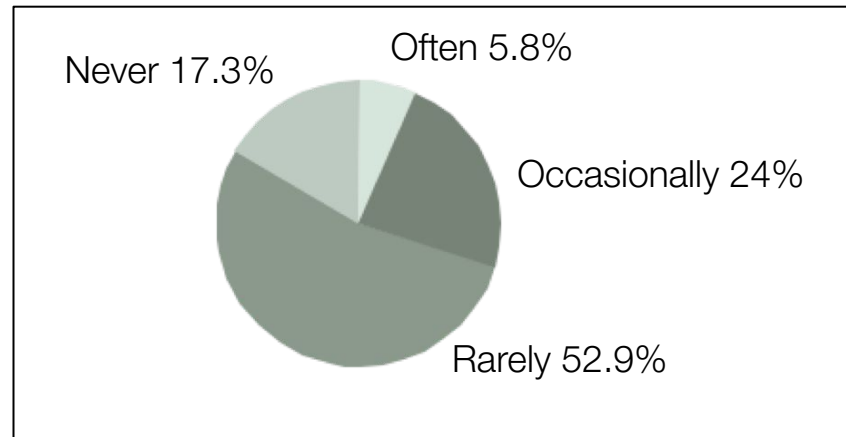
What users are saying:

"I don't want to buy something I will likely only read once and never pick up again as this is wasteful."

"Buying books is too costly, I often turn to renting from my local public library as it is much more budget-friendly for me."

"With my child learning to read it is too expensive to keep buying new books each time she improves in her reading level."

Findings Summarized

- People are reading more during the covid-19 pandemic.

- People are not wanting to buy themselves books for financial and environmental reasons.

- People miss the ability to borrow books for free, signalling a need for an online public library rental service during this time of social distancing.

Customer Segment

71% of research participants answered that they visited their local public library at least once a month prior to the covid-19 pandemic.

Of this 71%, the age breakdown is seen below:
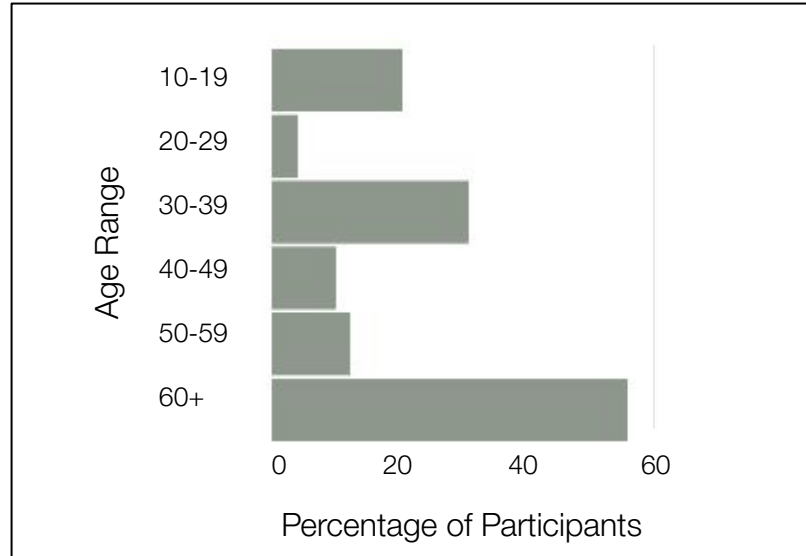
From this data, we determined that our primary customer segment is older adults and parents of young children.

We have a secondary customer segment of pre-teens and teens.

Metrics

1. Allow people to easily find and check out books and other resources from their local public library.

2. Accessibility and usability for people with all levels of comfortability with using web and mobile applications.

3. Allow for contact-free delivery and pick up, as well as sanitation of books after each use.

Value Proposition

Librarier helps community members to continue practicing social distancing, while providing an accessible option for them to read books and learn about new topics in their free time.

It also allows for the stimulation of local economies, as each public library can employ local workers to take care of the delivery, pickup, and sanitation for each book.

