



Product goals and user needs

example prepared by Deneva Goins

Goals

Business Goal

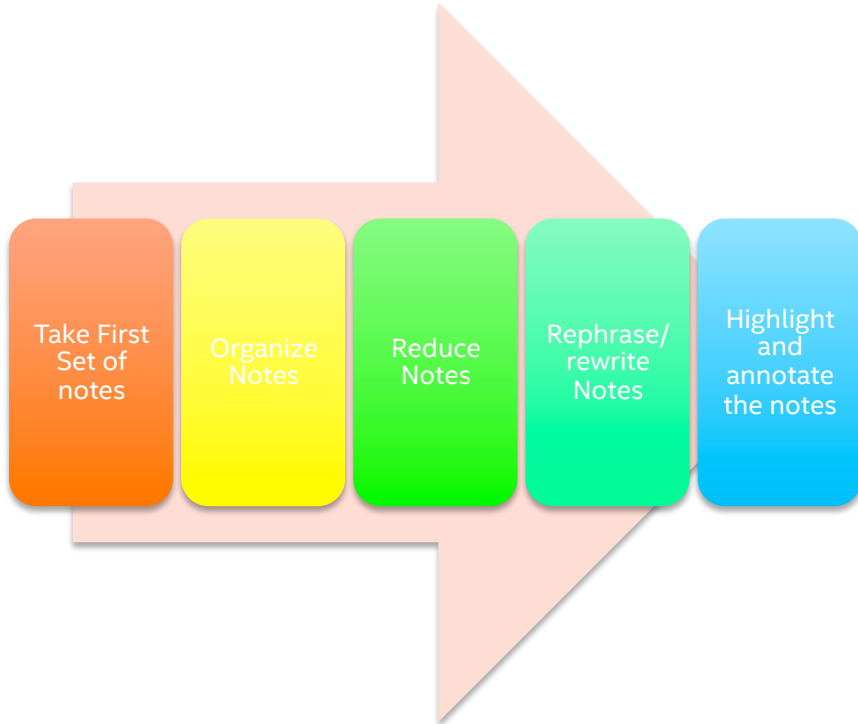
Correlate increased academic success with usage of the application in order to encourage higher volume sales, increased unique users

Student Goals

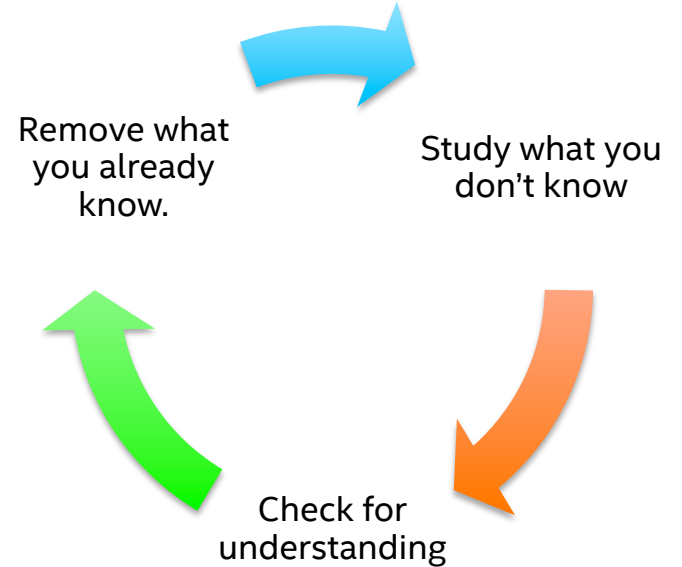
- Comprehend concepts
- Remember relevant facts
- Maximize study session time
- Authentic Learning

