Kibo

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Project Definition

Enhance the engagement to the experience of reading non-fiction thus making it easier to consume and comprehend even for smaller age groups.

a. Problem

a. Motivation

a. Solution

d. Goals

● problem

Non-fiction is not written in a way that they are childfriendly. While it is important to read non-fiction, studies show that less and less teenagers are reading books and a handful of them are immersing themselves in non-fiction.

● solution

A reading experience that **promotes** and **maintains engagement** through an **interactive media consumption experience**, leveraging the power of non-fiction literature

● **motivation**

We want the ease and engagement of reading non-fiction literature to **resonate** with our target users, by offering a **seamless** way to consume snackable content of information that **elevates their interest.**

● goals

Easy reading

Structure content in a way that encourages **interaction**, easy **consumption**, and accessible entry and exit points.
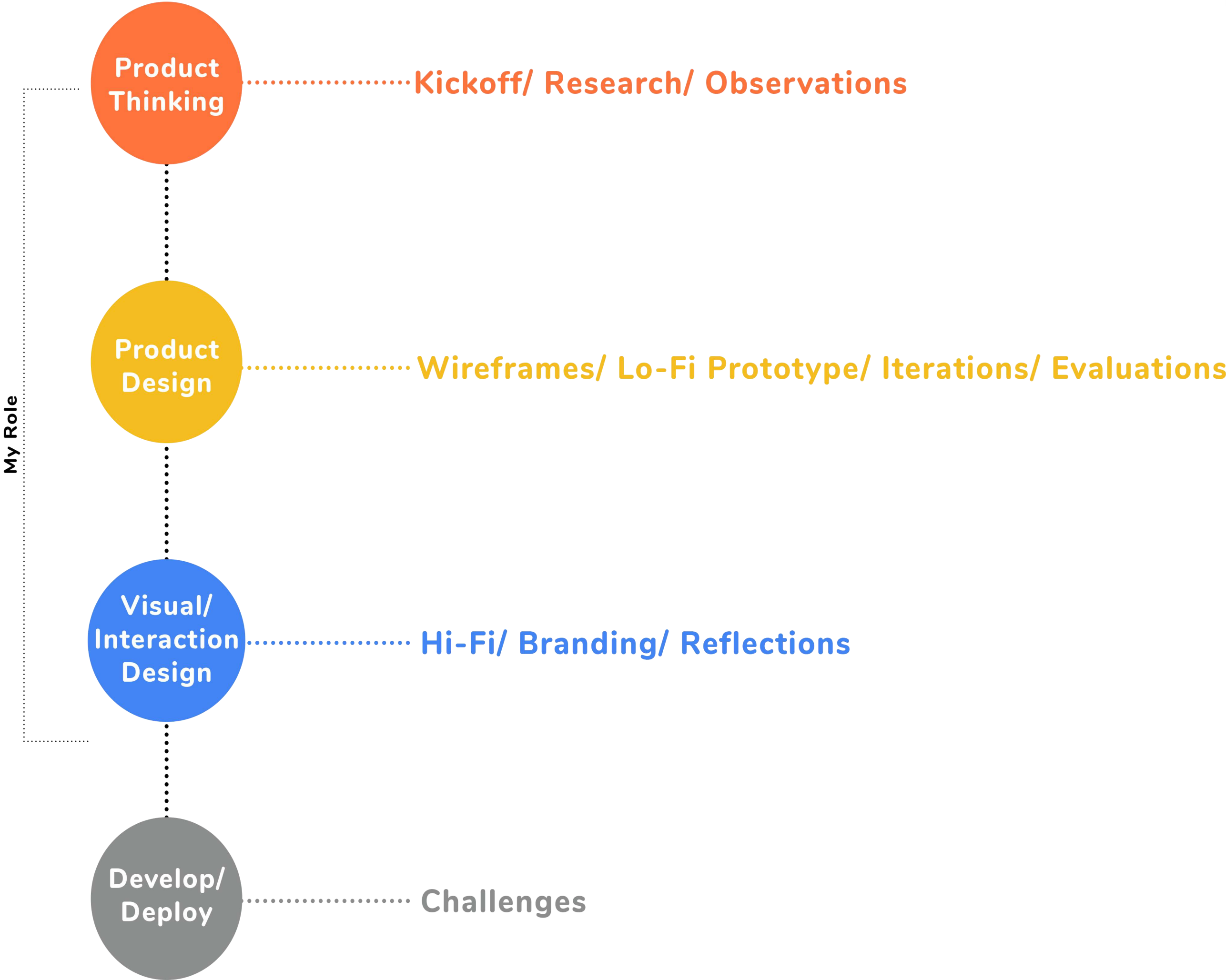
Organized progress tracking

Enable users to **effortlessly save and track** their personal library of saved topics and books.

Effortless assistance

Empower the user to **understand the reasoning** behind the underlying content, not mentioned in the book.

Set design guidelines

For our developer friends,create a set of rules that will **help dictate the flow of the content**, how the **user interacts** within the content, and basic styling that supports our goals.

Product Thinking ········· **Kickoff/ Research/ Observations**

My Role

Product Design ········· **Wireframes/ Lo-Fi Prototype/ Iterations/ Evaluations**

Visual/ Interaction Design ········· **Hi-Fi/ Branding/ Reflections**

Develop/ Deploy ········· **Challenges**

~~What~~ Who is Kibo?

Kibo is a chatbot, specially designed for teenagers to help them engage and develop interest in non-fiction literature. Kibo divides a book into packets of information and deliver in the form of chats.

Read a book via chat!

Kibo

HCI001
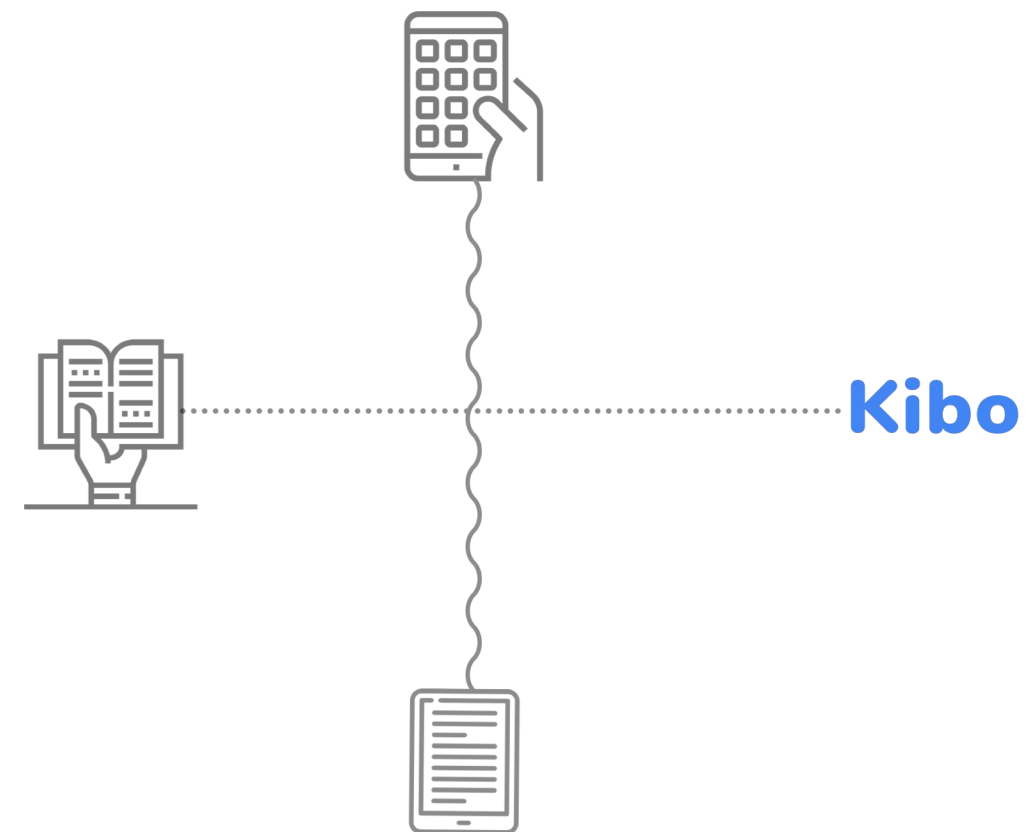
Research

Prompts & Insights

Why Non-Fiction?

- Non-fictions are usually not written or developed in a way that they are child-friendly.

- A linear structure of narration (without many interesting twists or turns or personification)

  that makes children start reading them during the later stages of life.

- Reading non-fiction helps children in the following (and more...) :

    - Logical thinking, Vocabulary etc.

    - Offers solution to real-world problems

    - Teaches children more about the world they live in.

Kickoff

1. What is our **target users' goal** in terms of reading?

2. **Evaluating the problem**: Is it a common problem?

3. Which are the **competitive apps** in the market?

4. How can we **prioritize** the activities in a way unique to the user?

1. What is our target users' goal in terms of reading?

Our initial research online and through the library gave us insights that teenagers prefer graphical novels more than any other genre. But even within these novels, they shunned away from a linear narrative. It was always the excitement, suspense and comedy that kept them engaged with a read.

"GenZ send and receive over 6000 text messages per month"

"GenZ has an attention span of 8 seconds. Approximately 11% of their population have ADHD"

- Generation Z (born 1997 or later): 27.68%
- Generation X (born 1965- 1980): 20%
- The Silent Generation (born 1928- 1945): 7.14%
- The Millenial Generation (born 1981 -1996): 22.03%
- The Baby Boomer Generation (born 1946 - 1964): 22.18%
- The Greatest Generation (born before 1928): 0.64%

2. Evaluating the Problem:

How common is the problem?

Reading is an inherent part which plays a key role in developing a child's thought-flow, social skills, necessary cognitive skills and prepares them with vital problem solving skills for all aspects of their personal and professional life.

As we observe through the charts, the highest decline in reading is faced by children who are in the age group of 12-17. There is overall decline of reading, children who used to read started reading less and there is also an observed decrease in the hours of sustained reading.

