CALLISTO READERS CAFE

USER RESEARCH AND ANALYSIS

Aromal Jose Baby

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Purpose

To understand user behaviors, goals,pain points, and come up with a design solution

Defining the cafe structure

70-30: As a business, Book-Selling will be the dominant aspect of the Reader's Cafe;

The cafe services will be offered as a complementing service (i.e. play a supporting role)

Sources of Income

- Library Card

- Events

- Cafe side

- One time renting without subscription

User Needs

Stay consistent , and make reading a habit

Access to a wide variety of books covering all genres

Be active in book clubs and meet new people

User Needs

To know availability of book beforehand and when it'll be available
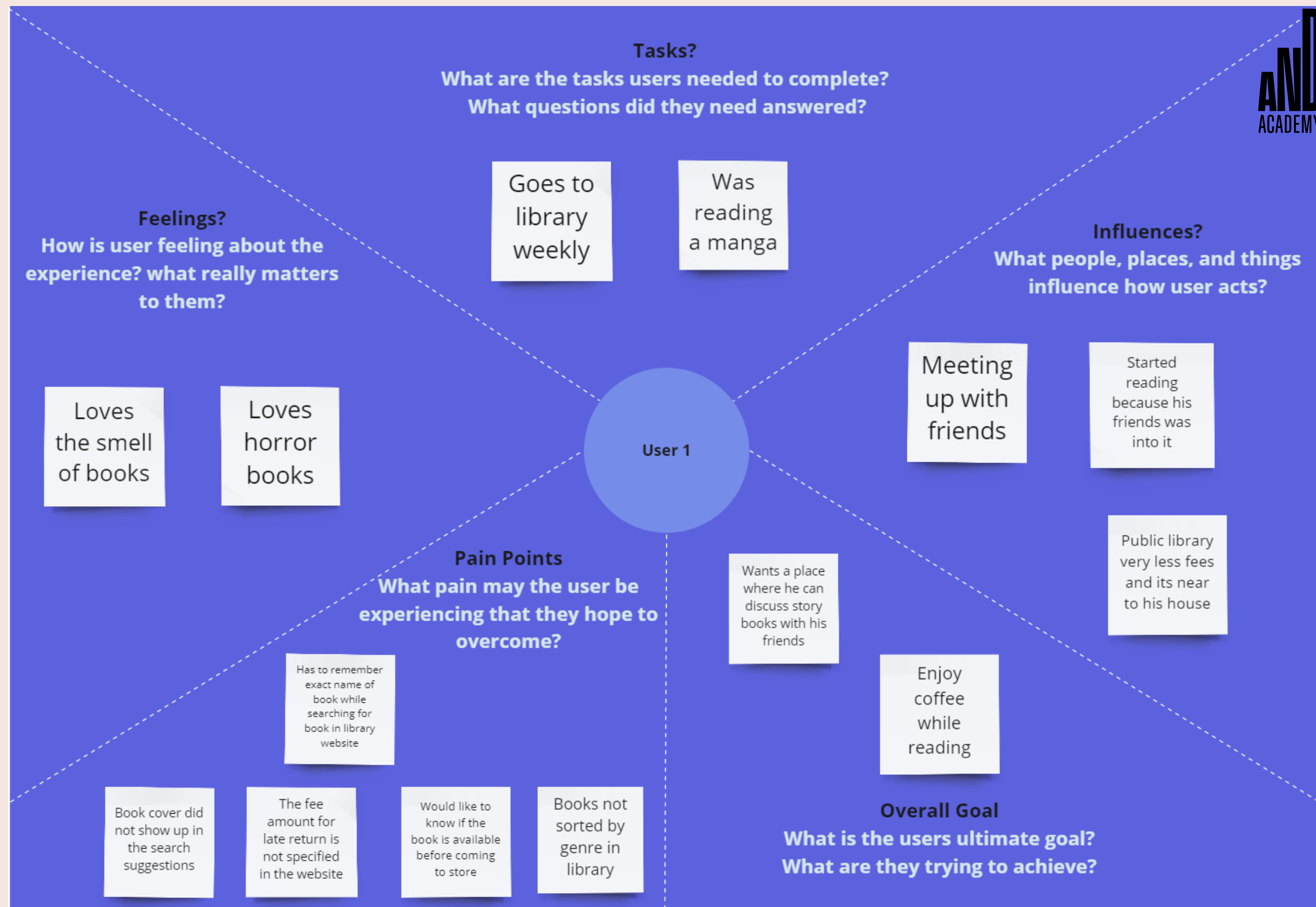
Private space to read books and enjoy beverages/food

