I

POV Ideation

March 3rd, 2021

JENNIFER COFFEY | UX DESIGN

Goodreads - 4.8 stars (368k)

Discover and share books you love on Goodreads, the worlds largest site for readers and book recommendations!

Discover books you'll love

Explore book lists and new genres

See what your friends are reading

Give and get book recommendations

Be inspired to read more

Keep track of books you want to read

◆ **POV 1**

Users who like keeping track of the books they are reading need a better page tracking system to track which page they are on accurately because the app sometimes displays an older number, incorrect number, or the number of a different book they are currently reading.
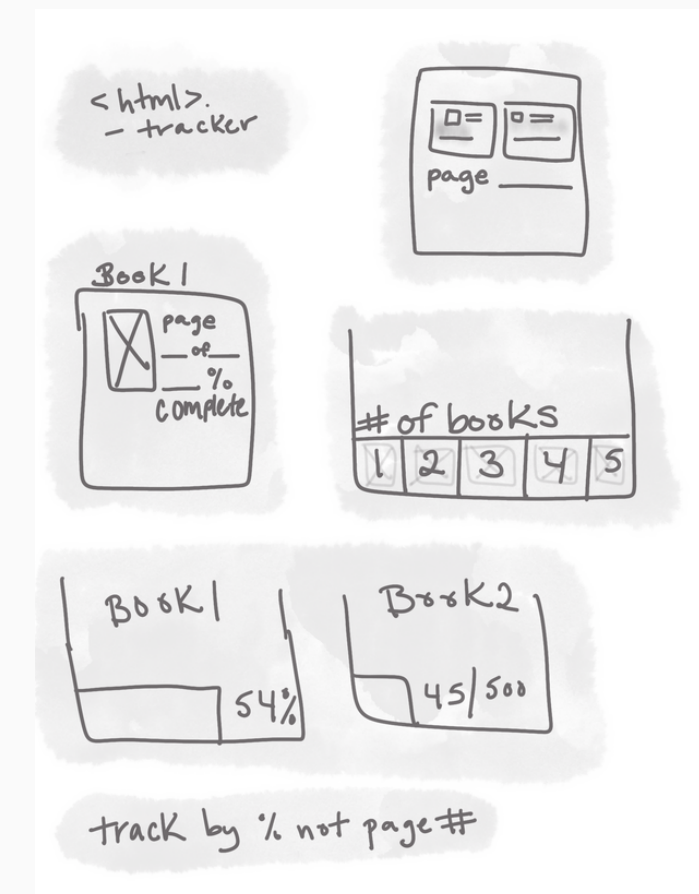

✓ **SCAMPER**

Modify the page tracking system to represent accurate information.

Eliminate bad code and replace it with correct code.

✓ **Braindump**

Go in and assess all code in relationship to page tracking and locate the problem. Fix the issue and make sure that the problem is solved by testing on all mobile interfaces. Also, check to make sure it is working on laptops and tablets.

✓ **Sketch**

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◆ POV 2

Users who like to reread books need an update to be able to add books to their current reading challenge without taking away from their previous reading challenge or having to go in and change the dates manually.

✓ SCAMPER

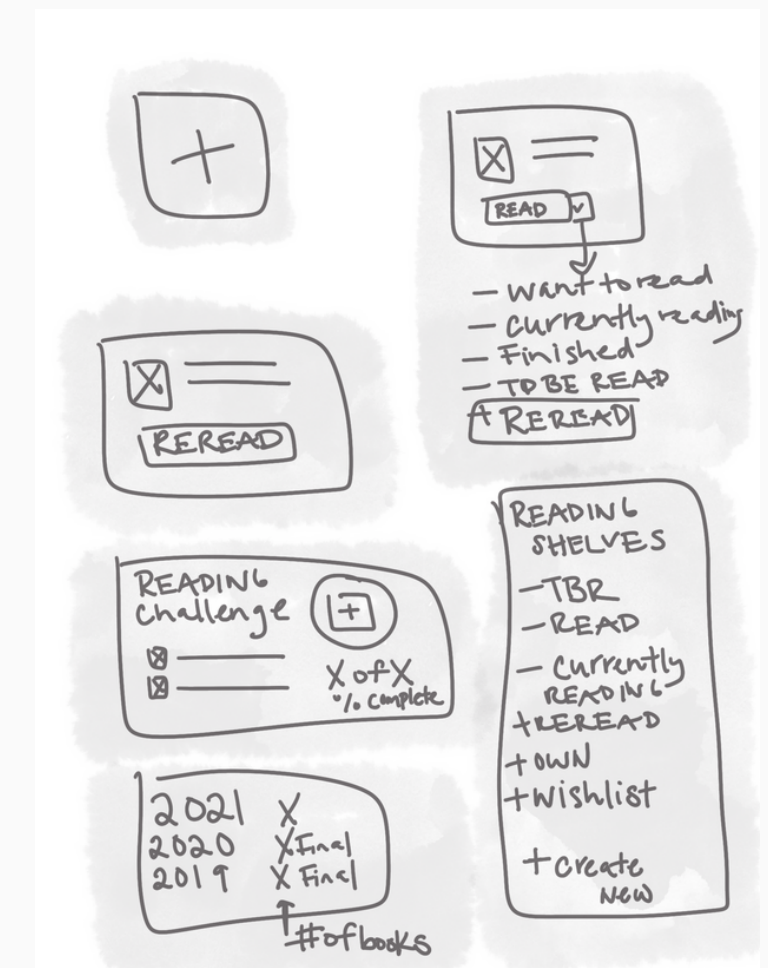Combine reread shelf to the default three shelves.