Source of data: Scholastic Research, 2018

● 2010   ● 2012   ● 2014   ● 2016   ● 2018

Ages 6-8 | Ages 9-11 | Ages 12-14 | Ages 15-17

Weekly Reading Frequency

Ages 6-8
Ages 9-11
Ages 12-14
Ages 15-17

● 2010-'18 Overall Decline in Reading

● Children read less as grow older

● Decline in Number of Hours of Sustained Reading

Weekly Reading Frequency
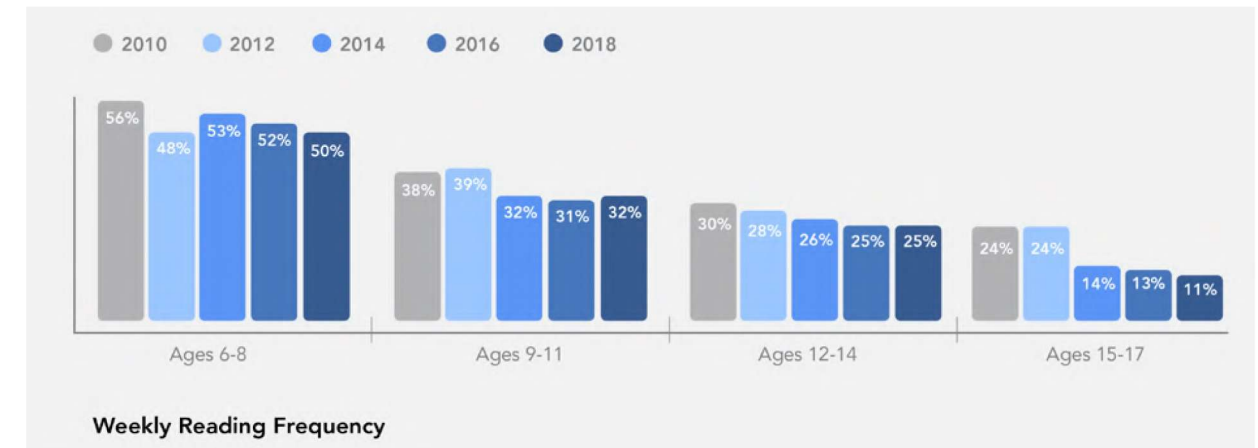
3. Which are the competitive apps in the market?

In order to understand what was beneficial and lacking in the current platforms, I had to check the prominent reading platforms today.

I evaluated several features considered essential from user analysis and identified which ones Kibo could capitalize on to be ahead of other platforms.

APPLICATION	audible	Blinkist	goodreads	📖
Library	●	●	●	●
Reading Stats	●	○	○	○
Book Suggestions	●	●	●	●
Real-time search help	○	○	○	○
Customized listening pace	●	○	○	●
Dictionary	○	○	○	●
Export Reading Taste	○	○	○	○
IOS & Android	●	●	●	○
Full book	●	○	○	●
Non-Fiction	●	●	●	●
Fiction	●	○	●	●

4. How can we prioritize the activities in a way unique to the user?

Plotting a list of possible features onto a graph helped me narrow down what was absolutely crucial for delivering the mvp.

HIGH PRIORITY

library

dictionary   chatting with books

reading stats   real time search assistance

book suggestions   multimedia support

reminders   customized reading pace

LOW EFFORT   **HIGH EFFORT**

reading mode   filters

bookmark   purchasing

platform integration

LOW PRIORITY

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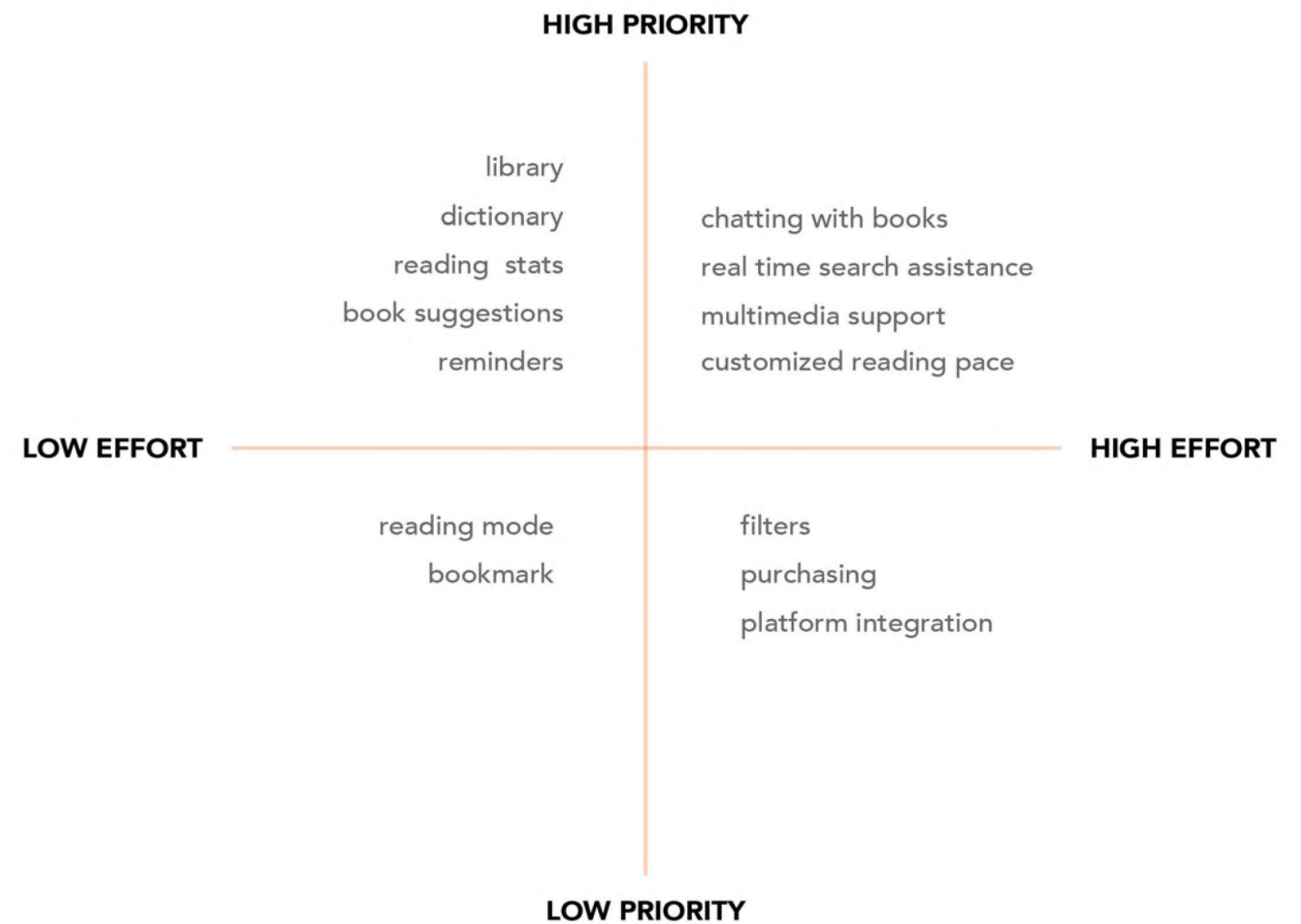
Observations

Contextual Enquiry &

Creating Personas

Greenwood Library, Indiana

Program 'Reading Rockets' targeted on Parents and Teachers to help children engage in reading.

We interviewed 2 Parents and Teachers (Teaching 6th Grade) and conducted surveys with several others who are part of this program.

Teen Programs are hosted by TeenHQ (Teenagers' collective in the Library) to engage teens in interactive learning.

We interviewed 2 Teenagers and surveyed several others who are part of the TeenHQ (Age range 11-18).

Pictures Source: Greenwood Library

Contextual Inquiry

A graphical survey was conducted in between children, parents and teachers. The same text sample was arranged in 5 different ways as shown:

75 % of parents with kids ages 6–17 agree: "I wish my child would read more books for fun."

'Reading a large book is too time consuming and slow, I better ask my friends about the book' -Ben, High School Student

'I break a lesson into smaller chunks that are digestible and relatable with their everyday lives' -Anne, 6th Grade Teacher

P.S. Names are changed for privacy regulations.

Contextual Inquiry: Insights

The responses showed insights for the following:

1. The way to deliver information

2. Teenage ownership of a mobile/ tablet

3. Engagement strategies to be adopted

4. What could enhance sustained reading

1   **2**   **3**   **4**

The Responses:

Which option was most engaging/ intersting to read?

Do you have a mobile/ tablet?

Which option was most easy to read and understand?

Do you prefer other forms of books such as ebooks/ audio books?

Option 4
100%

Yes, I do
50%

Yes, I use my parents' Phone
50%

Option 4
81%

Option 4
19%

Yes
84.5%

No
25.5%
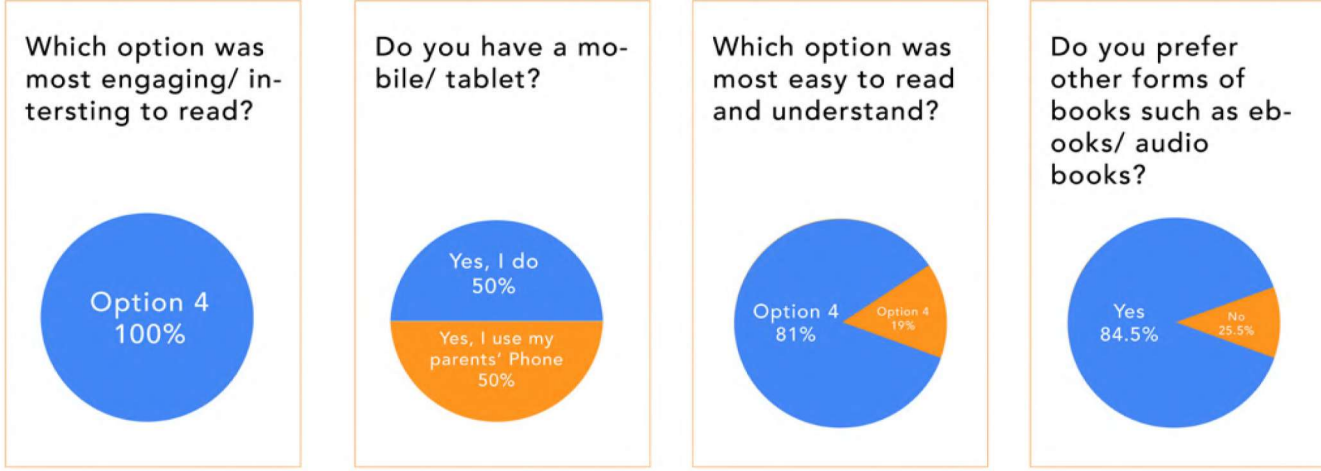
Clustering Information

The survey & interview information were clustered under 5 categories:

1. Engaging Strategies

2. Reasons for not reading non- fiction

3. Digital Interfaces for reading

4. Reading habits

5. Reasons for consistent reading

Clustering Information

Information extracted to next step were:

- Conversations between children is the msot engaging activity.
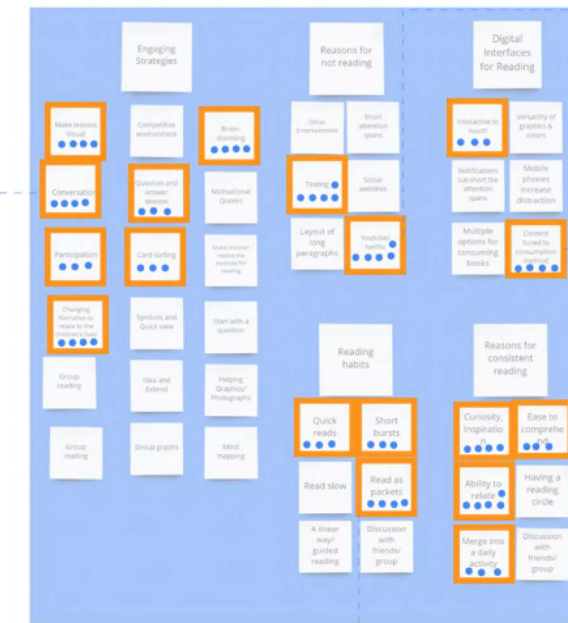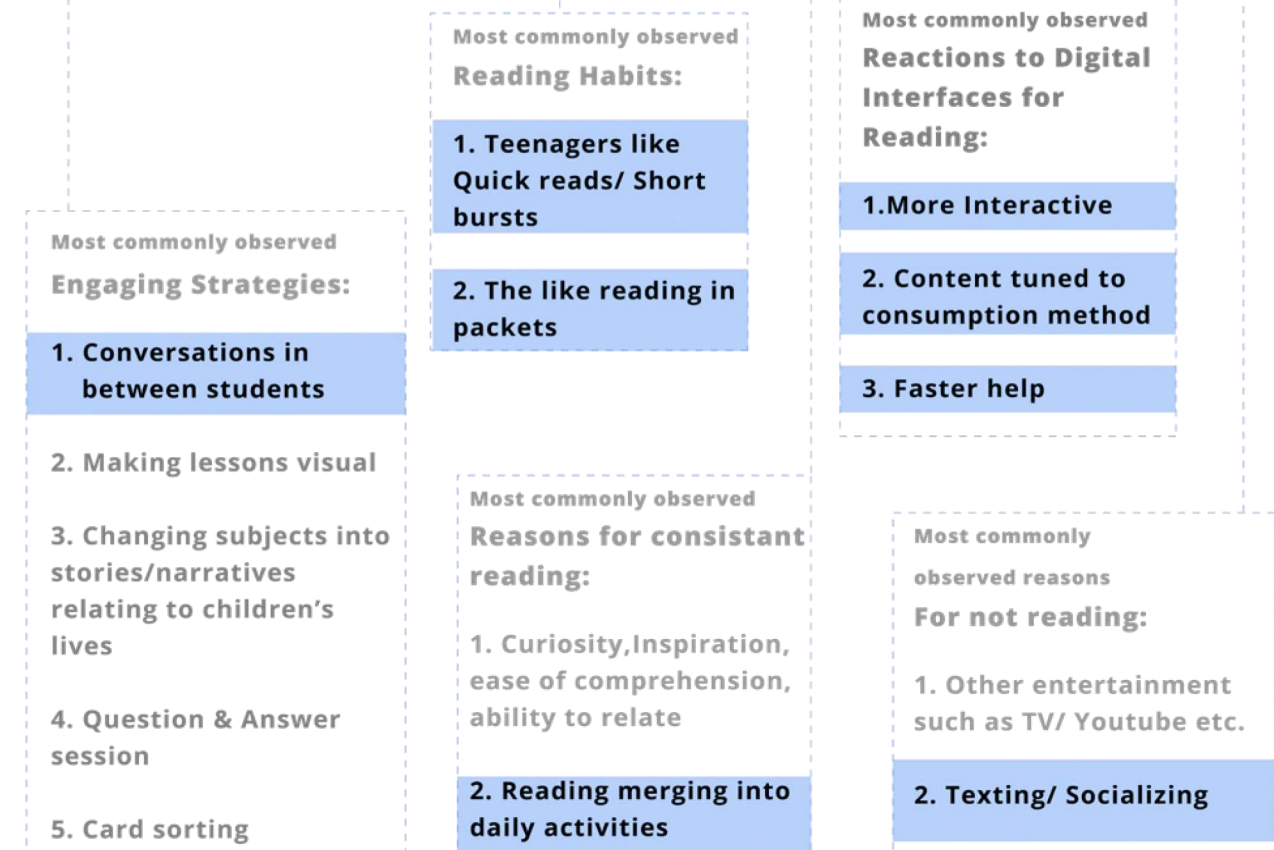- Teenagers like quick bursts/ short reads. Reading should be merged into the daily activities without realizing the difference.
- Or, reading could be intervened into the activity they perform daily.
- Digital explosion in reading helps teenagers to have a better interactive surface to read, content can be tuned to consumption method or help can be sought faster.

Most commonly observed
Engaging Strategies:

1. Conversations in between students

2. Making lessons visual

3. Changing subjects into stories/narratives relating to children's lives

4. Question & Answer session

5. Card sorting

Most commonly observed
Reading Habits:

1. Teenagers like Quick reads/ Short bursts

2. The like reading in packets

Most commonly observed
Reasons for consistant reading:

1. Curiosity,Inspiration, ease of comprehension, ability to relate

2. Reading merging into daily activities

Most commonly observed
Reactions to Digital Interfaces for Reading:

1.More Interactive

2. Content tuned to consumption method

3. Faster help

Most commonly observed reasons
For not reading:

1. Other entertainment such as TV/ Youtube etc.

2. Texting/ Socializing

Approach of designing for teenagers differ in many ways:

Children love a conflict or a good challenge

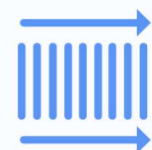**Children need the path to be as engaging as the result**

Children are more trusting than adults

Children develop faster than adults

Meanwhile, there are some commanalities we observed:

Users expect consistency

Users need a reason to use your app
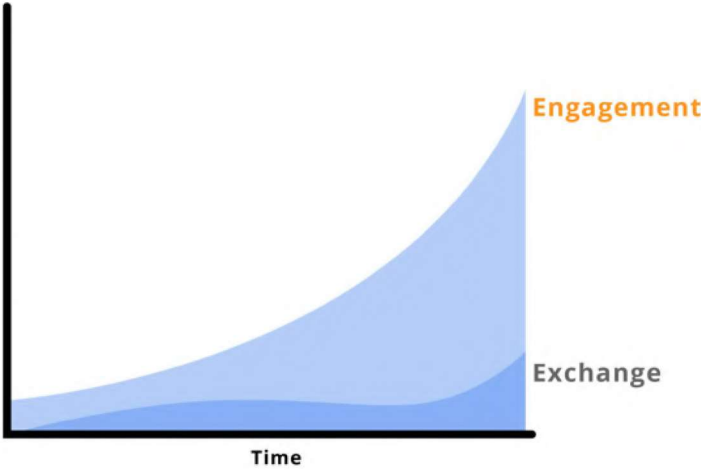
Users do not want to be surprised
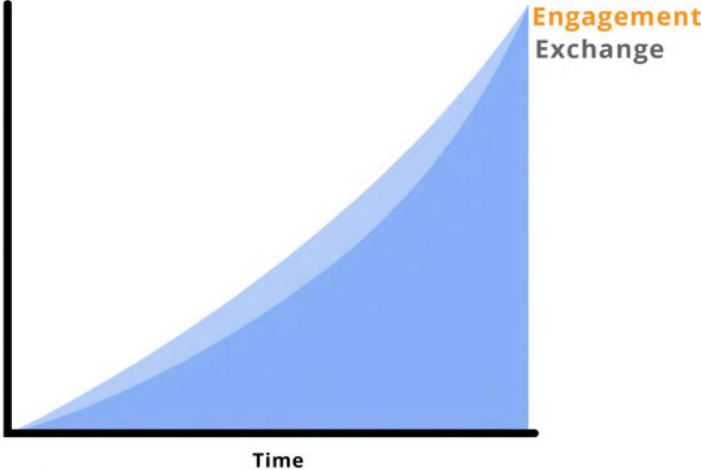
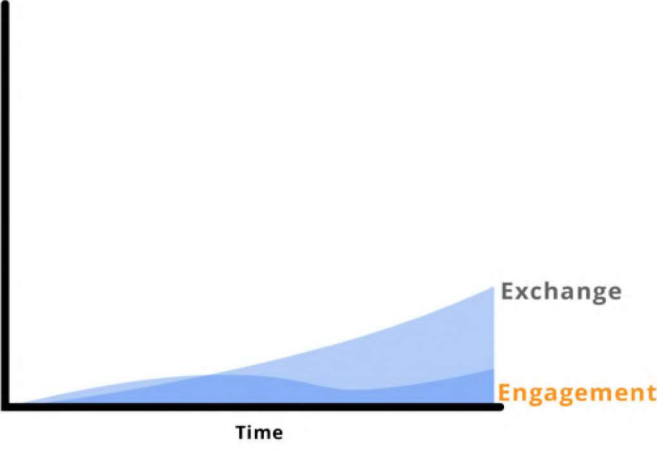**Users want a little something extra**

Daily activities of the users

Activity:
Watching TV
(By an inconsistent reader)

Engagement

Exchange

Time

Activity:
Texting/ Messaging

Engagement
Exchange

Time

Activity:
Reading a book
(By an inconsistent reader)

Exchange

Engagement

Time

Intervening into daily activities of the users

Creating Personas

Name: Ben

Age: 15

Occupation: Student

Ben is a high school student who doesn't like reading in general. He reads only for acamic purposes and not for pleasure. Assignments based on non-fiction literature is the most tough one for him. Ben usually tries to get the assignments done with the help of his friends or siblings. But hes scared of the future assignments that he will not be able to perform well. At the same time, he tries to read books, but is only able to finish short stories or comics. He likes reading small blogposts/ reading postss shared via chats.

