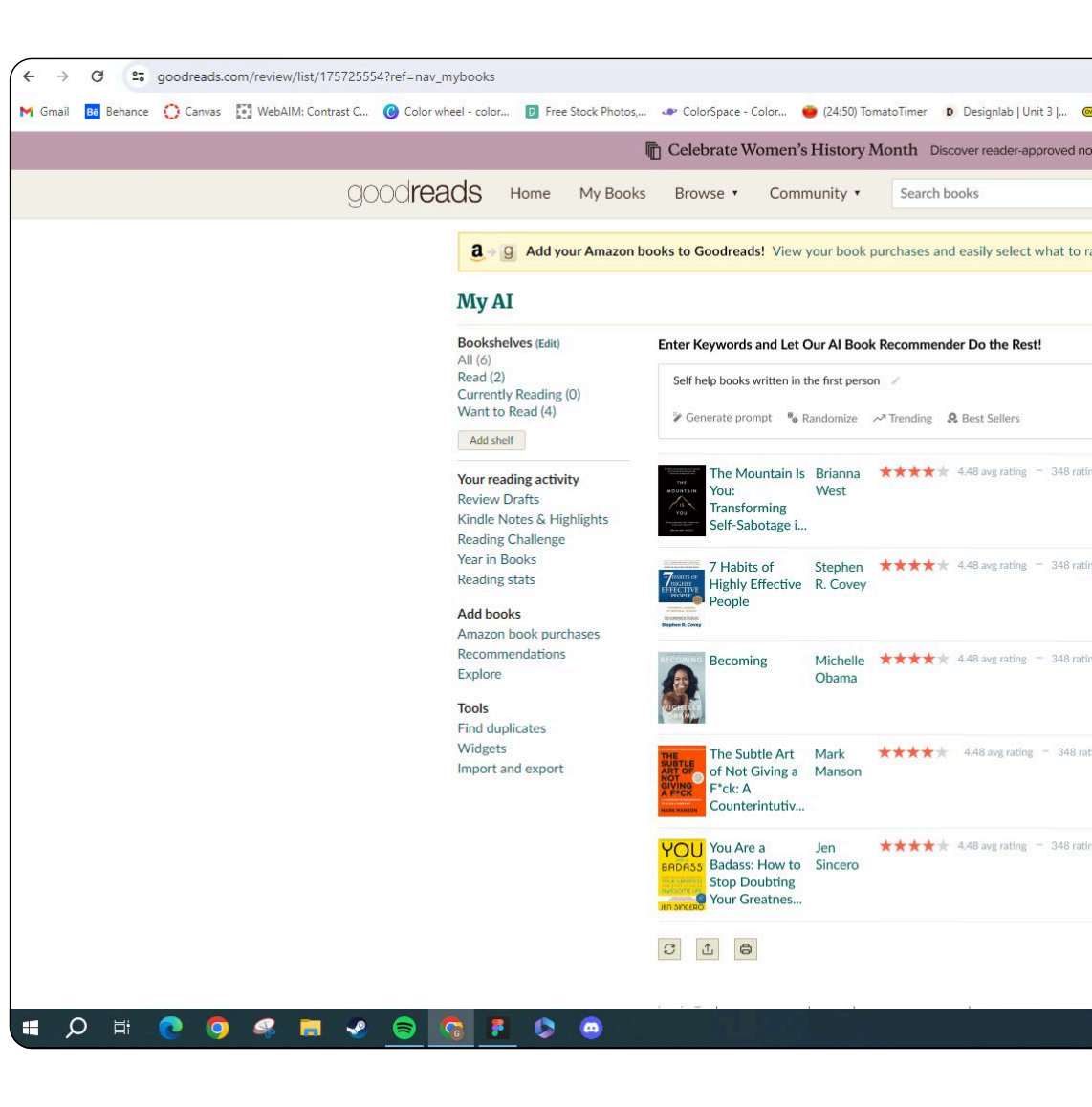
Goodreads AI Feature

Adding a Feature

UX Case Study

Garrett Ward


goodreads
Home
My Books
Browse
Community
Search books
My AI
Enter Keywords and Let Our AI Book Recommender Do the Rest!

Duration:

1st March - 12 April
(5 weeks)

Product Overview

We plan on adding an AI feature to the existing application "Goodreads" to enhance the user experience with personalized book recommendations, refining suggestions based on individual preferences, and fostering efficient content discovery and engagement.

This innovation not only elevates user engagement but also transforms Goodreads into a dynamic, intelligent platform, ensuring users discover and connect with literature that resonates with their unique interests.

Responsibility

- Researcher
- UX Designer
- UI Designer

Tools

- Figma
- Google Docs
- Google Excel
- Miro
- Figjam
- Usability Test

Problem Statement

Understanding the pain points and user needs within the reading community, the UX research aims to identify opportunities to create an online AI library assistant. The research will focus on uncovering challenges users face in terms of finding new books to read, content organization, and engagement, with the goal of enhancing the overall user experience and fostering a more inclusive and enjoyable reading experience.

Main Objective

We want to learn what current readers and library goers appreciate and dislike about their experience so that we may understand key features to design in order to curate a seamless AI online library experience.