Modify reading challenges so they cannot be changed.

Eliminate only one option for manual entry of dates.

✓ Braindump

Instead of taking away books from past reading challenges, provide the option to reread the book as a user would read something they haven't read before. Also, remove the option to change past reading challenges. Once a reading challenge is complete for the year, it should not be able to change. Add a reread shelf to the main three shelves, want to read, currently reading, and read.
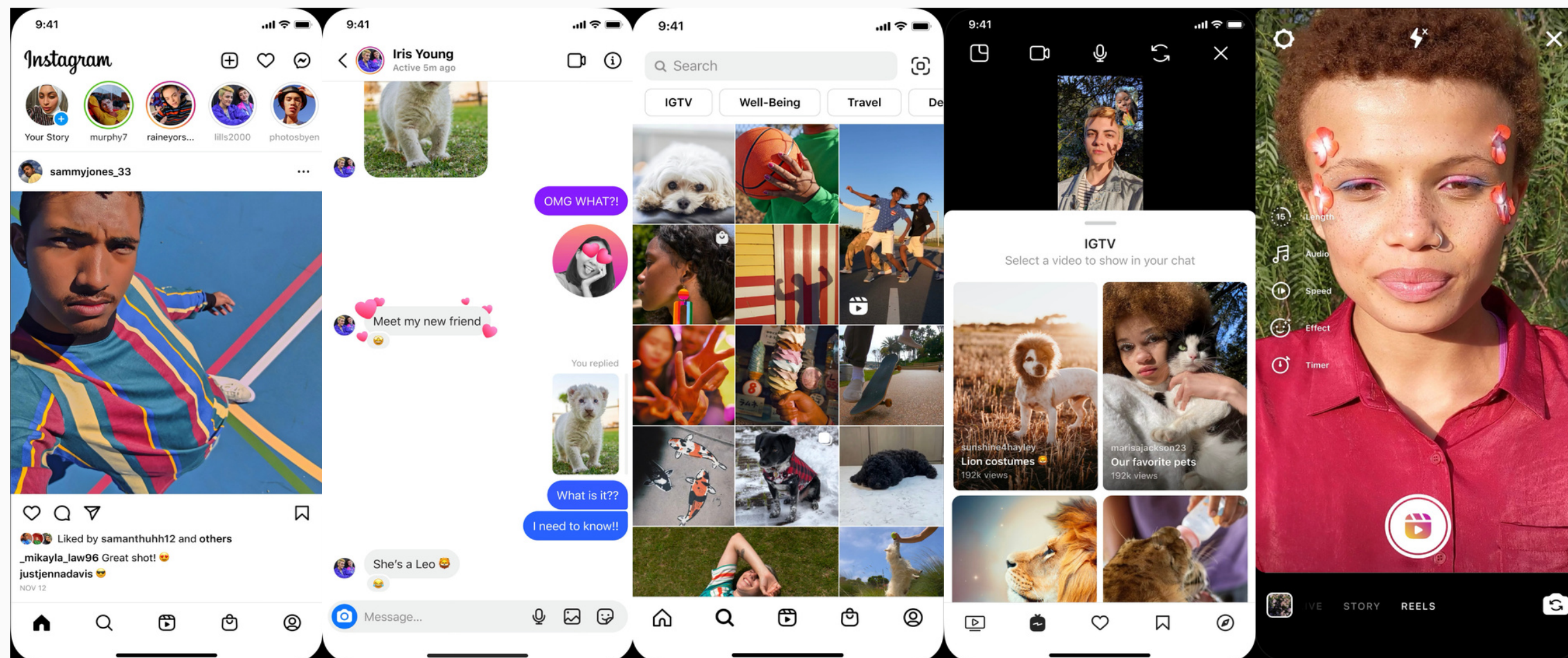
✓ Sketch

Instagram - 4.8 stars (20m)

Bringing you closer to the people and things you love.