Name: Arie

Age: 12

Occupation: Student

Arie is a 6th grade student who likes reading fictions. Mysteries, Thrillers, Action Adventures are his favorites. But she has never bothered to read non-ficiton literature. She knows it is important to immerse herself in non-fiction literature too, but she never feels/ gains the interest to read the genres doesn't help engage herself. She loves to talk to friends about the books she read or wants to read and always keeps herself updated with the new books in the market.
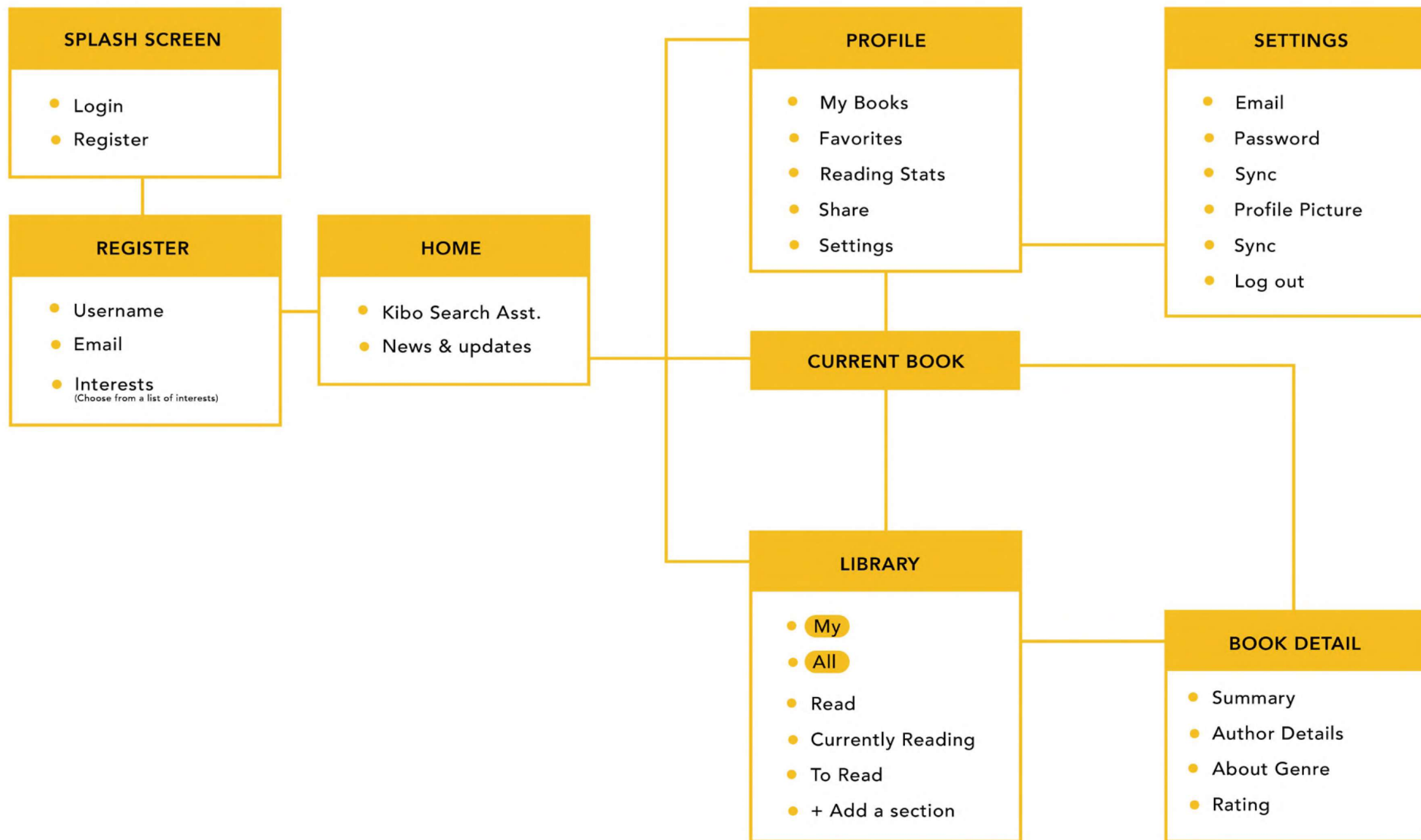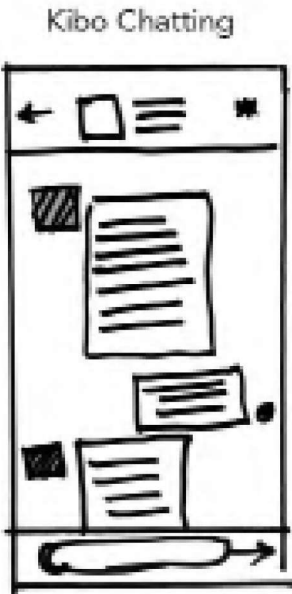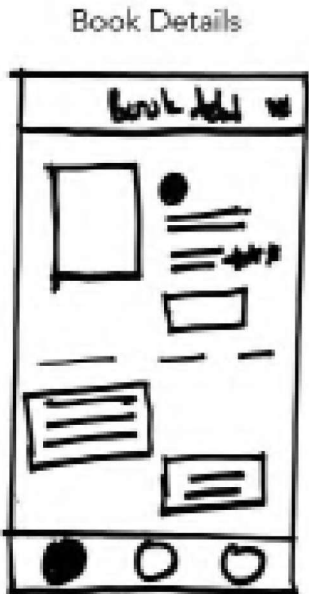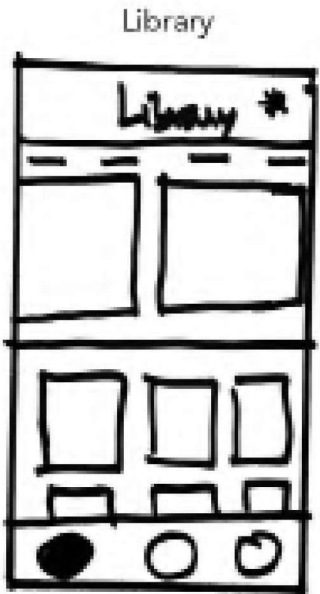
Preliminary Design

Information Architecture

Sketches

Lo- Fi Wireframes

Wireflow

Information Architecture

SPLASH SCREEN
- Login
- Register

PROFILE
- My Books
- Favorites
- Reading Stats
- Share
- Settings

SETTINGS
- Email
- Password
- Sync
- Profile Picture
- Sync
- Log out

REGISTER
- Username
- Email
- Interests
  (Choose from a list of interests)