Competitive Analysis

There are no current plans in place for how to utilize library resources during this extended period of public library closures.

book lender

Delivers books to your doorstep but requires a monthly fee of $18.99 minimum. This is the cheapest plan available, allowing users only two delivered books each month.
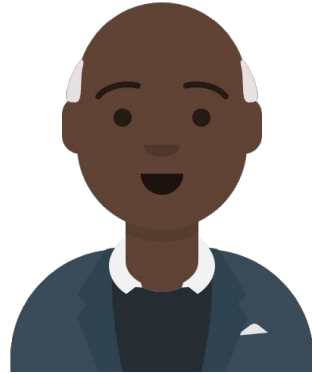
DoorstepBooks.com
Library delivered at your doorstep

Delivers books to your doorstep for a small monthly fee but was forced to suspend their services due to the covid-19 crisis.

OPEN LIBRARY
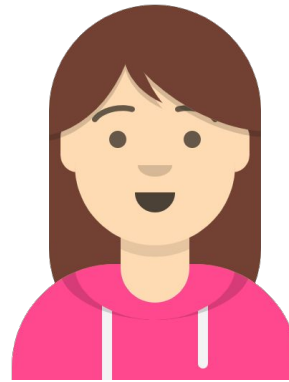
Provides free access to digital downloads and audio books.

Does not work for those with hearing or seeing difficulties and for younger children whose main use of books is to practice reading skills.
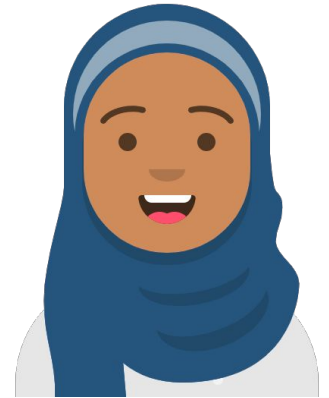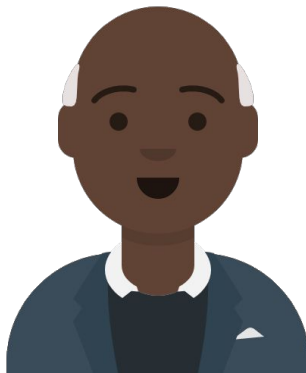
Personas

Steven

Pam

Jessica

Personas

Name: Steven

Age: 75

Occupation: Retired accountant

About:
Steven has been retired for a few years now and sometimes has trouble finding ways to pass the time. One of his common activities is visiting his local public library and checking out books that he can read throughout the week.

Since the pandemic, he has rarely left his house as he is categorize as high-risk. This means he hasn't been able to buy any new books or learning materials. He's not very internet-savvy and rarely orders things online.

How We Can Help:
Librarier is perfect for high-risk populations because we deliver the selected library books straight to their door with no contact. Once the reader is done with the book, they can leave it outside their door for contact-less pick up.

By creating an accessible interface, it allows all users to visit our website without difficulty. This will allow users like Steven who have difficulty navigating complicated sites to check out the books he wants with ease.

Personas
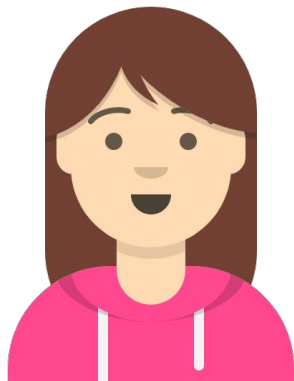
Name: Pam

Age: 35

Occupation: Part-time fitness instructor, part-time mom to a 4 year old and 8 year old
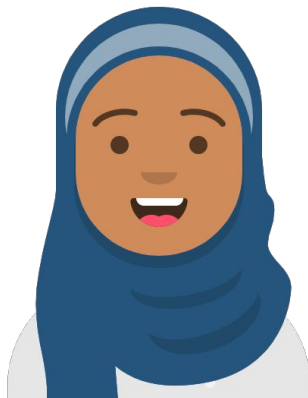
About:
Pam has two kids that both love to read. They both get very excited to wake up on Saturday mornings and head over to their local public library. The kids each usually pick 2 or 3 books each that they can read throughout the week.