Intended Usage

Absorb, Discern



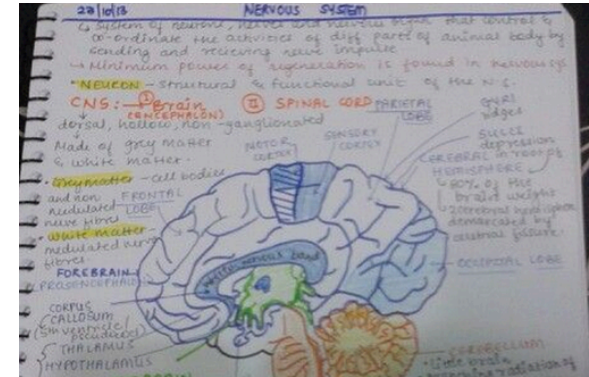
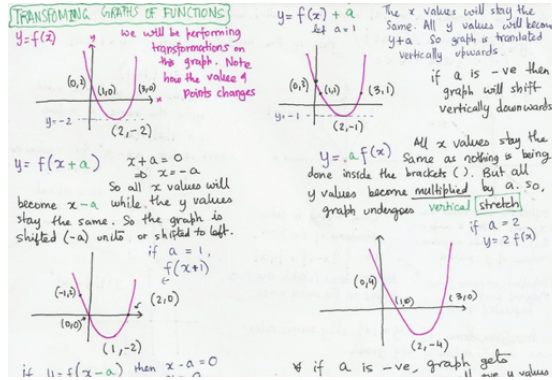
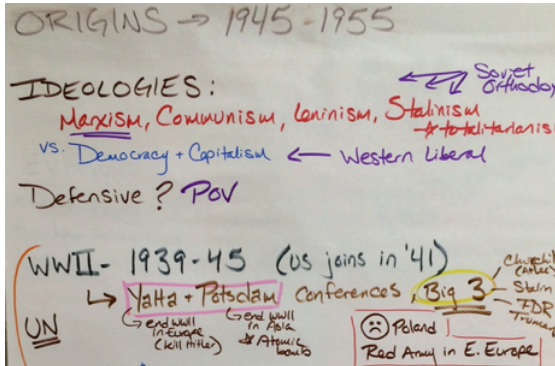
Review



Overview of Student Needs

- Study with or without the book
- Take notes across subjects
- Organize and share notes
- Consistent, cross-platform experience while respecting the integrity of the each operating system.
- Offline support

Take notes across subjects



Language based

- Foreign language
- Composition
- Literature
- History

Equations, chart and drawing based

- Math
- Science

Recommendations - Nice to have

Take Notes

- Built in note taking templates
- Handwriting recognition (Translate handwriting to text and make it searchable)
- Speak and listen for pronunciation support for all major languages
- Sound fonts
- Speech to text

Organize

- Ability to create a mindmap
- Ability to organize flashcards (by color, type, concepts etc)

Review

- Ability to process mathematical and scientific equations
- Ability to do audio review sessions (as text to speech)

End of example

user needs/business goals



Critical Improvements

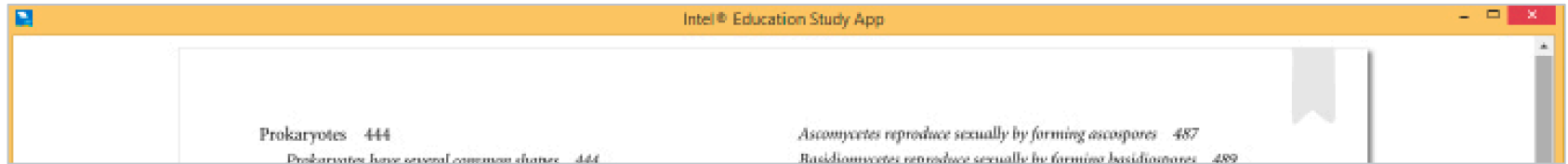
Sample Strategic Presentation

Making and reviewing annotation is hard

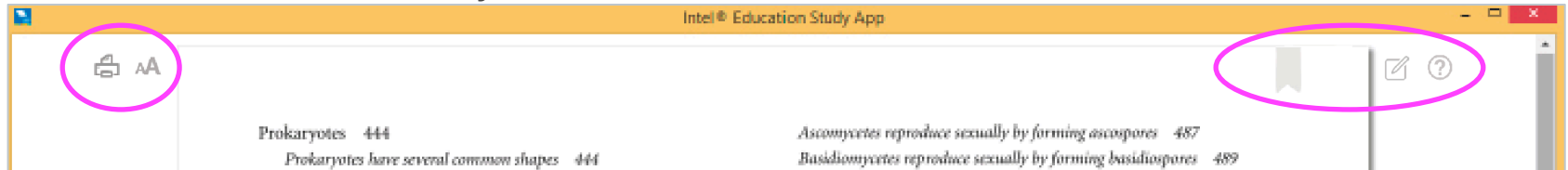
- Annotation tools are not discoverable
- Annotation tools are inconsistent across the board
- Visual language doesn't match mental model
- Highlighting competes with swiping
- When annotating, animation is distracting (Taiwan)
- You should be able to find your sticky where you left them