HOME
- Kibo Search Asst.
- News & updates

CURRENT BOOK

LIBRARY
- My
- All
- Read
- Currently Reading
- To Read
- + Add a section

BOOK DETAIL
- Summary
- Author Details
- About Genre
- Rating

Sketched Wireframes

Lo-Fi Wireframes

Wireflow

Splash Screen   Home   Kibook

Library   Library (group)   Friends   Profile

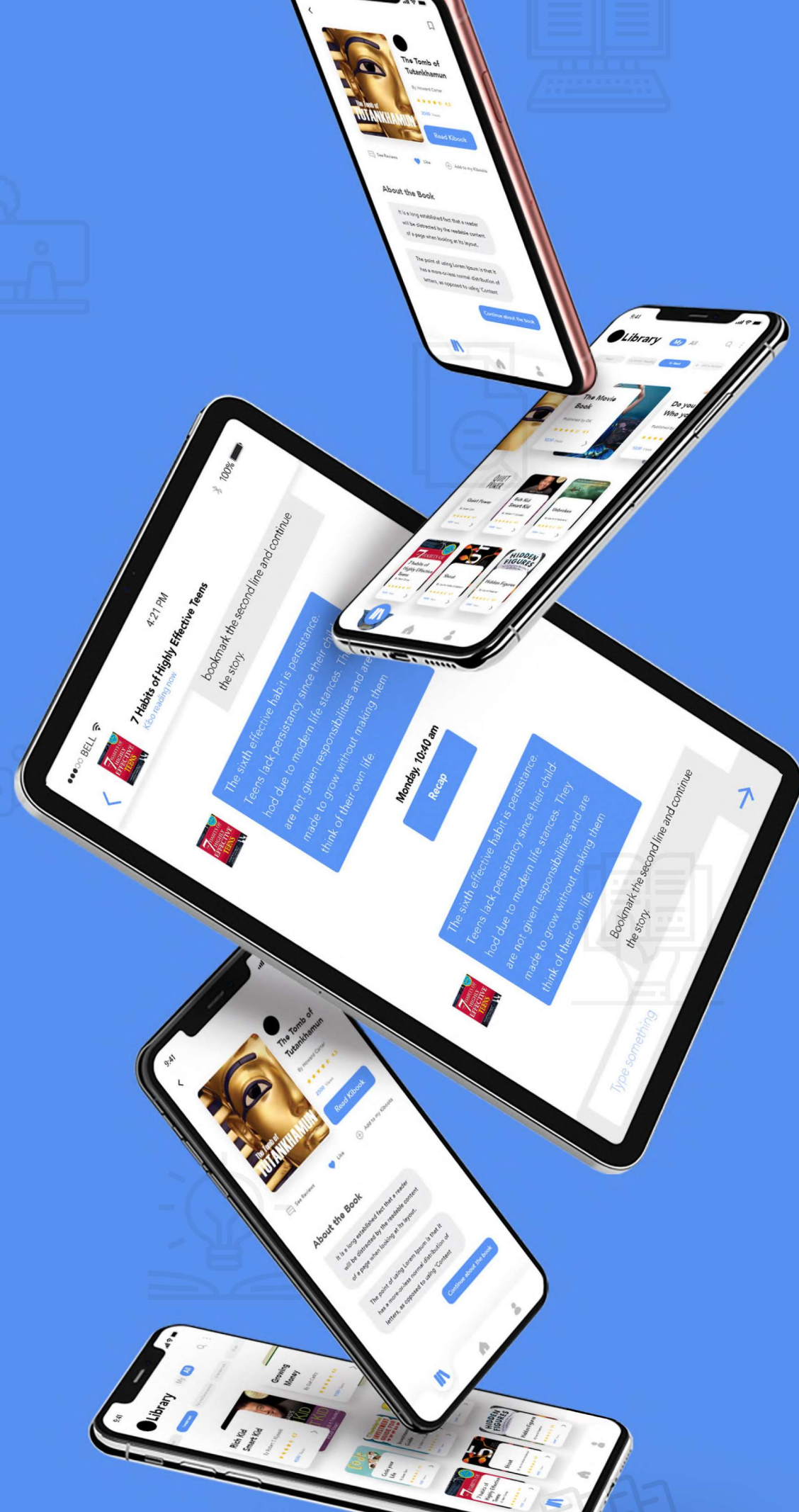Kibo Chatting   Kibo Chatting   Groups
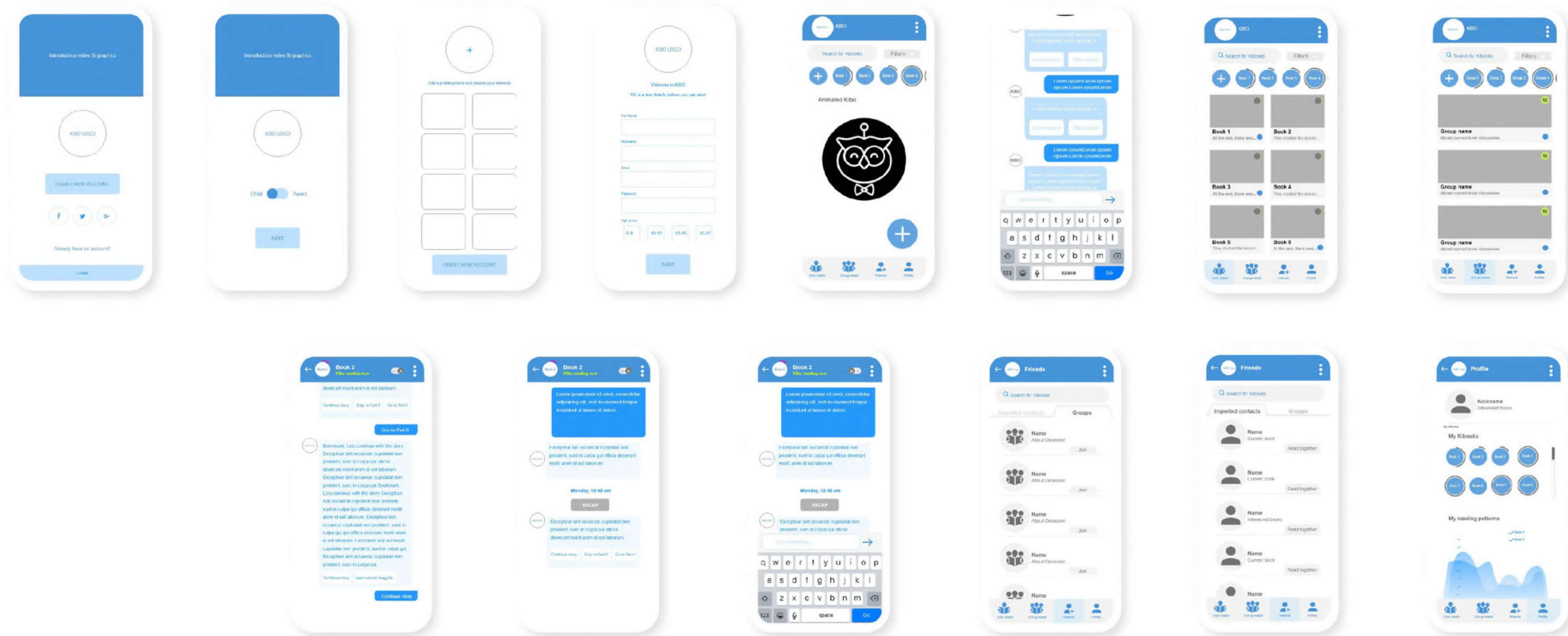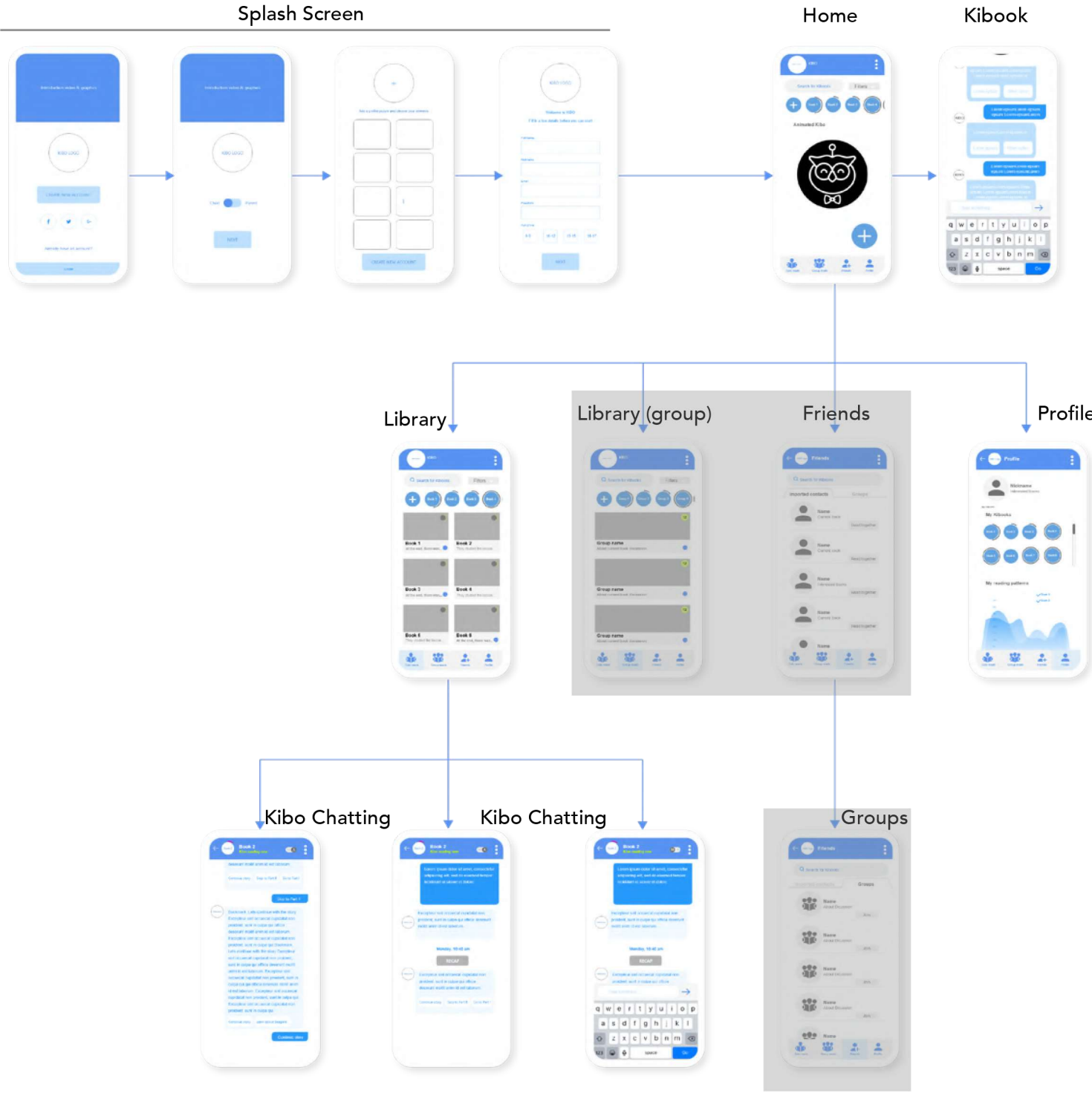
Kibo was envisioned with group reading rooms, ability to share books with friends via the same platform and ability to create content specific to groups (marked in grey). These are postponed to the second phase of the
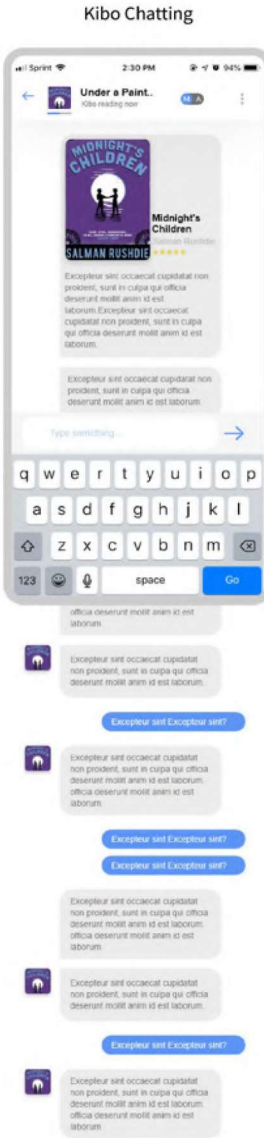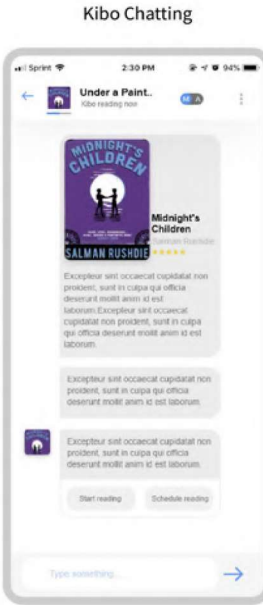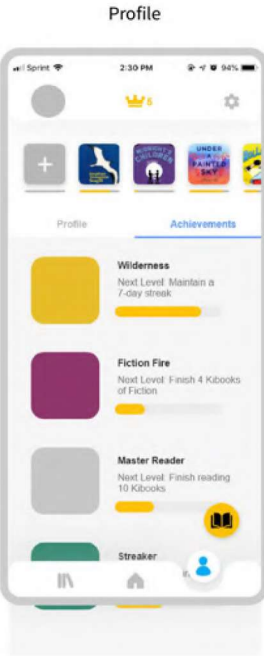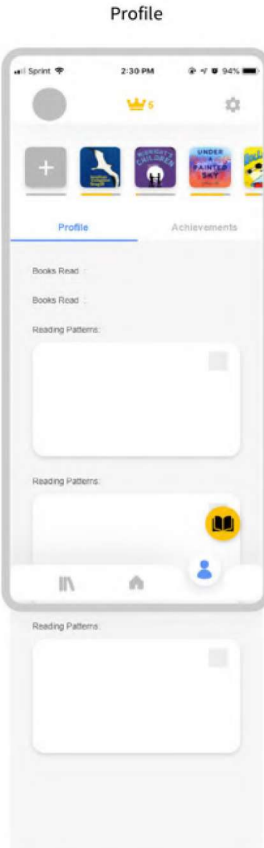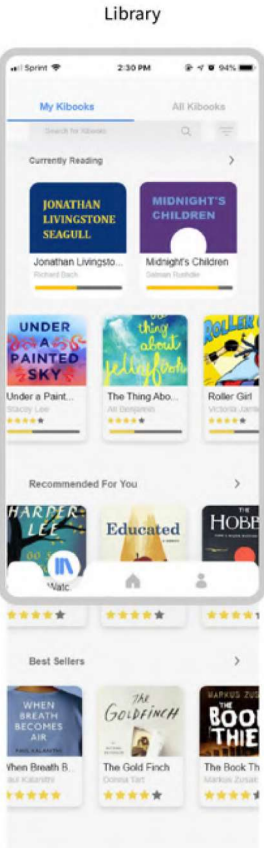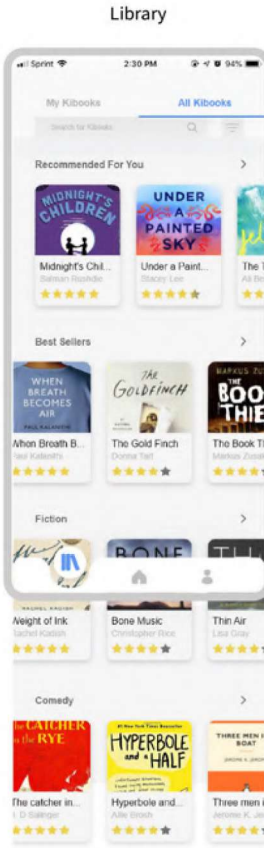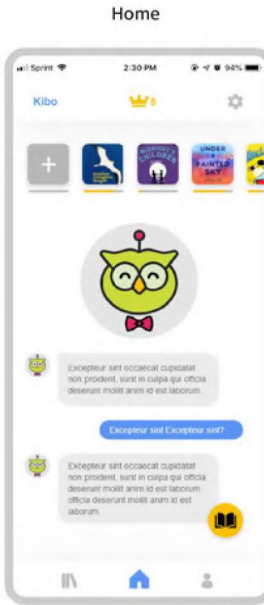
HCI001