Since her children are no longer in school due to the Covid-19 pandemic, Pam has taken on the additional role of helping them learn. This has become even more difficult with libraries being closed. Pam cannot afford to buy several children books, especially since both her kids are at different reading levels and cannot share books.

How We Can Help:
Librarier is great for parents who have taken on the task of teacher during the pandemic. Parents can check out books for their children to help them continue learning and developing their reading skills from home.

Personas

Name: Jessica
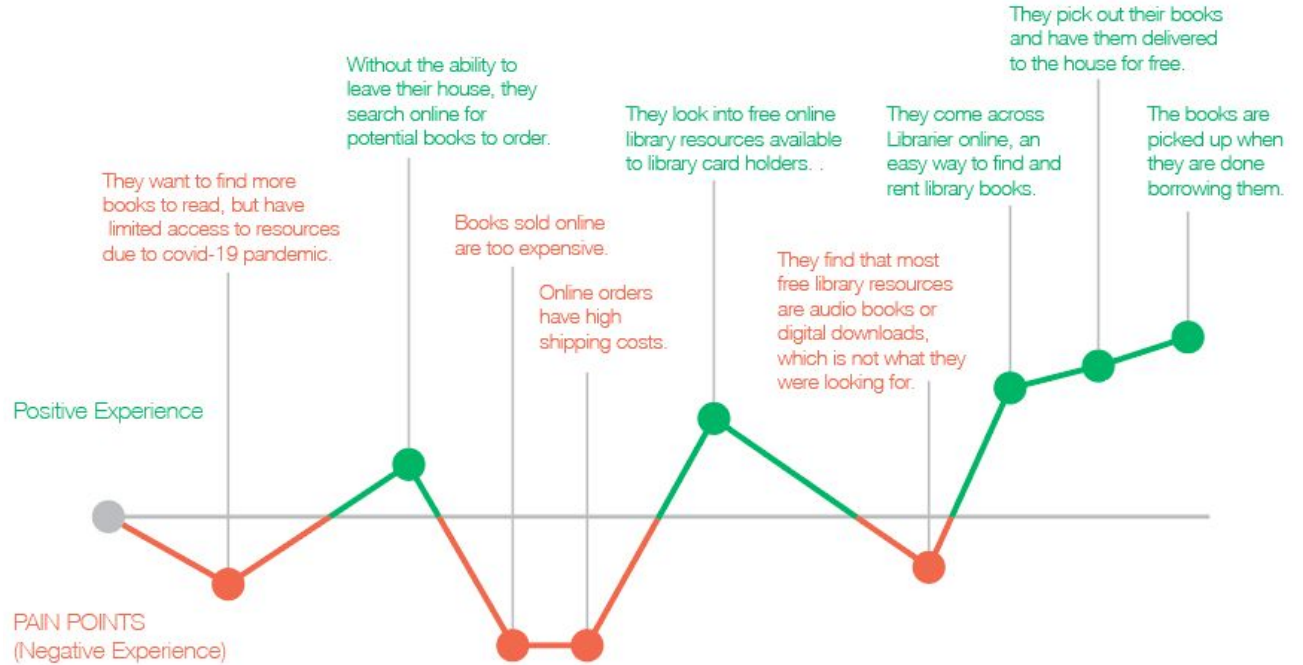
Age: 12

Occupation: Full-time student

About:
Jessica is in 6th grade and loves reading about new topics. She finds reading to be an escape into new worlds and exciting adventures. She finds herself spending a lot of time at her local public library, finding new books to dive in to.