◆ POV 1

Users who use the app regularly need an option to change their timeline to chronological order because the current algorithm doesn't show all posts and buries most photos, reels, or IGTVs in the timeline or doesn't show them at all.

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✓ SCAMPER

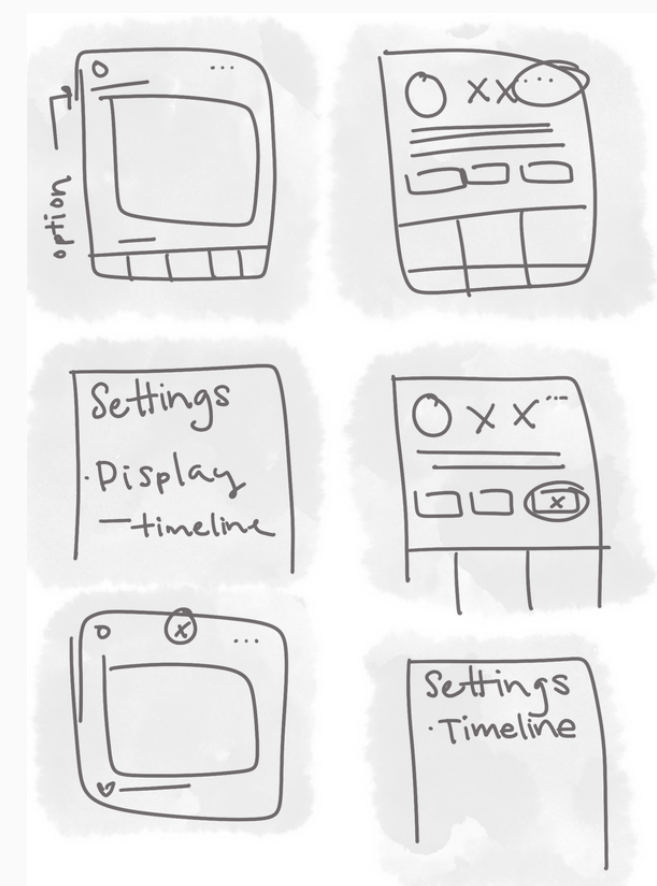Adapt multiple options for the main feed.

Modify timeline posts to allow all posts on the timeline.

Eliminate removing posts from the timeline.

✓ Braindump

Add an option in settings to allow a user to change the way they see their feed. Allow them the option to choose instead of deciding for them. If they choose chronological order, don't hide posts in the feed. If they choose the way the algorithm is now, do not hide posts, reels, or videos.

✓ Sketch

◆ POV 2

Active users on the platform need fewer updates because the constant changes or moving, adding, deleting, and changing buttons is confusing and frustrating.

✓ SCAMPER

Substitute buttons to their original position.