Design Process

I proceeded to incorporate the universal UX Design Process which involves researching user needs, defining personas, and prioritizing features. Designing intuitive interfaces and conducting usability tests refine prototypes. Developing and testing iteratively ensures seamless navigation and functionality. Launching the refined app with user feedback monitoring ensures a satisfying user experience.

Understand
User Research
User Interview
Competitve Analysis

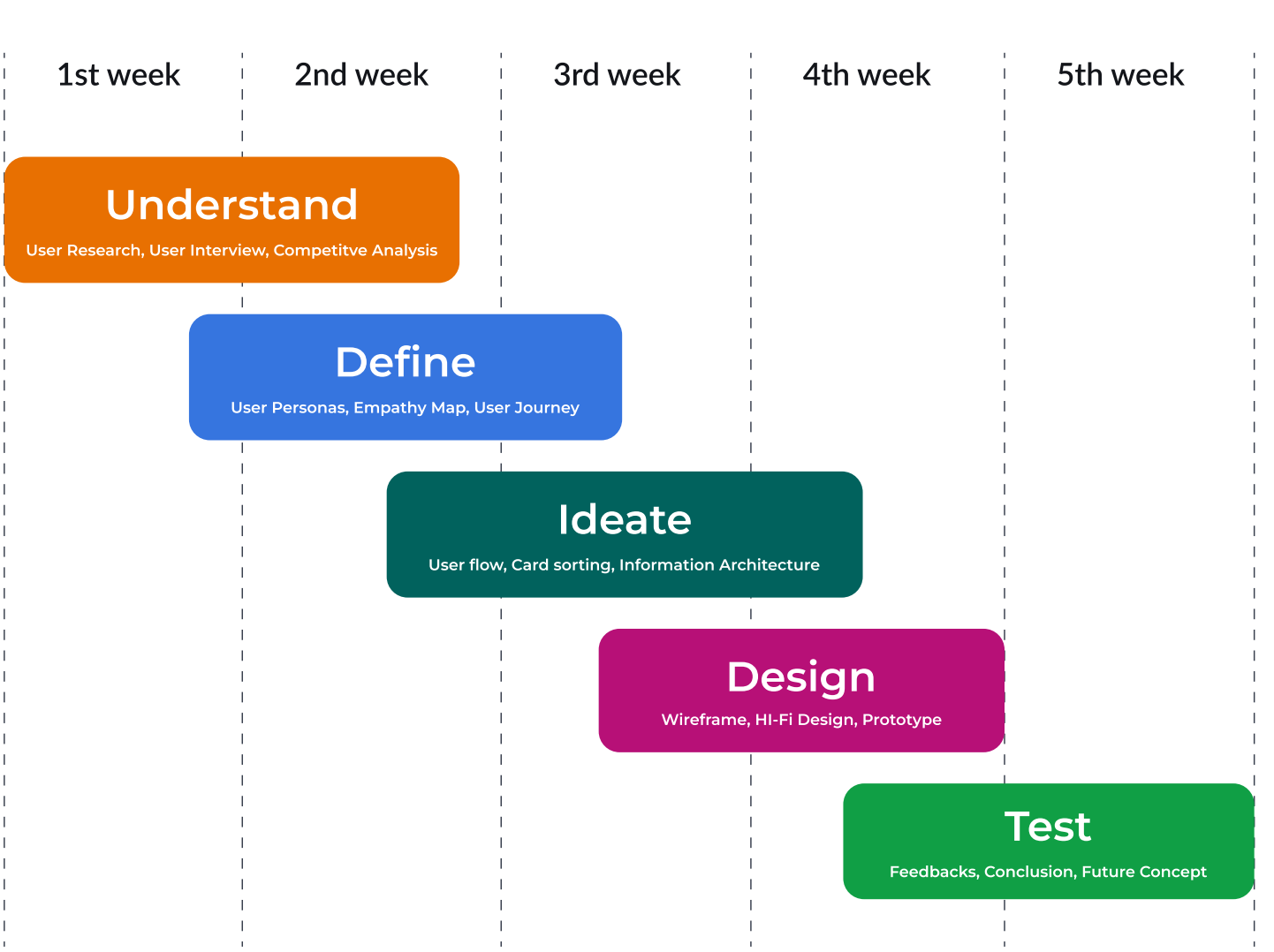
Define
User Personas
Empathy Map
User Journey

Design
Wireframe
Hi-Fi Designs
Prototype

Test
Feedbacks
Conclusion

Ideate
User Flow
Information Architecture

Design Timeline


1st week
2nd week
3rd week
4th week
5th week
Understand
User Research, User Interview, Competitive Analysis
Define
User Personas, Empathy Map, User Journey
Ideate
User flow, Card sorting, Information Architecture
Design
Wireframe, Hi-Fi Design, Prototype
Test
Feedbacks, Conclusion, Future Concept

Target Audience

- Goodreads current and future users.
- Users that use recommendations on Goodreads application.
- People of ages 16-50.

User Research

Development of an AI feature for Goodreads emerges as a strategic response to the ever-changing needs of book enthusiasts. Fueled by a need to enhance user experience, this initiative is founded in the recognition that traditional approaches to book discovery often fall short in capturing the distinct and diverse tastes of readers.

Competitive Analysis

Competitive analysis involves evaluating how similar products or features perform in the market. For the Goodreads AI feature, this means studying other platforms with AI-driven book recommendations to identify best practices, potential pitfalls, and unique features.