Since the stay-at-home orders have been put in place, Jessica has found it very difficult to find new books to read. Jessica sometimes borrows books from her friends to reduce waste of buying a brand new book, but since she is practicing social distancing this is not an option. Additionally, Jessica doesn't have a credit card, so she can't order books online.
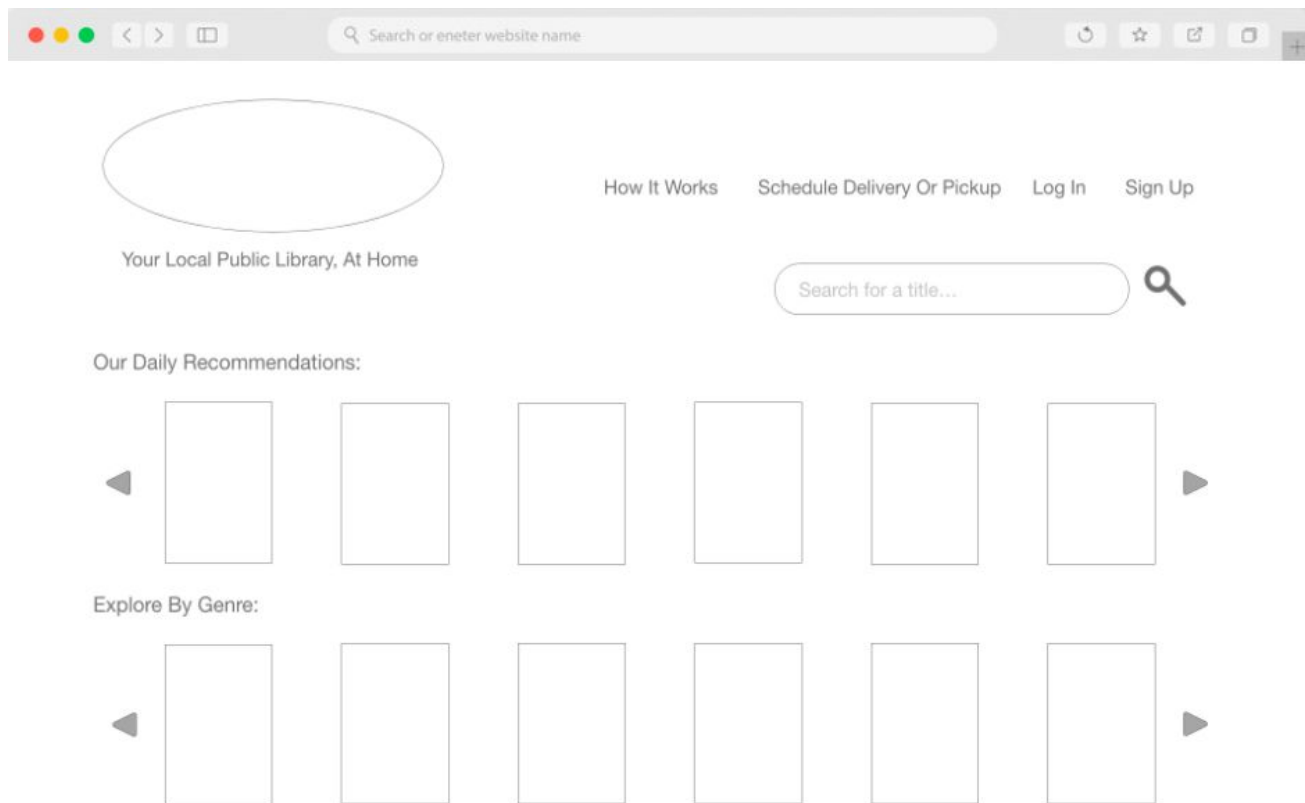
How We Can Help:
Librarier is perfect for younger students like Jessica who are not in a place to buy books for themselves. All that is required to check out books is a library card for your local public library.

Journey Map

They want to find more books to read, but have limited access to resources due to covid-19 pandemic.

Without the ability to leave their house, they search online for potential books to order.

Books sold online are too expensive.

Online orders have high shipping costs.

They look into free online library resources available to library card holders. .

They find that most free library resources are audio books or digital downloads, which is not what they were looking for.