Final Design
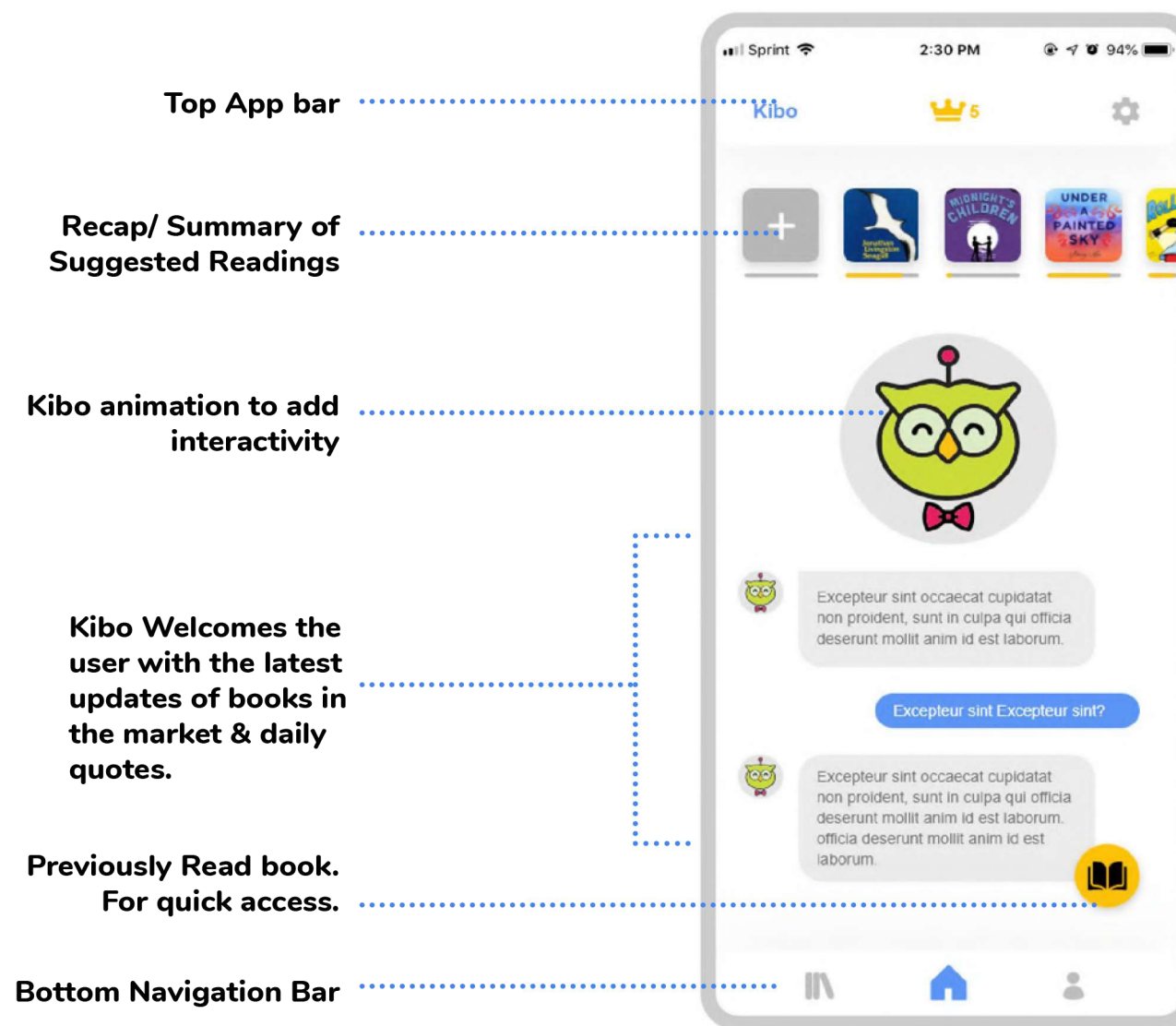
Hi- Fi Prototype

Reflections

Medium-Fidelity Prototype

Kibo Home (Med- Fi)

Purpose:

- Introduction to Kibo
- Having animation with Effective Feedback attracts more children
- Always have a resting spot affording an element of play
- Enable quick toggle between functions

Top App bar

Recap/ Summary of Suggested Readings

Kibo animation to add interactivity

Kibo Welcomes the user with the latest updates of books in the market & daily quotes.

Previously Read book. For quick access.

Bottom Navigation Bar
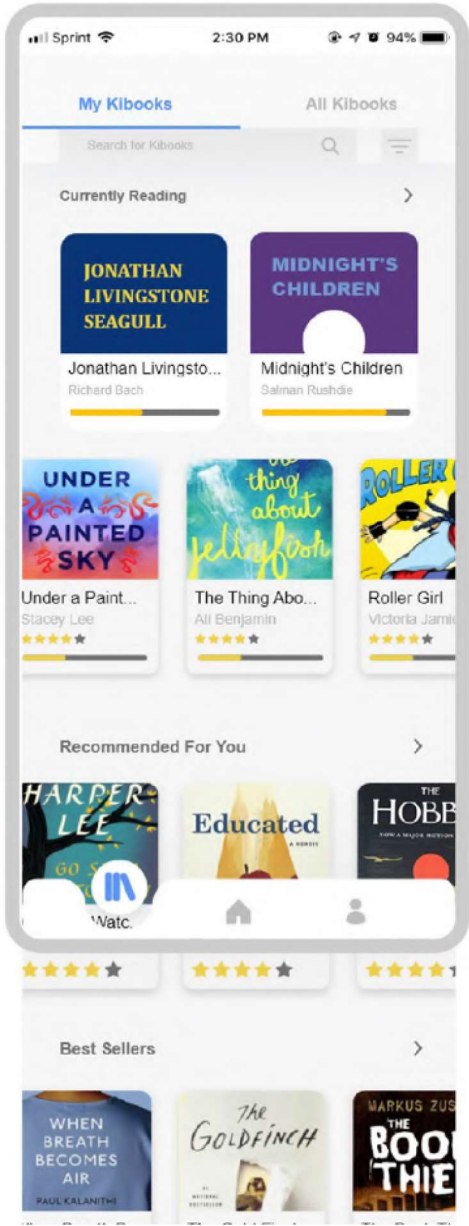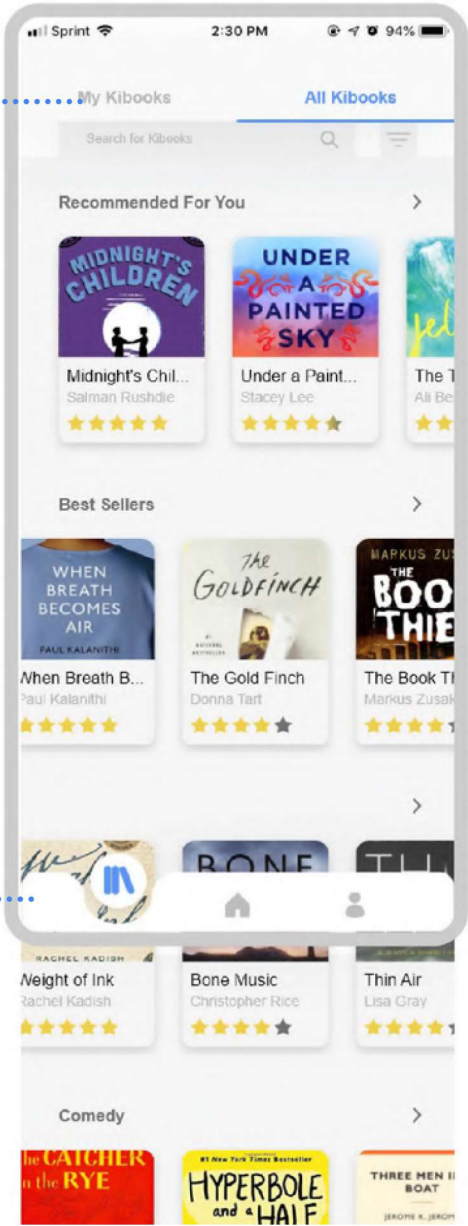
Kibo Library (Med- Fi)

Purpose:

- A page to explore the content
- Customised sections per user
- Integrated vertical scrolling & horizontal
- scrolling sections for including more content
  Reviews and ratings to choose the books

Quick Toggle between My books & All Kibooks

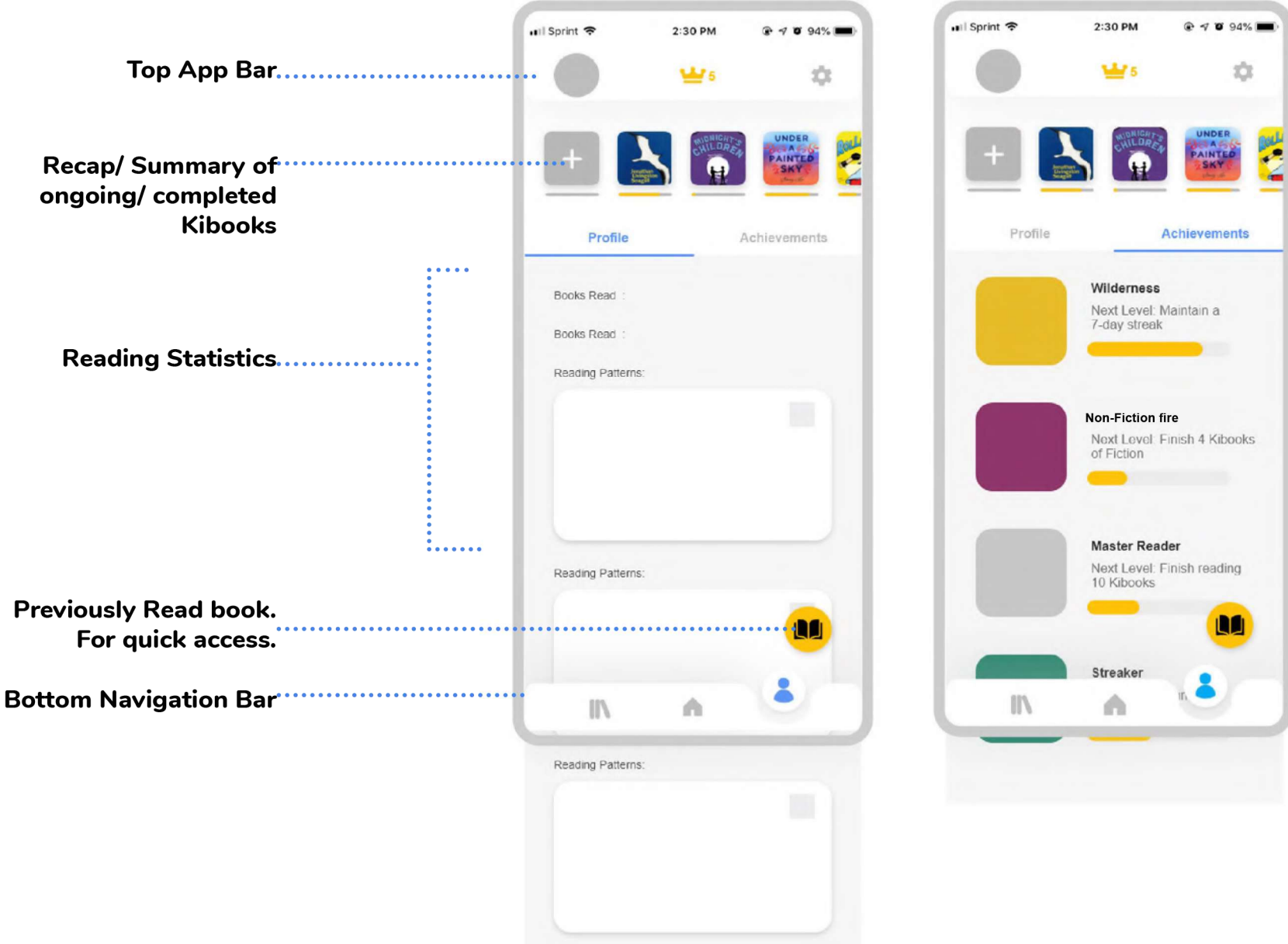**Library**

Bottom Navigation Bar

Profile (Med- Fi)

Purpose:

- Personal Reading Statistics which can be directly shared in Social Media (Motivation to read more)
- Save the favorite books to read later
- Earn Badges based on reading history
- Quick Access to previously read book
- Quick Toggle between Home and Profile

Top App Bar

Recap/ Summary of ongoing/ completed Kibooks

Reading Statistics

Previously Read book. For quick access.