Company Name	Goodreads AI	Readow AI	Librarian AI
Company Info	AI Book Recommendations	AI Book Recommendations	AI Book Recommendations
Platform	Website	Website	Website
Free/Paid	Free	Free	Free
Revenue Models	Newsletter, Ads & Affiliate Marketing	Advertising	Advertising
Targeted Audience	14-60	14-60	14-60
Main Features	Curated Recommendations, Personal accounts	Book Recommendations, Purchasing	Book Recommendations
Key User Experience	Personalized accounts, book review, and purchasing	Fancy designs, favoriting books and purchasing	Book Recommendations
Major Pain Point	Extensive onboarding	No save feature	No personalization
Review/Rating	Positive	Positive	-

Unique Features

After conducting competitive analysis these are the unique features that AI would bring to the Goodreads platform.

- Personalized reading recommendations integrated with personalized lists and account.
- Improved book recommendation algorithms that better understand user preferences
- Overall improved user experience. AI recommendations will streamline integration with other features on the platform.
- Goodreads is already a powerful book tracking and social platform, AI gives opportunities for the platform to expand

User Interview Takeaways

I interviewed 5 individuals of 5 different age groups and asked them 25 in-depth questions about their experience with reading, exploring new books and their experience with Goodreads. Here are the three main takeaways we received after analyzing the responses.

- A lot of the interviewees relied on outside sources such as friends and family for book recommendations.
- The majority of interviewees value the idea of AI book exploration streamlining the ability to fit the users reading preferences.
- People would be able to find curated books easier and not waste time and money reading books they don't enjoy.

Contextual Inquiries

I collaborated with participants in the participants own environment to inquire about Goodreads and observe how they interacted with the platform and the nature of the tasks at hand. I used these observations to come up with a User Engagement Analysis.

User Engagement Analysis

67%

Of users said that the "recommendations" onboarding was extensive and could use an update.

50%

Of users stated that they use Goodreads on a daily basis.

96%

Of users said they would use the application if it had an integrated AI tool for recommendations.

25%

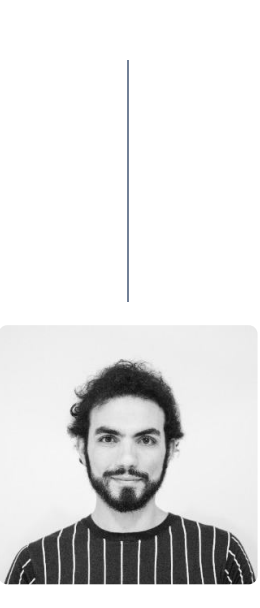
Of users were using Goodreads for their first time.

Says

- I want the best possible book to read
- It's difficult for me to get invested into a book.
- I only read books that fit my very specific taste.
- I don't like when I can't find a good book to read.

Thinks

- Why is it so difficult for me to find a good book?
- My friends recommendations don't fit my niche.
- What if I spend money on a book I don't end up enjoying?
- What are the last books that I read and enjoyed?



Does

- Uses AI for work questions and daily problem solving.
- Likes to get coffee with friends.
- Enjoys reading to pass time and wind down.
- Commutes to work on the Metro daily.

Feels

- Busy
- Frustrated
- Confused
- Overwhelmed

Pain Points

1. Book Exploration

   I normally rely on my friends for book recommendations but I don't always like the books they suggest