They come across Librarier online, an easy way to find and rent library books.

They pick out their books and have them delivered to the house for free.

The books are picked up when they are done borrowing them.

Positive Experience
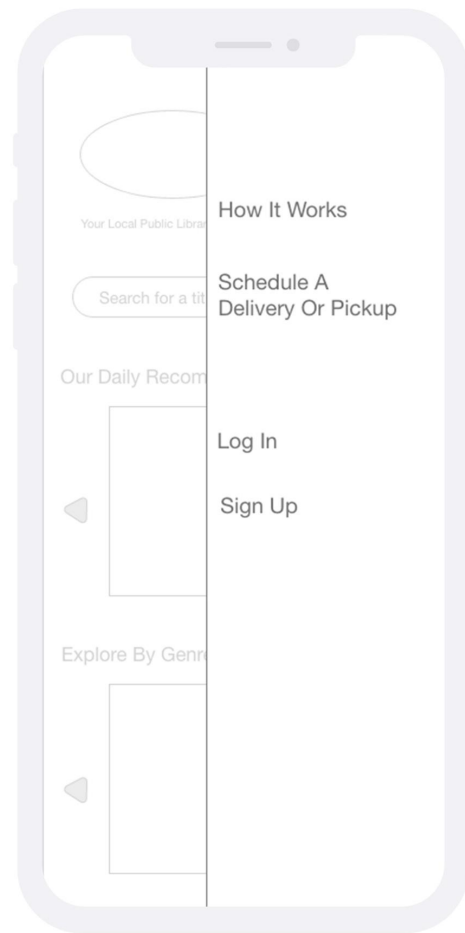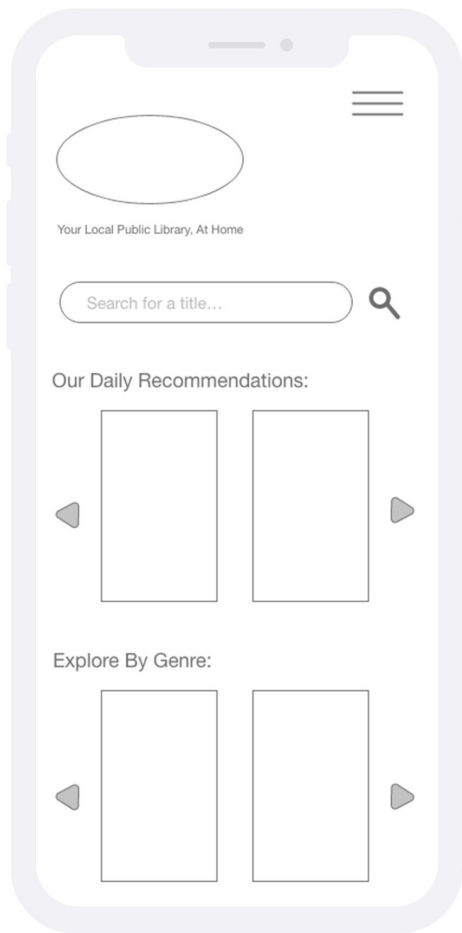
PAIN POINTS
(Negative Experience)

Mid-Fidelity Wireframes (Desktop)