Combine shopping options in settings so users who don't use them don't have to hit them accidentally.
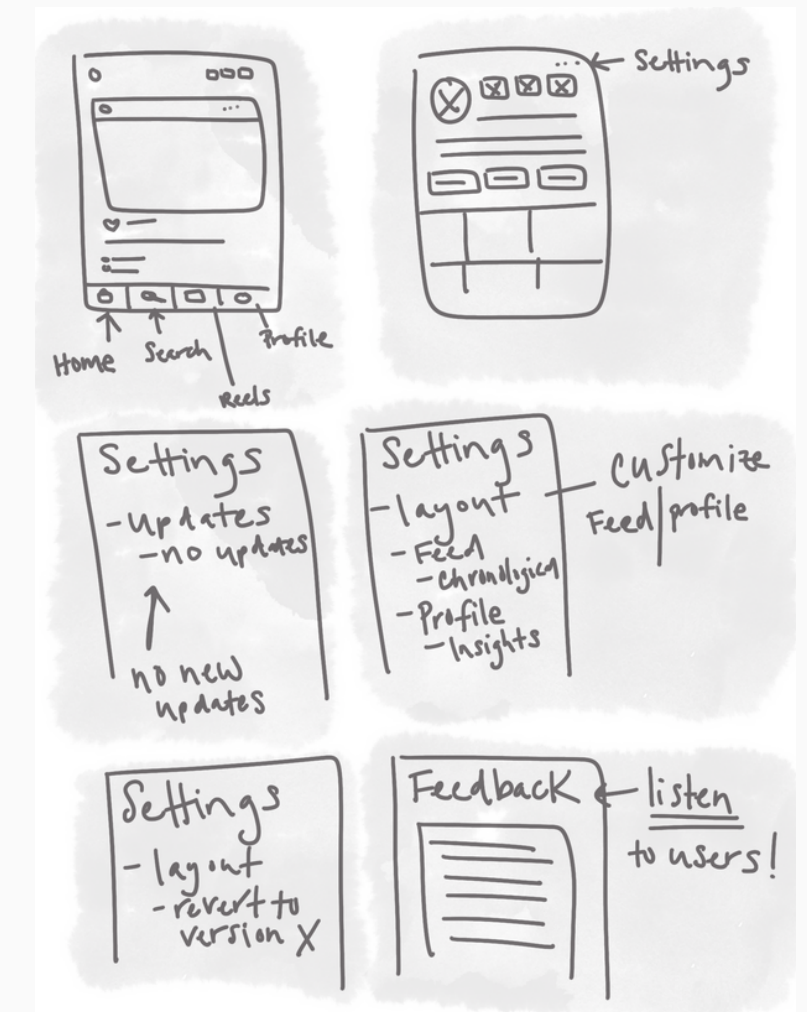
Adapt user feedback.

Modify the timeline to allow the option of chronological order.

✓ Braindump

Allow the user to customize their feed, profile page, and timeline. Allow them to control what content they want to see and where they want the buttons to go. Also, allow the user to choose if they want the latest updates in the app itself or allow the user to revert to a past layout.
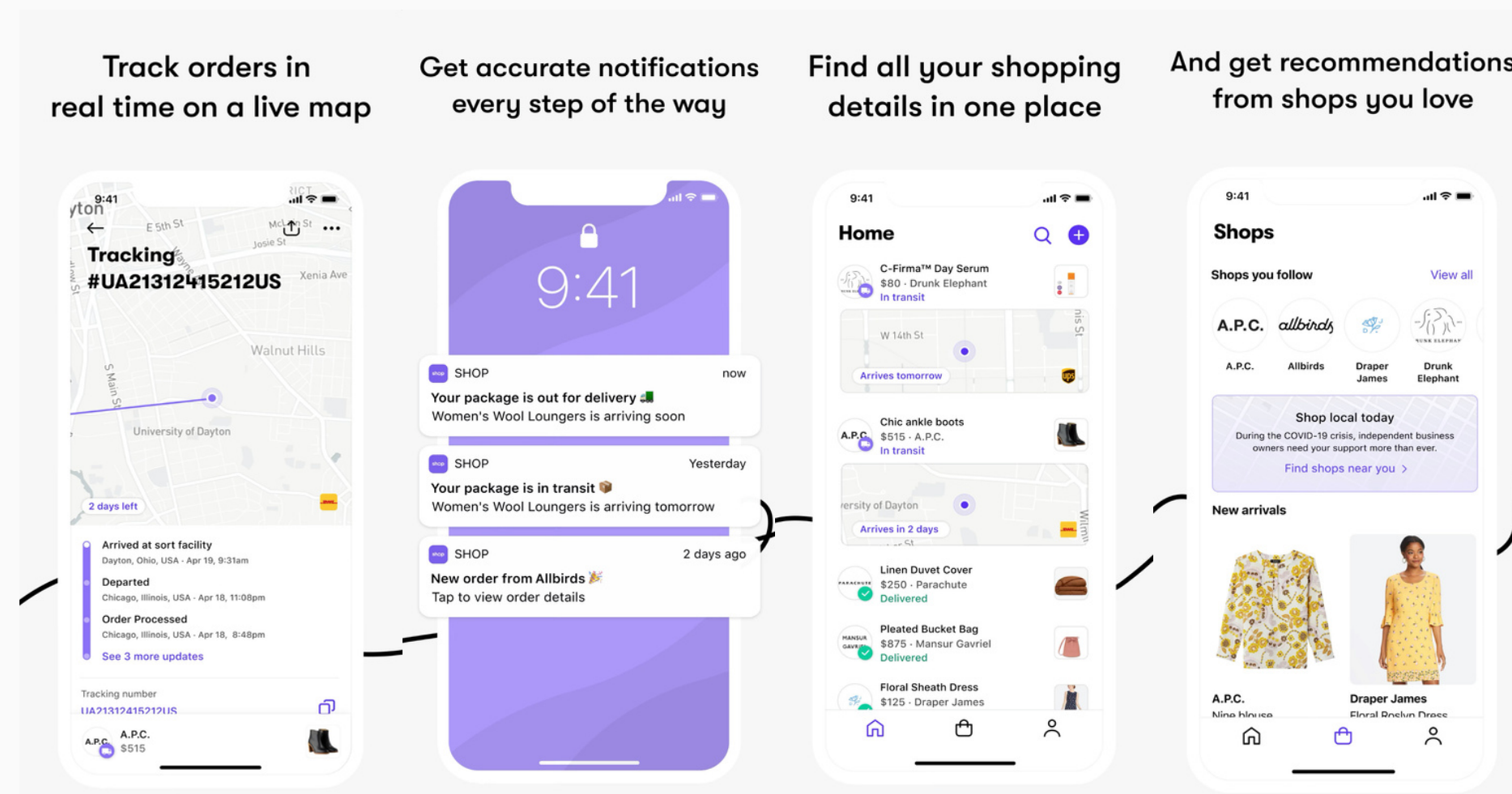
✓ Sketch