Bottom Navigation Bar

Kibo (Med- Fi)

Purpose:

- Main Page
- Chatbot assumes the role of book and converse with the user
- Ability to switch between manual and auto mode
- Interactivity and informal dialogues added in between to keep the engagement consistant
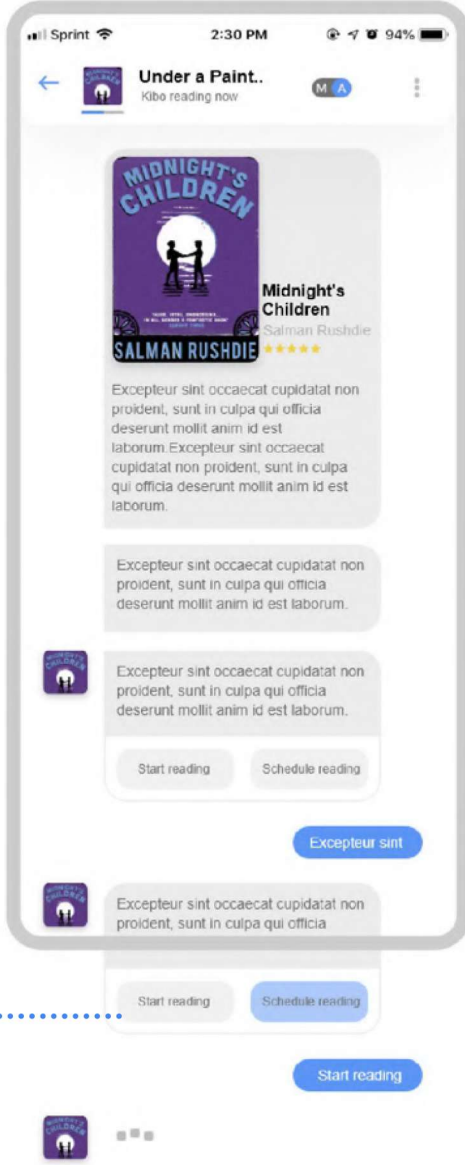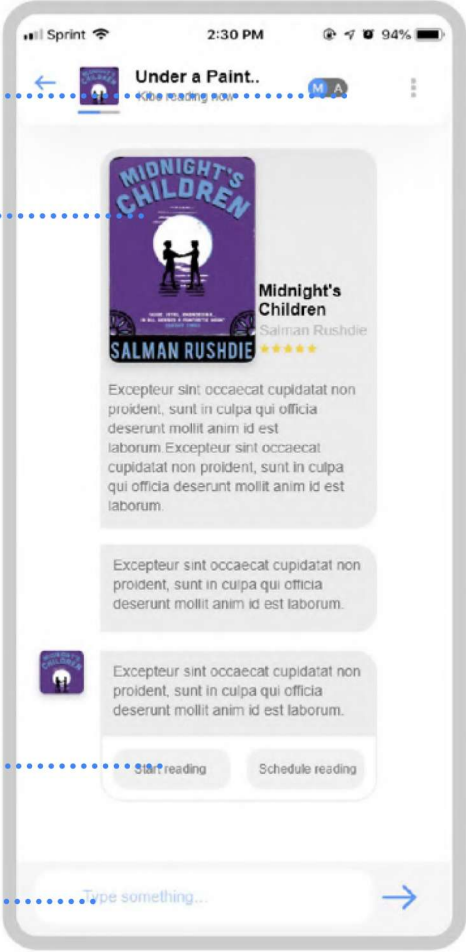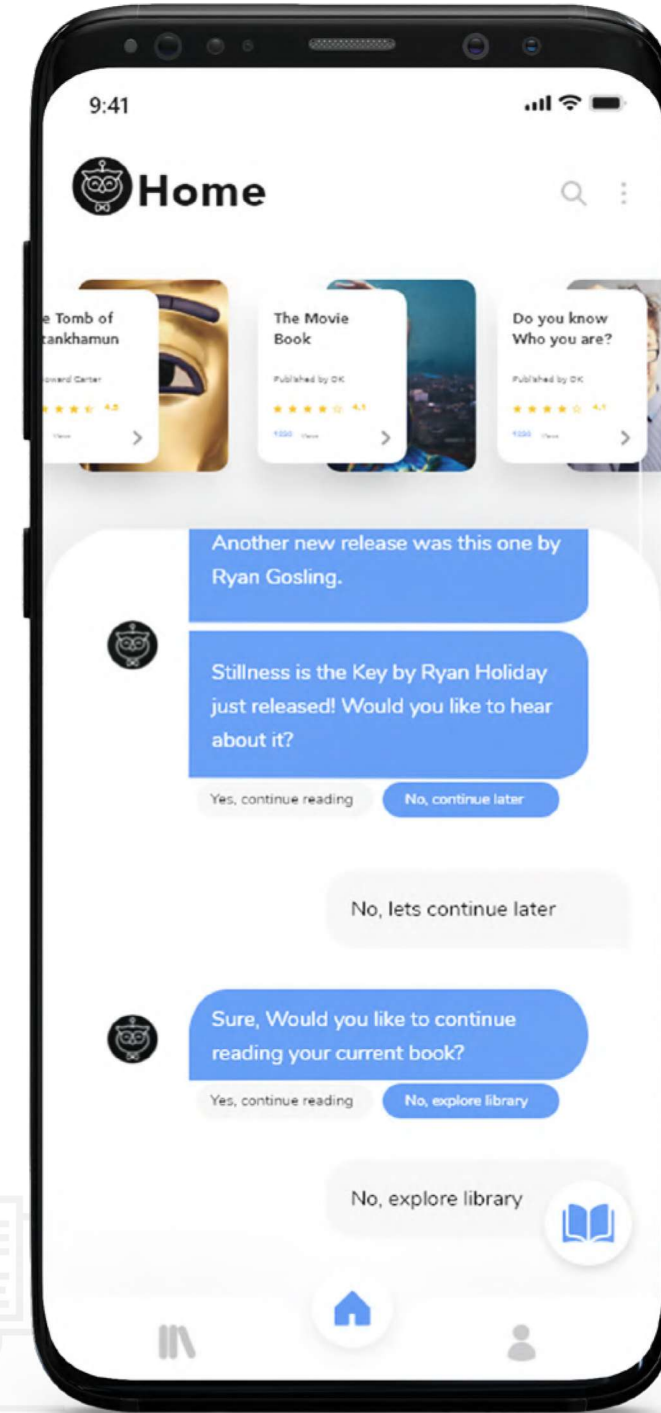
Manual/ Auto mode in Reading