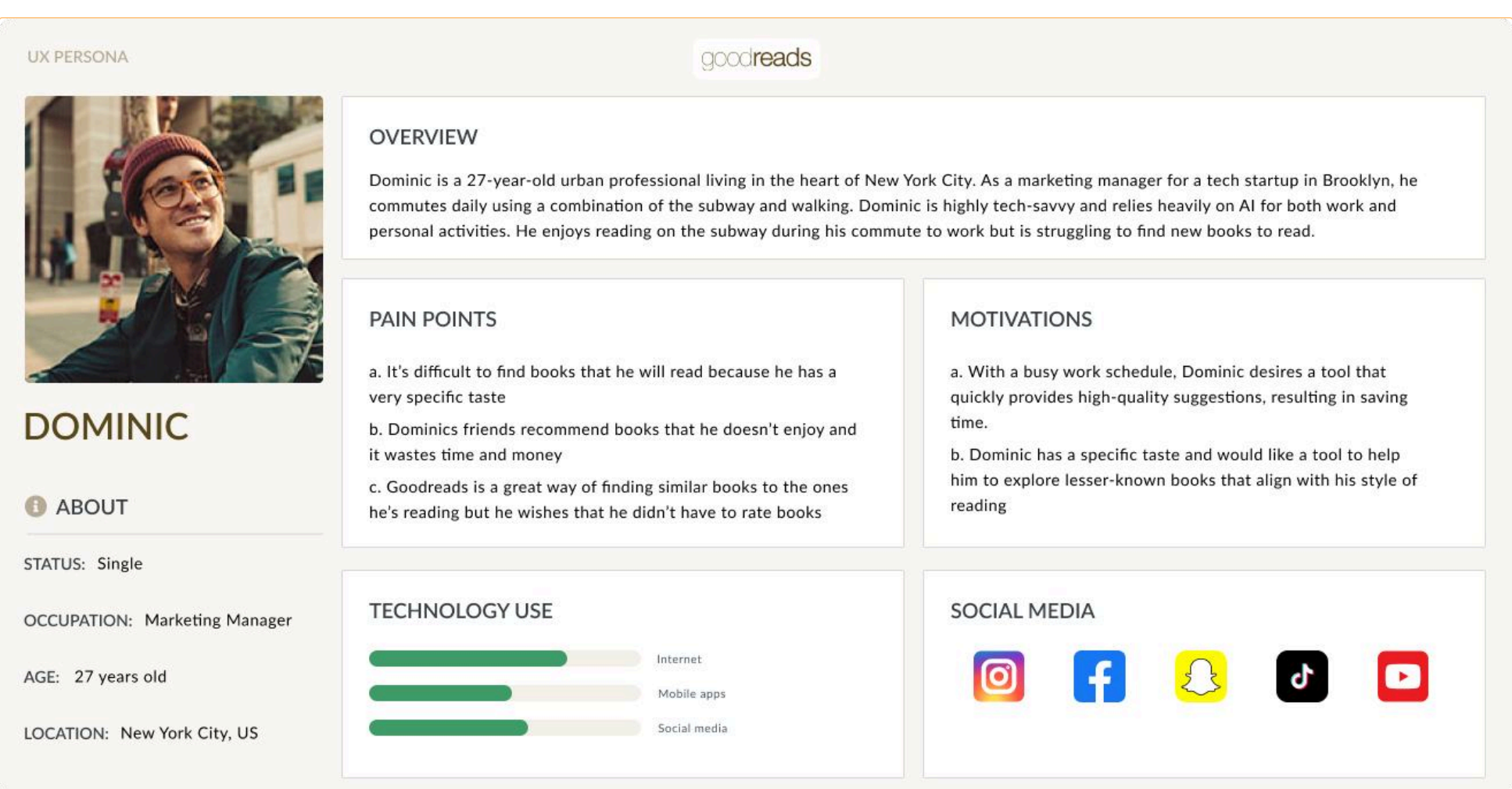
2. Reading Preferences

   The search for a good book is long and painful. There's so many options and no easy way to make sure I can find a book that fits my specific taste.

3. Time & Money

   Books can be expensive and users don't want to waste their time and money on books they won't read.

User Persona



UX PERSONA

goodreads

DOMINIC

ABOUT

STATUS: Single

OCCUPATION: Marketing Manager

AGE: 27 years old

LOCATION: New York City, US

OVERVIEW

Dominic is a 27-year-old urban professional living in the heart of New York City. As a marketing manager for a tech startup in Brooklyn, he commutes daily using a combination of the subway and walking. Dominic is highly tech-savvy and relies heavily on AI for both work and personal activities. He enjoys reading on the subway during his commute to work but is struggling to find new books to read.

PAIN POINTS

a. It's difficult to find books that he will read because he has a very specific taste

b. Dominics friends recommend books that he doesn't enjoy and it wastes time and money

c. Goodreads is a great way of finding similar books to the ones he's reading but he wishes that he didn't have to rate books

MOTIVATIONS

a. With a busy work schedule, Dominic desires a tool that quickly provides high-quality suggestions, resulting in saving time.

b. Dominic has a specific taste and would like a tool to help him to explore lesser-known books that align with his style of reading