91% of research participants said they were more comfortable accessing the internet on desktop rather than mobile.
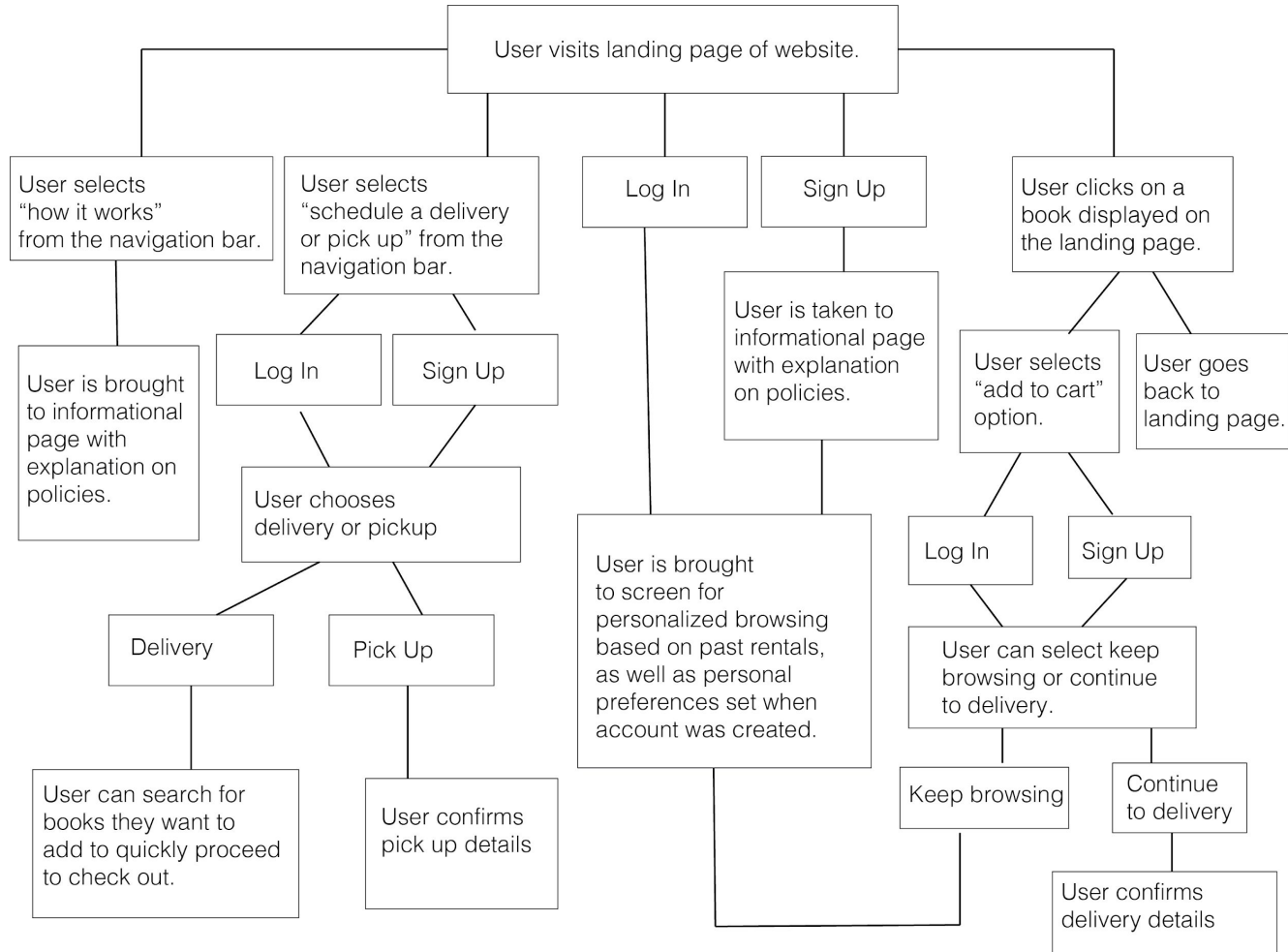
Mid-Fidelity
Wireframes
(Mobile)

Your Local Public Library, At Home

Search for a title...

Our Daily Recommendations:

Explore By Genre:

How It Works

Schedule A
Delivery Or Pickup

Log In

Sign Up

User Flow

Primary goal is to allow for several ways to reach the same page, no backtracking necessary.

User visits landing page of website.

User selects "how it works" from the navigation bar.

User is brought to informational page with explanation on policies.

User selects "schedule a delivery or pick up" from the navigation bar.

Log In

Sign Up

User chooses delivery or pickup

Delivery

Pick Up

User can search for books they want to add to quickly proceed to check out.