Book Cover

Some parts of the conversation are auto-mated. There are also options in the top app bar to fully automate the conversation.
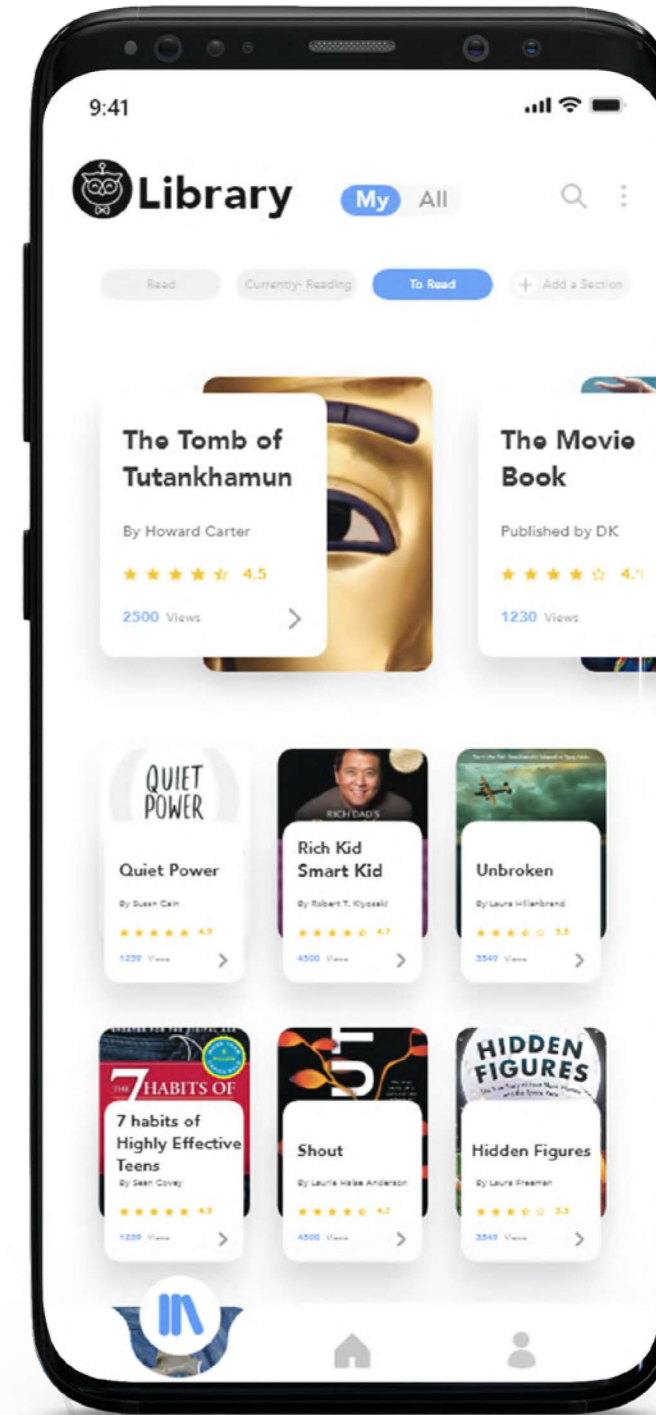
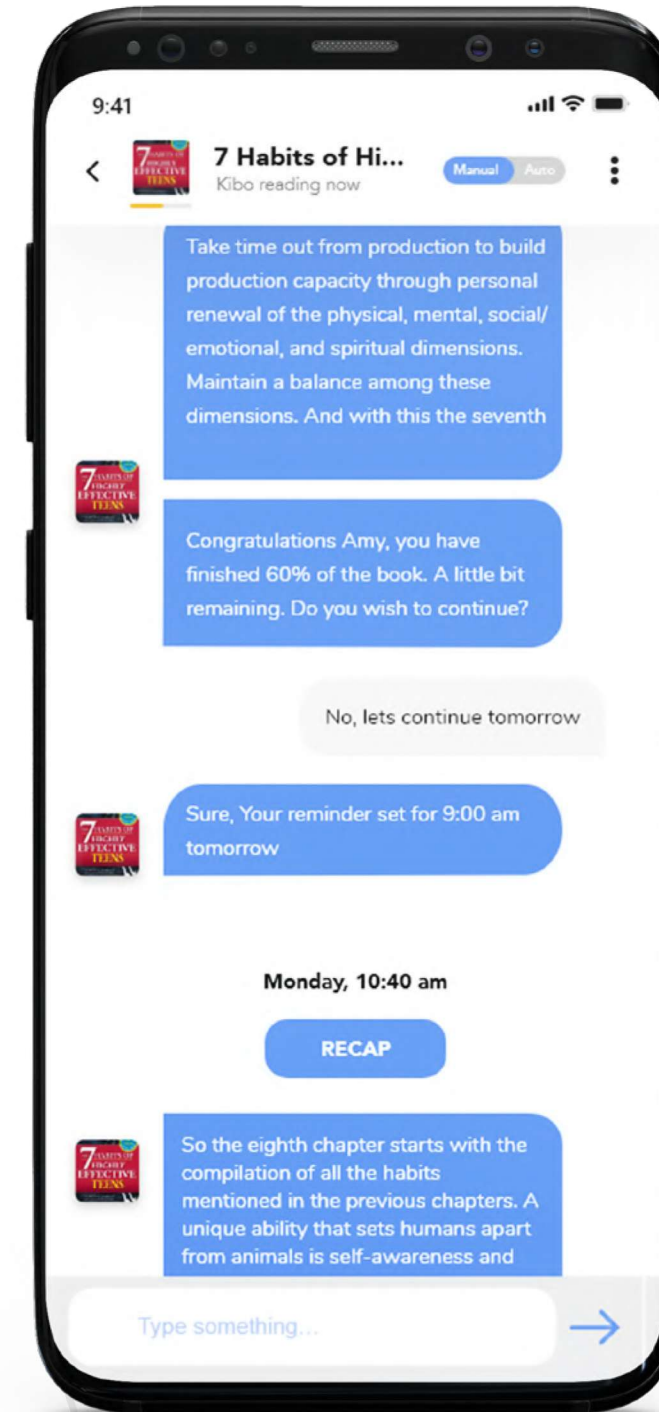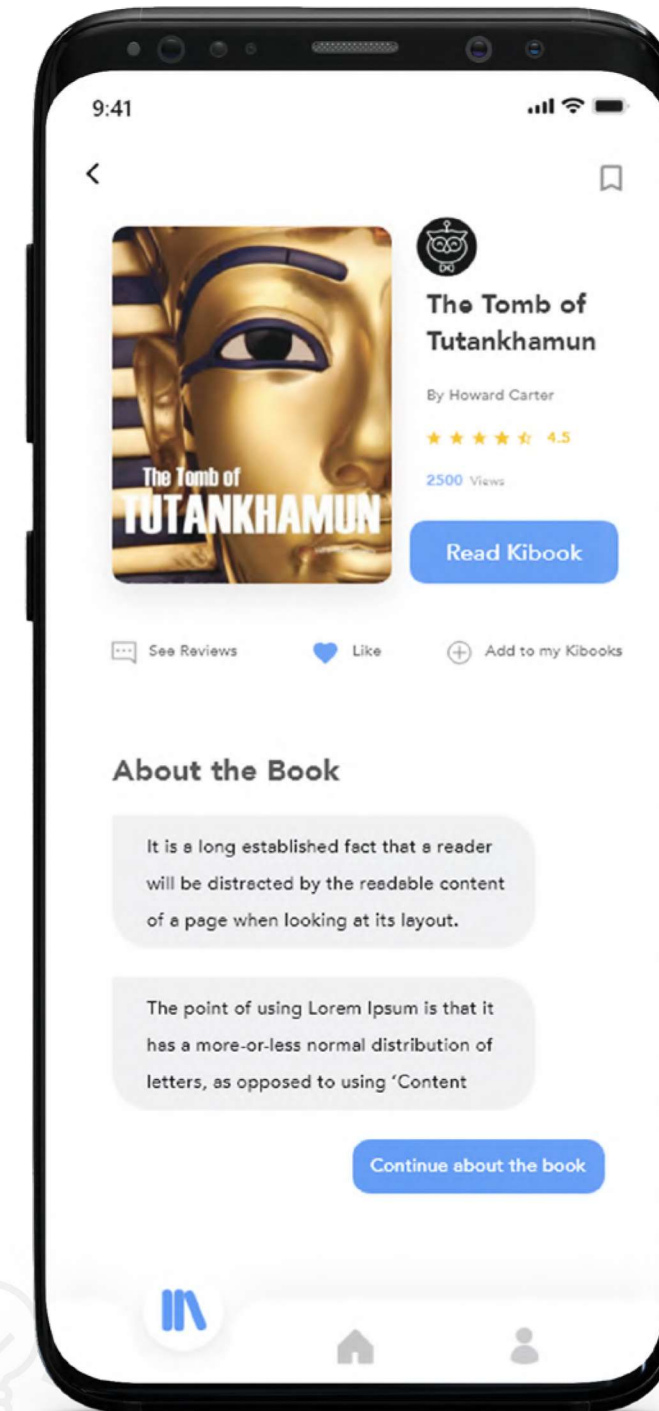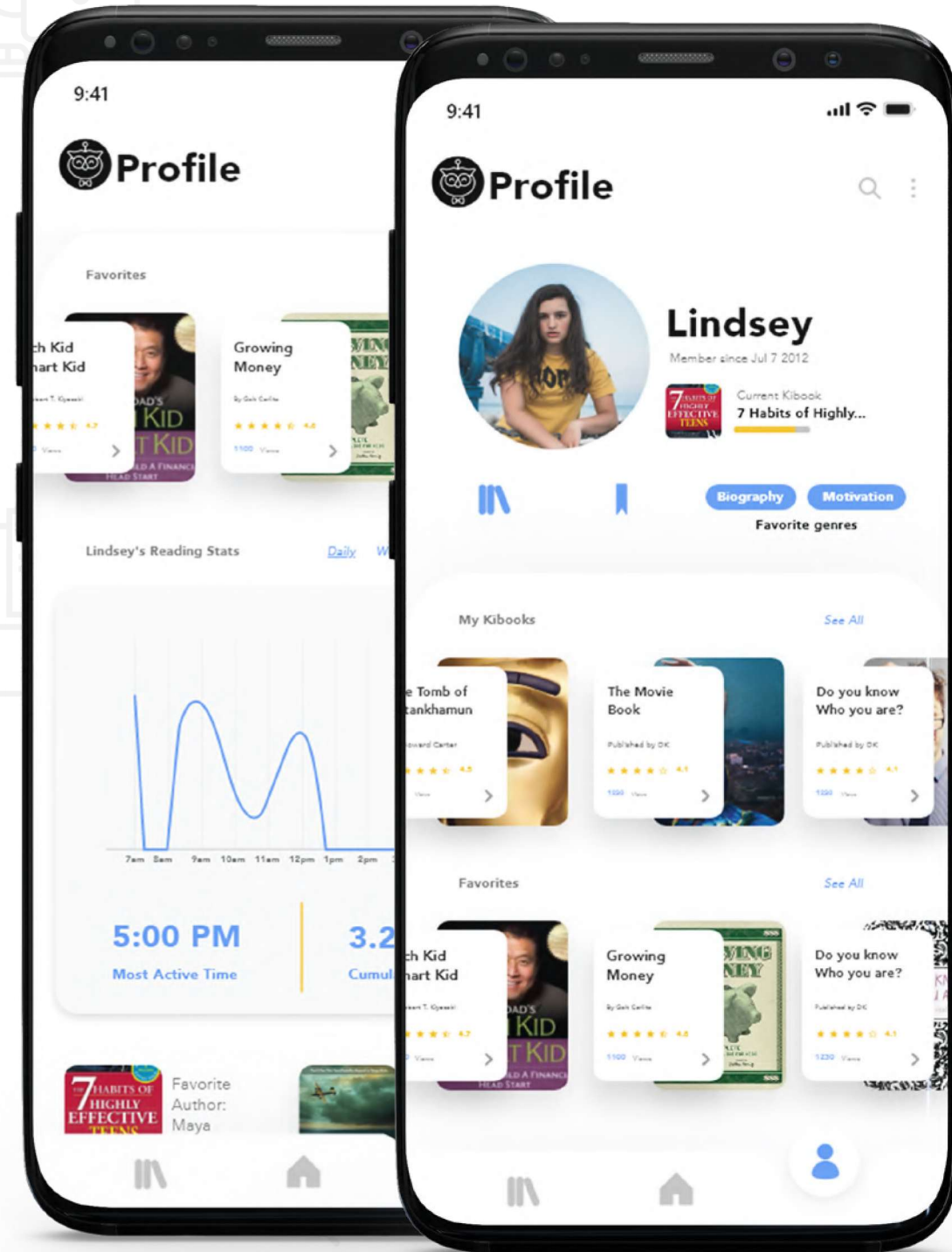**Input Text Container**

Auto-mode turned on

Kibo Home

Kibook Library

Kibo Chatting

Book details

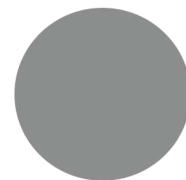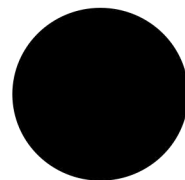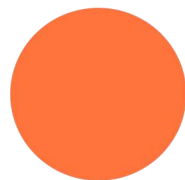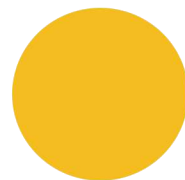# Personal Profile

Style guide

Colors

Typo

H1

AaBbCc
Nunito 30pt Black

H2

AaBbCp
Avenir 30ot Black

H3

AaBbCc
Avenir 30ot Light

Buttons

Normal

BUTTON

Button

Button

Pressed

BUTTON

Button

Button

Logos

Conclusion

Thank you for reading through.

We are almost at the end! Here is a summary of the feature glossary,

Rrflections and challenges in the following slides.

feature glossary

Book as a chat

Quick bursts of interactive content to engage the target user, while maintaining the integrity of the content.

Reading analytics

Enabling users to track and visualize the progress through the book with a share options to encourage more children to read.

Kibo Assistant

Empowering and encouraging the user to ask questions, bookmark, highlight content etc. thus improving the learning quality.

Read mode

Adjusting the brightness through day and night.

Reflections

We wanted to design a friendly and engaging experience to promote and ease the reading of non-fiction literature among teenagers.

In engaging ourselves with an in-depth and well fleshed out process, Sashank and I created a seamless, quick and engaging consumption experience while providing an organised, but playful system. Not only were we able to touch upon some basic user research, we were also able to take the project to an early prototyping stage, giving us a chance to not only work in a group setting, but also across a large span of the design process.From being spoiled by being paired with a phenomenal partner, to talking to and working with users (children with unending questions), KIBO was a successful project in more ways than just a completed mobile experience.

Challenges and next steps

The biggest challenge in developing Kibo is to understand how to dissect the structure of a linear book and re-organize it into a flexible narrative with loops, examples, conversations, questions, and comments.

Further challenges include the extension of tree-based algorithm, feedback system for engagement, user-test the high fidelity to understand the pain points during engagement and calibrating this to a specific target audience.

Thank you!