TECHNOLOGY USE

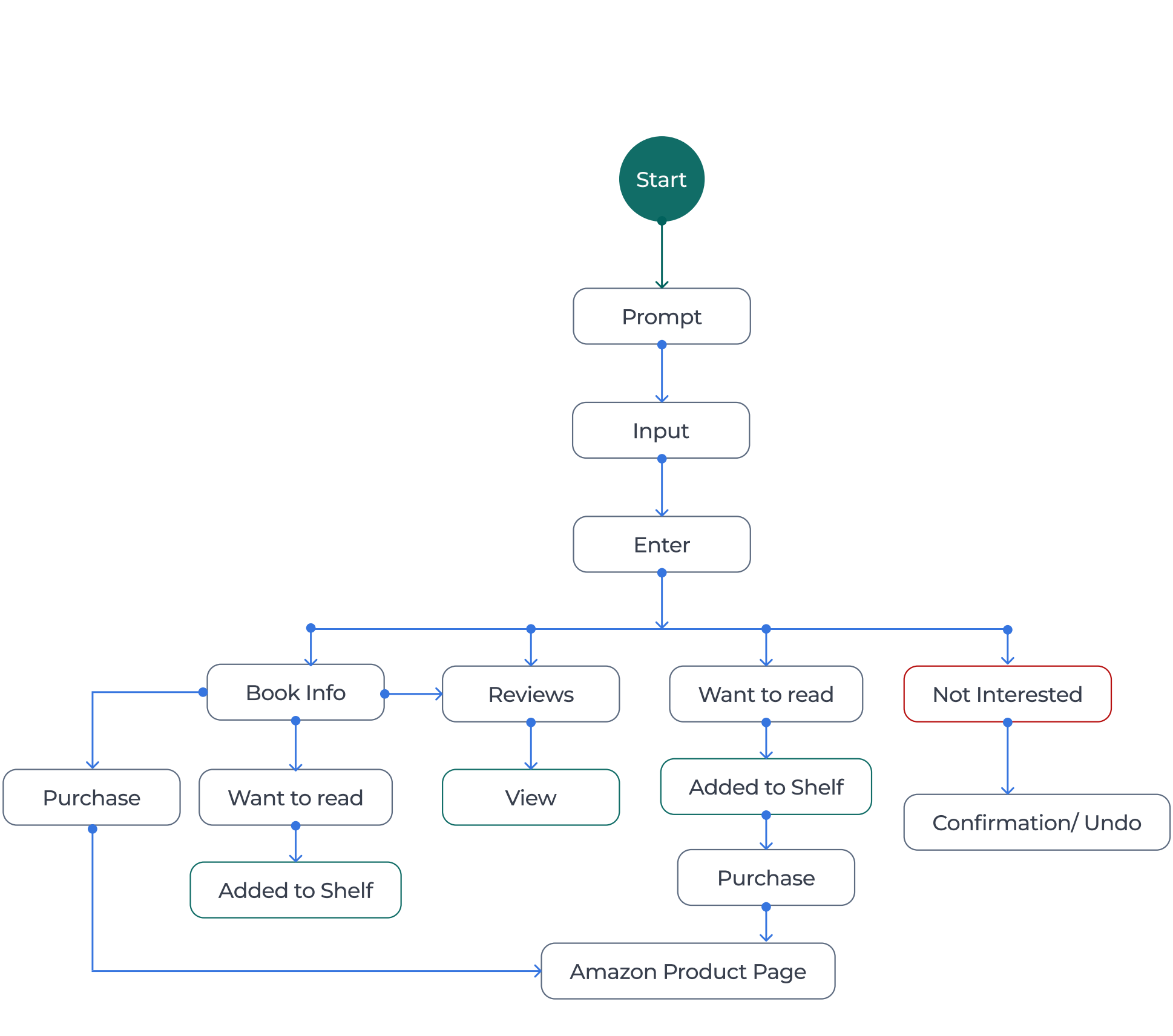
Internet
Mobile apps
Social media

SOCIAL MEDIA

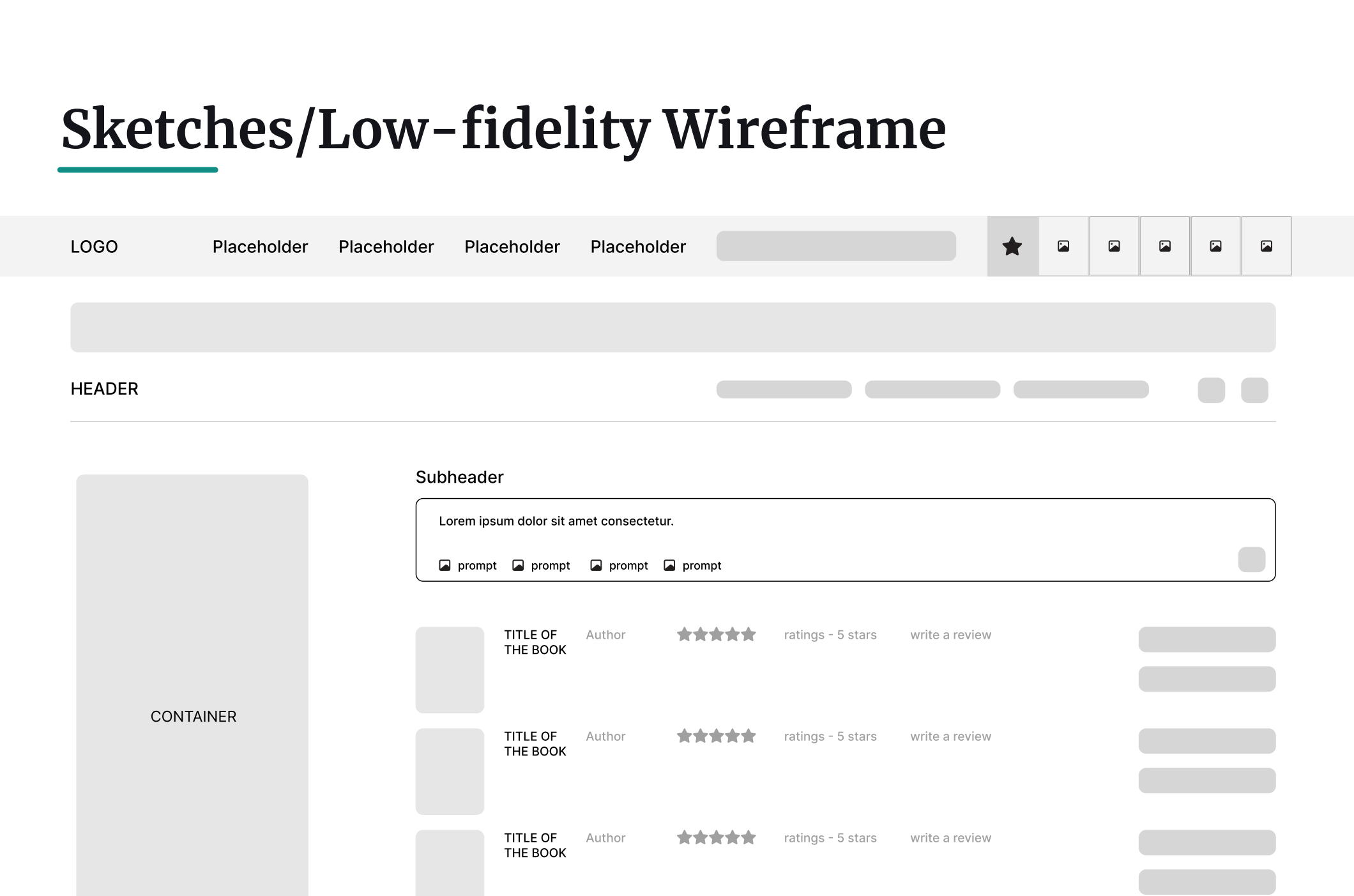
Persona: Dominic

Goal: Consolidate key thoughts about a successful AI-powered book recommendation system

Actions	Discovery	Exploration	Engagement	Decision
Task List	1. Dominic, a 27 year-old advid reader 2. Logs into Goodreads 3. Clicks on the banner announcing new AI feature.	1. Inputs favorite genres and books 2. Inputs ratings for books he's read recently 3. Inputs his reading style preference.	1. Dominic analyzes the personalized results 2. He sees that the reviews are positive and adds the book to his "want to read" list 3. Views book info	1. Dominic decided to purchase the book 2. He decides to read it 3. Updates his reading status on the platform
Feeling	🤔	🙂	😄	😊
Thoughts	1. Dominic is excited about the new feature 2. He is curious about how it works	1. Dominic is hopeful that AI gives accurate results 2. He is curious to see the results	