User confirms pick up details

Log In

Sign Up

User is taken to informational page with explanation on policies.

User is brought to screen for personalized browsing based on past rentals, as well as personal preferences set when account was created.

User clicks on a book displayed on the landing page.

User selects "add to cart" option.

User goes back to landing page.

Log In

Sign Up

User can select keep browsing or continue to delivery.

Keep browsing

Continue to delivery

User confirms delivery details

Brand Statement

While simple, Librarier's brand statement means more than just delivering books to doorsteps.

Public libraries mean a lot to different people. To the 'Jessica' it provides a sense of adventure and escape. For others, a place to teach or reminisce on old stories.

The mission of Librarier is to bring everything the library means directly to its users. When the user opens Librarier's site they should practically smell their favorite books and imagine walking through familiar stacks.

Style Tile

Librarier

ADJECTIVES:

warm cozy light
comfort joy nostalgic

TEXTURES:

COLORS:

#c59c75   #c0c9c1   #8d978b   #474e3f

TYPOGRAPHY:

THIS IS A HEADER

font-family: font-weight: font-size: color:
kohinoor devanagari   bold   30   #474e3f

this is a subheader

font-family: font-weight: font-size: color:
acumin pro   bold   18   #8d978b

Librarier is a library on-the-go. During times of social distancing we miss the places that have meaning to us. Public libraries give a sense of warm coziness. When users come to the website we want them to practically smell the old pages of their favorite books and feel comfortable ordering books to be delivered to their home. The colors and design of the site are geared towards comfort in the familiar.

font-family: font-weight: font-size: color:
lato   regular   12   #2d2d2d

This is an example of a text link:

font-family: font-weight: font-size: color:
lato   regular   12   #60c9c1

BUTTONS:

order my books   log in

font-family: font-weight: font-size: color:
kohinoor devanagari   regular   16   #ffffff

UI Design - Homepage

UI Design - "How It Works" page

Librarier

Your Local Public Library, At Home

How It Works   Schedule or Pickup   Log In   Sign Up

Search for a title...

How It Works

Sign Up and Pick Your Favorite Book

All you need is a library card and you are ready! Don't have a card? Call us to get started!

Library Staff Delivers to Your Door

Our staff thoroughly cleans each book before they are sent for delivery. In just 2-3 days your book will be on your doorstep.

Read From the Comfort of Your Home

Enjoy your book for 2 weeks and then drop it off or have it picked up when you are finished!

get started

About Us

We partner with your local library in the Triangle to get **your favorite stories directly to you.** Libraries bring comfort and we believe that is essential during this time.