Annotation tools are not discoverable

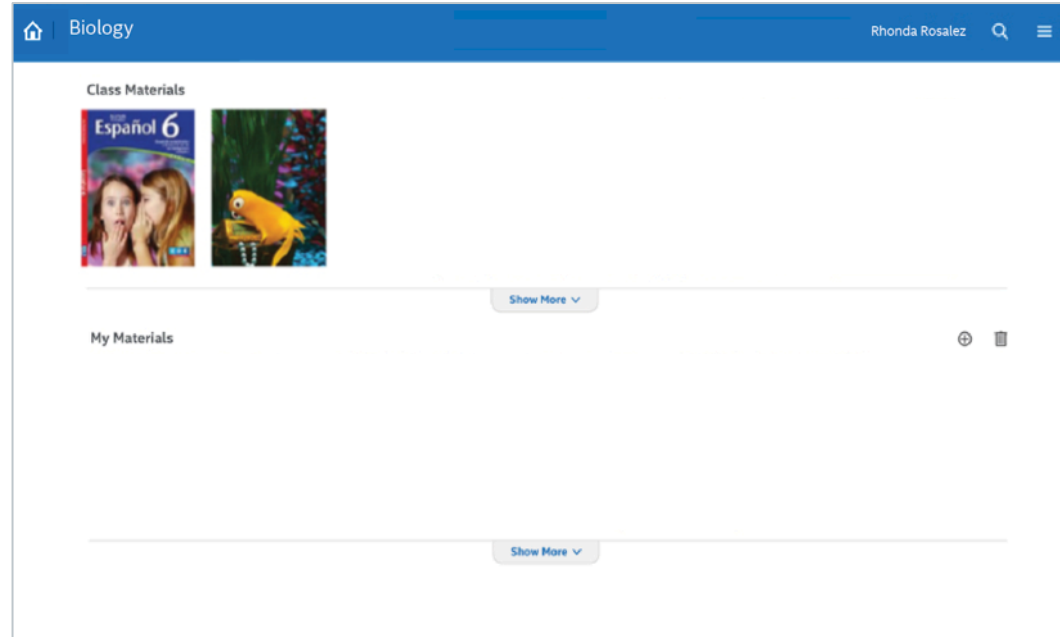
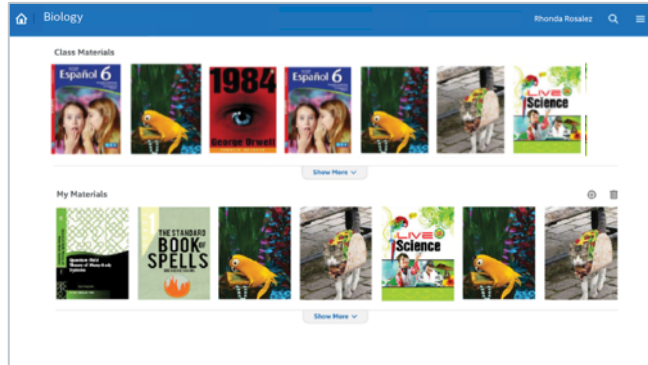
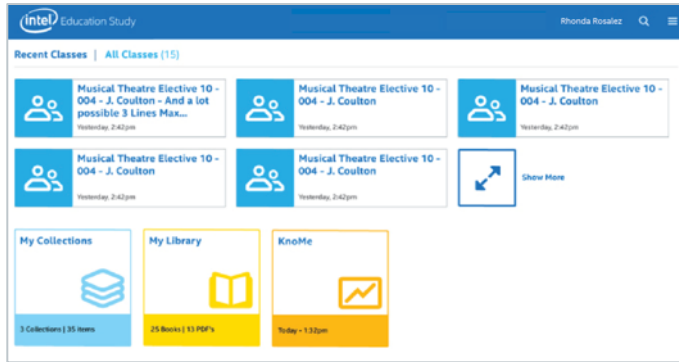
Current annotation tools are undiscoverable



Increase discoverability



Page layout does not scale to international usages



Recommendations Summary

Usability Improvements

- Revamp Information architecture of homepage
- Add ability to navigate within a chapter
- Add 2 page spread view and additional zoom levels
- Streamline workflow for pen tool and make available across platform

Prioritization

Priority	Design Goal	Solution	UX Improvement	Test Scenario
	Perceive sense of control			
1	Perceive sense of control	Control over viewing	Add 2 page view on pdfversion, not just ePub	READ-001
1	Perceive sense of control	Establish standards for download time	Benchmark with competitive readers	READ-001
2	Perceive sense of control	Accessing the book	<ul style="list-style-type: none"> • A book should continue to download even the the app has been closed. • If the wifi connection was lost, the books should resume download immediately and automatically when the connection is resumed. • If the book is partially downloaded, student should be able to access the parts of the book which are downloaded. 	
2	Perceive sense of control	Access the book	Improve communication of download	
1	Perceive sense of control	Improve Zoom	Additional Zoom in/out levels. (Zoom) Improve and add “pinch to zoom” to other platforms - Dynamic rendering (see Google maps with tiles)	READ-001
1	Perceive sense of control	Control over viewing	(Panning) Work on center zooming on tap and panning gestures (Disable page caching when the zoom is activated)	READ-001

Consistent information architecture cross platform

Read passively without interruption or visual clutter.

Ease of navigation within the book

End of example