1. Dominic is satisfied with his results 2. Dominic is hopeful about the book he added	1. Dominic is happy with his purchase 2. He has grown trust in the tool to give personalized results.
Outcome	1. Dominic located the banner 2. Becomes eager to learn more about AI feature	1. Ai begins to analyze the entered text 2. The AI generates results	1. He finds a curated book recommendation 2. He is excited about results	1. Dominic feels confident in his decision 2. Enjoys the book and experience


Start
Prompt
Input
Enter
Book Info
Reviews
Want to read
Not Interested
Purchase
Want to read
View
Added to Shelf
Confirmation/ Undo
Added to Shelf
Purchase
Amazon Product Page

Sketches/Low-fidelity Wireframe


LOGO
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HEADER
Subheader
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prompt
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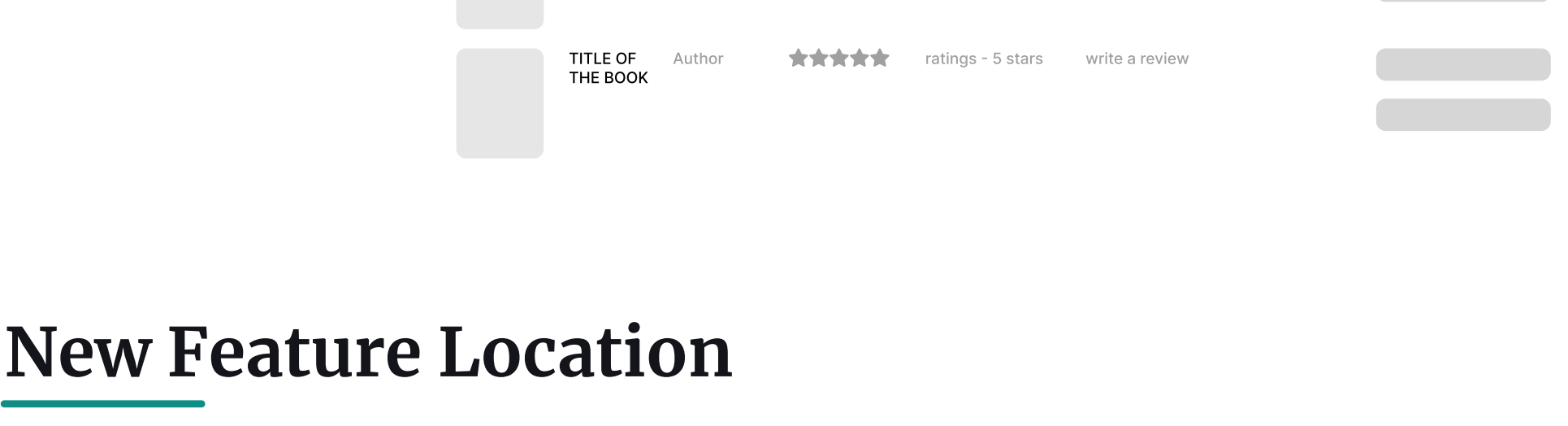
prompt
CONTAINER
TITLE OF THE BOOK
Author
ratings - 5 stars
write a review