COVID-19

We clean each book using book friendly alcohol wipes.
Our employees wear gloves whenever they handle books and masks when they are out for delivery. We deliver to your doorstep to eliminate any unnecessary contact. Have any questions? **Contact us**!
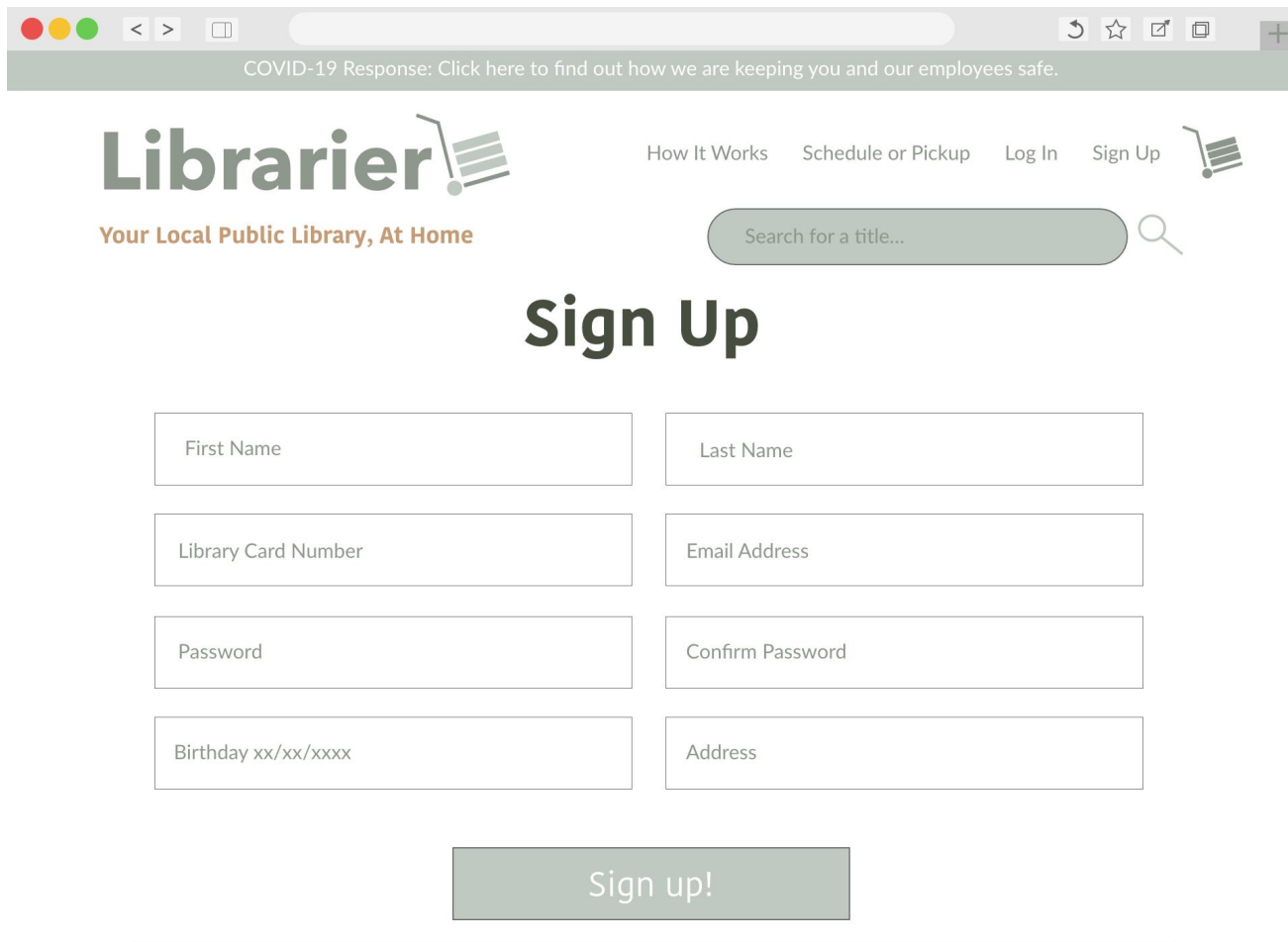
Contact Us

(111) 111-1111

email@librarier.com

Find a Branch

Chapel Hill   Raleigh   Cary
Carrboro   Durham   Hillsborough

Social Media

UI Design - "Sign Up" page

Librarier

Your Local Public Library, At Home

How It Works   Schedule or Pickup   Log In   Sign Up

COVID-19 Response: Click here to find out how we are keeping you and our employees safe.

Search for a title...

Sign Up

First Name

Last Name

Library Card Number

Email Address

Password

Confirm Password

Birthday xx/xx/xxxx

Address

Sign up!

UI Design - "Schedule Delivery or Pickup" page

COVID-19 Response: Click here to find out how we are keeping you and our employees safe.

Librarier

Your Local Public Library, At Home

How It Works   Schedule or Pickup   Log In   Sign Up

Search for a title...

Schedule Delivery or Pickup

Pick Up

Delivery

Contact Us
(111) 111-1111
email@librarier.com

Find a Branch
Chapel Hill   Raleigh   Cary
Carborro   Durham   Hillsborough

Social Media

Interactive Prototype

https://xd.adobe.com/view/c97d5959-e5b4-450b-4969-dd3c491b2c71-bf4c/