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Shopify/ Shop - 4.8 stars (1.5m)

Shop's got all your online shopping details covered in one place.

Track orders in real time on a live map

Get accurate notifications every step of the way

Find all your shopping details in one place

And get recommendations from shops you love

◆ **POV 1**

Users who want accurate tracking need faster in-app updates because sometimes the carrier website shows changes before Shop.

✓ **SCAMPER**

Combine the map feature and the updates of where the package is located. If the user zooms in on the map, they can see that it is at a warehouse or a post office by combining the two features.

Eliminate duplicate information with map and update features.

Reverse the order of packages on the main screen to the ones that will arrive first at the top.

✓ **Braindump**

There are several locations that could allow the developers to add an option to check the carries website right from the app. If this is not an option, add the last time the package was scanned in the app. On the map, put dates where the package was located instead of at the bottom of the page.

✓ **Sketch**

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◆ **POV 2**

Users who like precise updates on their packages need a notification to let them know there is no current change where the item(s) is located because they are frustrated when there is no change or update.
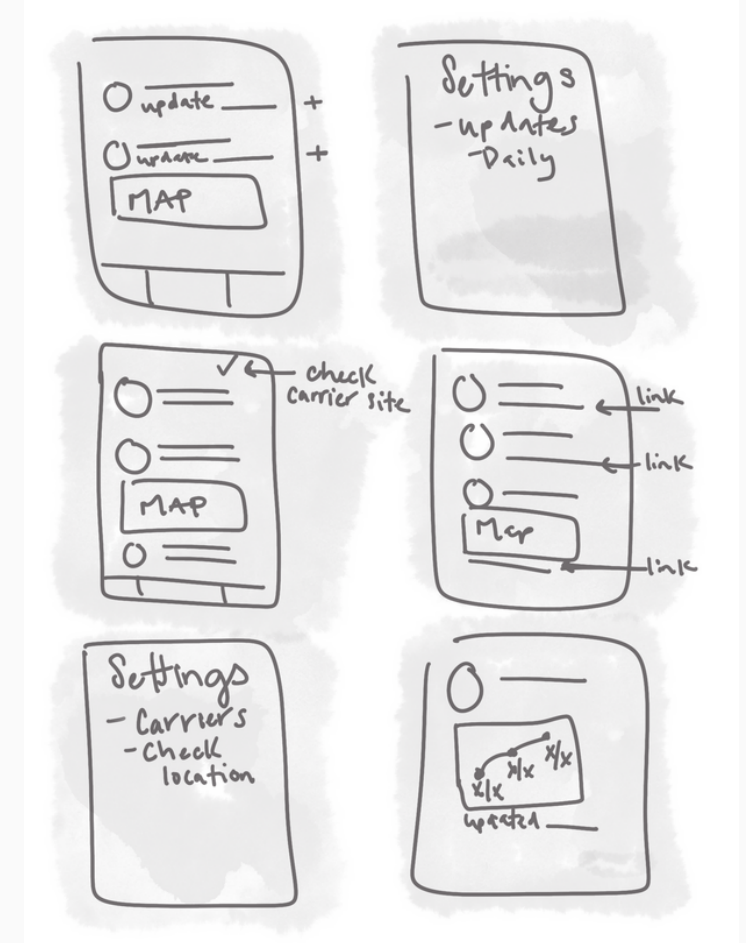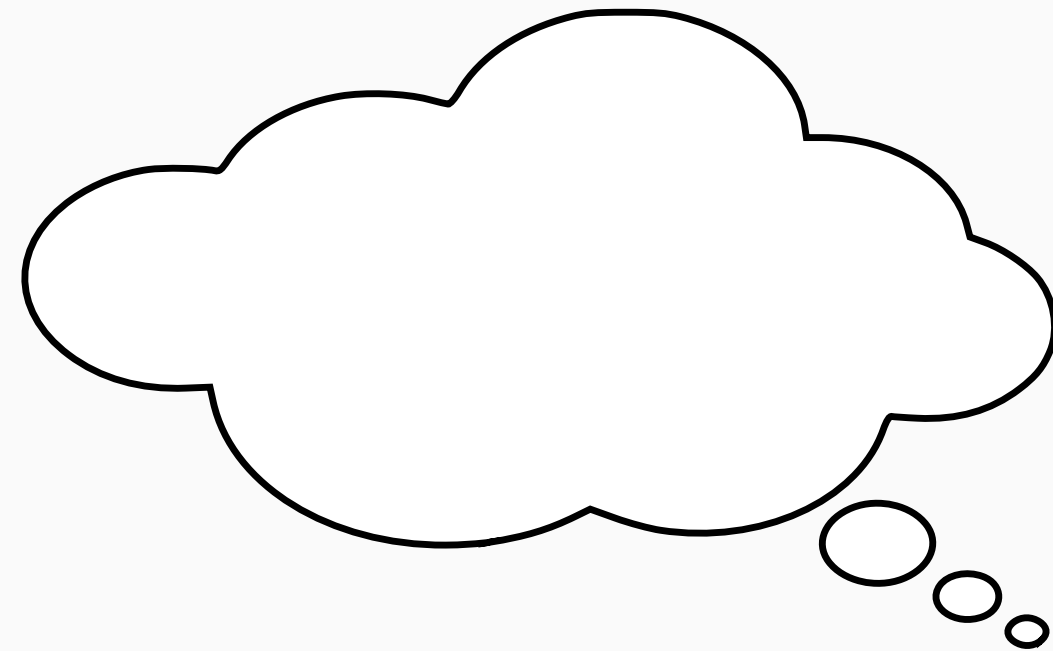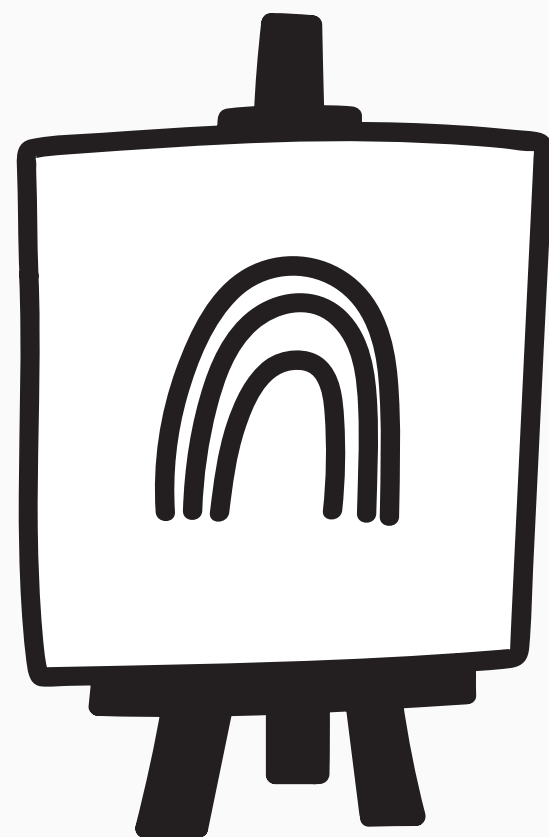
✓ **SCAMPER**

Modify notifications to allow for "no update" option. Also, place an alert on the main feed as a reminder that nothing has changed.

✓ **Braindump**

Presentations are tools that can be used as lectures, speeches, reports, and more. To create a stunning presentation, it's best to simplify your thoughts.

✓ **Sketch**

Ideate