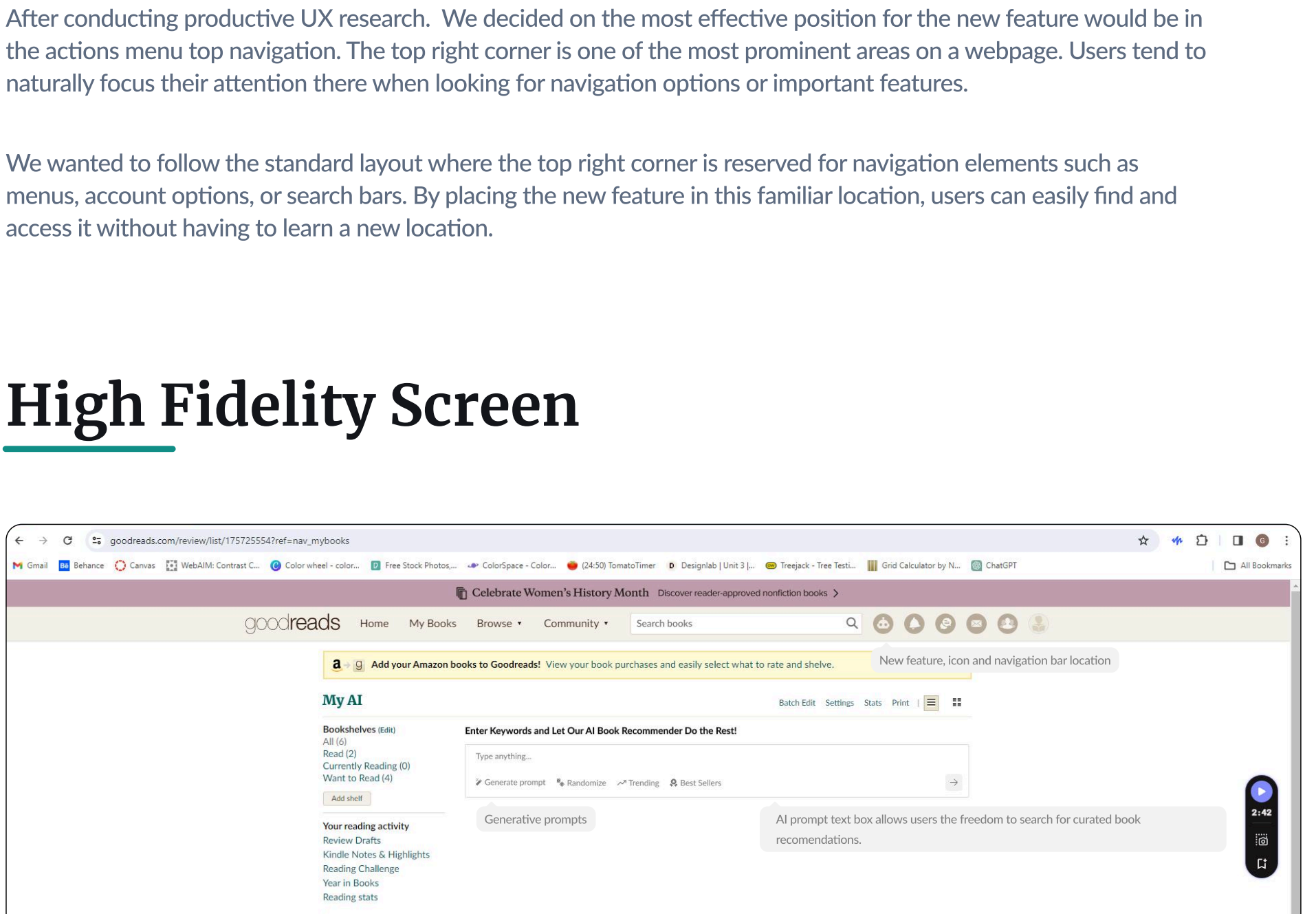
New Feature Location


goodreads
Home
My Books
Browse
Community
Search books
My AI

After conducting productive UX research. We decided on the most effective position for the new feature would be in the actions menu top navigation. The top right corner is one of the most prominent areas on a webpage. Users tend to naturally focus their attention there when looking for navigation options or important features.

We wanted to follow the standard layout where the top right corner is reserved for navigation elements such as menus, account options, or search bars. By placing the new feature in this familiar location, users can easily find and access it without having to learn a new location.

