Waterstones

Mobile App Redesign
UX Case Study

Project Summary

Waterstones is a chain of British book shops (supplemented by a Canada-wide company) now owned by Hong Kong-based Pacific Bookshop of Canada and subsidiary Indigo Books & Music Inc. Though it carries a wide range of titles, it has a strong emphasis on literature and culture, and has been described in promoting itself as a place of conversation.

Online Waterstones app has accumulated many negative reviews, which compromise experience of being in-store. There is little ownership with respect to the products the user is interested in purchasing, and the app does not provide a clear path to purchase. The app does not reflect organization of the bricks-and-mortar, a common problem among many 'good-user' companies.

The challenge of the redesign (system and interface) and exchange of the app are to reflect informing and personalize (recommendations) of the product(s) that the user will like more than the competitor, in an effort to improve the user experience in the whole. Use Case Analysis is a useful tool in establishing the product's strengths and weaknesses.

The Process

Tools Used	Key Skills
Figma	UX Design
Google Forms	Visual Design
Miro	Prototyping
Pen & Paper	Prototyping

The Problem

As my app idea has to be a mobile, I wanted to get a broad representation of what the genome user would identify the same issues. Through primary research methods such as surveys and interviews, I could see the pain points that users experience when using Waterstones app, and propose and develop solutions. I was able to conclude a list of key points to focus on in the ideation stages.

Primary Research

Interviews are a useful method to understand the attitudes and perspectives of people, and how they feel about a product or service. Interviews can be time-consuming, but they are one of the most effective forms of gathering in-depth information. Interviews are a form of primary research, meaning the information is gathered from the source, rather than from secondary sources.

These are the most common pain points identified:

- **Too many notes** – too many notes to scroll through
- **Unclear navigation** – often unable to locate the key category/ option
- **Too much or too specific** – I see another product/genre or product/genre/category, I have
- **Much information leads to stress** – User frustrated by too much profile page, having to scroll through the 'My Updates'

In order to be able to identify the Waterstones app, I also sent out a survey to whether participants in primary and secondary research, and also to whom they would buy from online.

Questions included:

- Which website/app do you use for online purchasing books?
- What is your preferred platform to use for browsing a book?
- What about a book makes you want to buy it?

From the results of 200 respondents, I found that 80% of respondents both browse and buy books from Amazon, only 20% say they browse Waterstones but do not buy, 60% said they are drawn to browse the cover, 20% say the more information is on offer, the better.

The notable lack of an option for the books to be in the fact that is need for books, you find, have to pick up the book and read it to get an idea of whether it fitting to have a look at the book. Amazon has a feature that allows users to read a few pages of a book before purchasing, making it far more like the experience of being in a bookshop, and a feature that Waterstones should also adopt.

Secondary Research

Secondary research consists of using information that other people have collected for their own research. Though this is generally difficult and taking up more time as the information does that potential customer, it can be very useful in providing a wide range of information. Secondary research includes Mangers and Peer Review reports, Government reports, Journals and Journal articles, and experience through their search functionality was for more volume in that you can specify and search for a specific genre.

Amazon also has many, a third platform, using similar to app interaction which very is a clever for inspiring the book's life or as a the end of the read, which is Amazon provide "Customers who bought this also bought" section, which is a great way to keep the customer engaged and interested in the product.

Unfortunately the only community aspect of the Waterstones app and website are the contributor and customer reviews being penalized.

Initial Questions

Amazon has detailed form, a very comprehensive form, which allows users to create a profile, which allows them to create a wish list, review products, and also to be recommended products based on their purchasing history.

Waterstones does not have a form, which allows users to create a profile, which allows them to create a wish list, review products, and also to be recommended products based on their purchasing history.

Amazon has a feature for users to read a few pages of a book before purchasing, which is a great way to keep the customer engaged and interested in the product.

Waterstones does not have a feature for users to read a few pages of a book before purchasing.

Amazon has a feature for users to see what other people have purchased after purchasing a product, which is a great way to keep the customer engaged and interested in the product.

Waterstones does not have a feature for users to see what other people have purchased after purchasing a product.

Research Summary

My research identified the following:

- The Waterstones app has a system of **too long** or **unclear**
- A user cannot **simplify** or **filter** products **which appeal** to a specific or very broad/long interest
- Waterstones app **does not personalize** to the personalize of a product/genre following a **browsing session**, which would certainly easily accomplish.
- Waterstones app is a bookshop's app, so lack of **volume to browse**, though has quite significant presence in the bookshop.
- Customer reviews and ratings are an critical for an advertisement and **community feel** that can be lacking. Waterstones app/website is a closed **ecosystem** – no reviews.

Defining the Issue

User Flow

Start
Landing Page
Search Bar
Product Page
Product Page
Search Results
Product Page
Product Page
Product Page