High Fidelity Screen

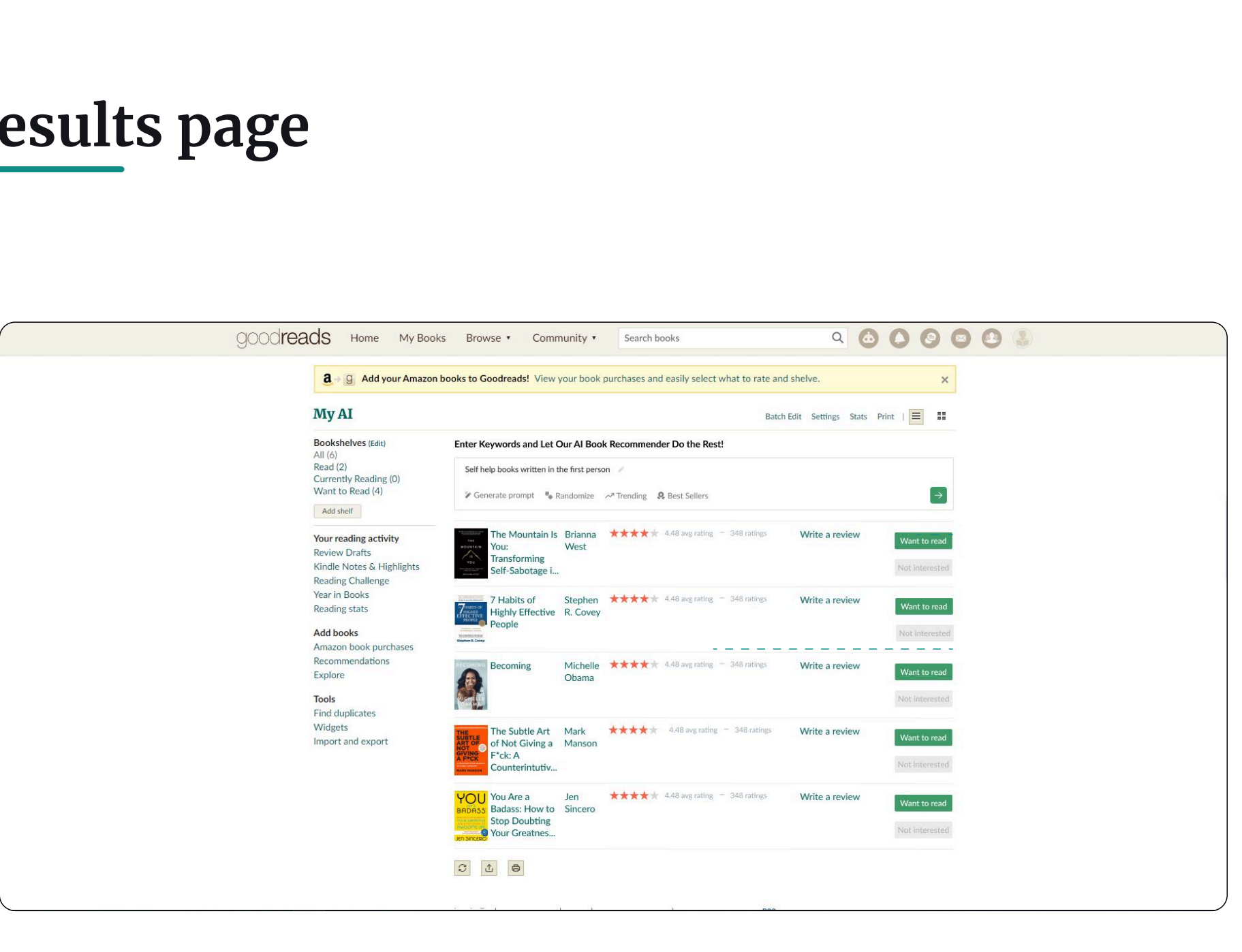

goodreads
Home
My Books
Browse
Community
Search books
My AI
Enter Keywords and Let Our AI Book Recommender Do the Rest!

New feature, icon and navigation bar location

Generative prompts

AI prompt text box allows users the freedom to search for curated book recommendations.

Results page


goodreads
My AI
Enter Keywords and Let Our AI Book Recommender Do the Rest!
Self help books written in the first person
The Mountain Is You: Transforming Self-Sabotage i...
Brianna West
7 Habits of Highly Effective People
Stephen R. Covey
Becoming
Michelle Obama
The Subtle Art of Not Giving a F*ck: A Counterintuitiv...
Mark Manson
You Are a Badass: How to Stop Doubting Your Greatnes...
Jen Sincero
Write a review
Want to read
Not interested

User Testing

Process

1. Define Objectives
   a. 100% Task success rate (Navigation)
   b. 15 second average "Time on Task"
   c. Error rate under 15%
2. User Persona Identification
3. Create Test Scenarios
   a. Locate the feature
   b. Create a prompt
   c. Navigate results
4. Recruit Participants (5 or 6 users)
5. Prepare Test Materials (Wireframes, Prototypes)
6. Conduct the Test
7. Gather Feedback

Findings

1. **User Engagement:** Overall the engagement was very positive. Users had a perfect task completion rate of 100%. Heatmaps and first-click analysis proved that users were able to navigate the new feature with ease.
2. **Usability:** We had our participants answer post test questions in regards to usability. The responses were positive stating that the feature was easy to locate, easy to use, straightforward and useful. Users of older age expressed that some of the text was hard to read. So this will be considered in iterations.
3. **Integration:** All UX elements, such as navigation menus, buttons, and forms, worked as intended. This also includes user interactions, such as clicking buttons, filling out forms, and navigating between pages.
4. **Key takeaway:** Overall, Positive test results validated the effectiveness of the design decisions made by the UX team. It indicates that the chosen UX elements, layout, navigation flow, and interactions are well-suited to the needs and preferences of the users.

Roadmap

Looking ahead, we're excited to share our future plans for incorporating the AI chat feature into the Goodreads platform. This means you'll be able to seamlessly access the AI chat within the Goodreads website. The ability to chat with an AI that's created to understand your reading preferences and suggest books you might enjoy, all without leaving the Goodreads platform. It'll learn from what you and others say about books to give you even better recommendations. Future improvements plan to be made so that you can also chat with it about your favorite books, ask for suggestions, or discuss ongoing reads, all within the familiar Goodreads environment. We'll ensure a smooth integration, making it easy for everyone to use and enhancing the overall Goodreads experience. We're committed to making Goodreads the best destination for book lovers, and this AI chat feature is just the beginning of what's to come!

Thank you for viewing

Reach out via email: gward6174@gmail.com