Personalised book suggestions

Empathy Maps

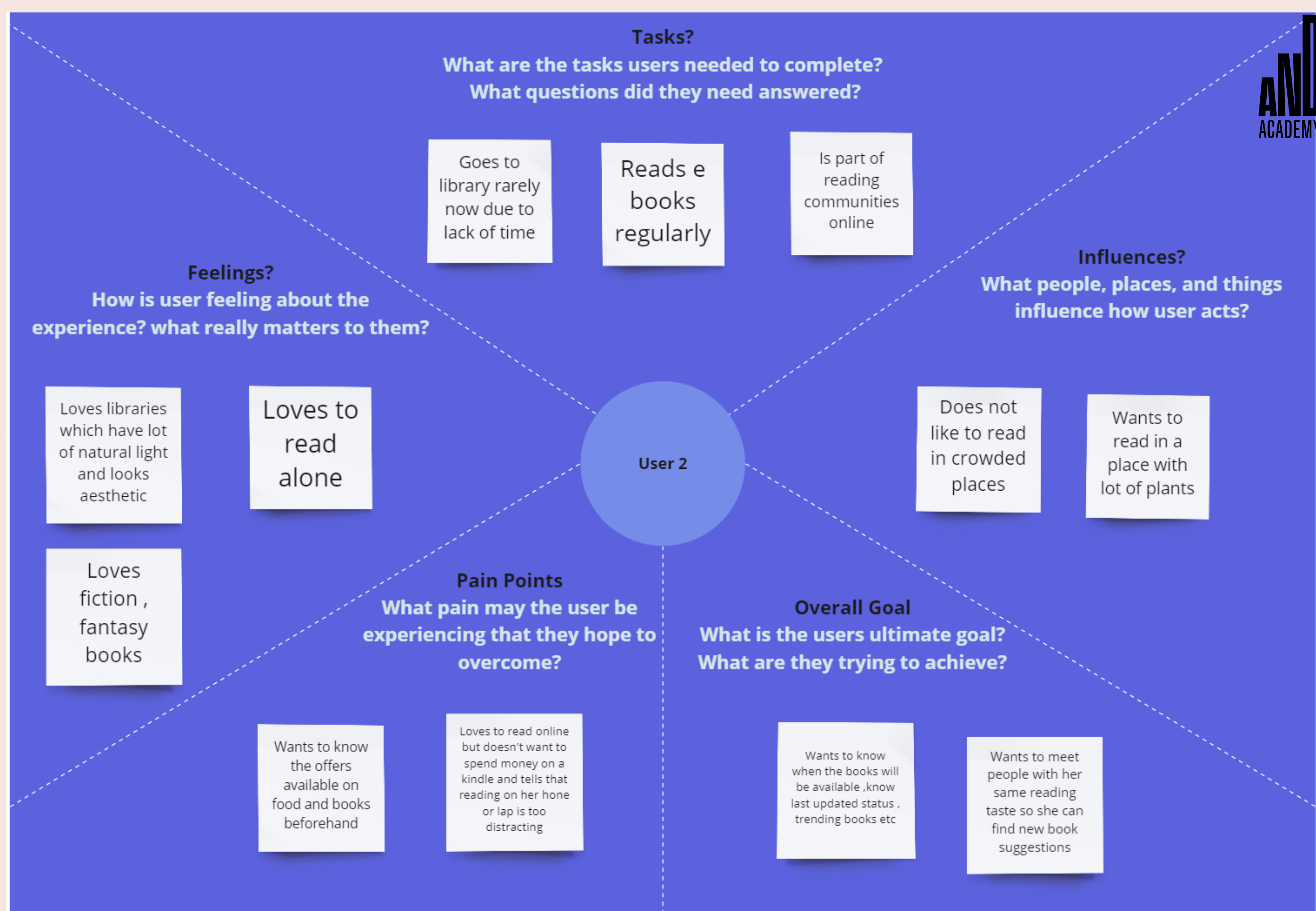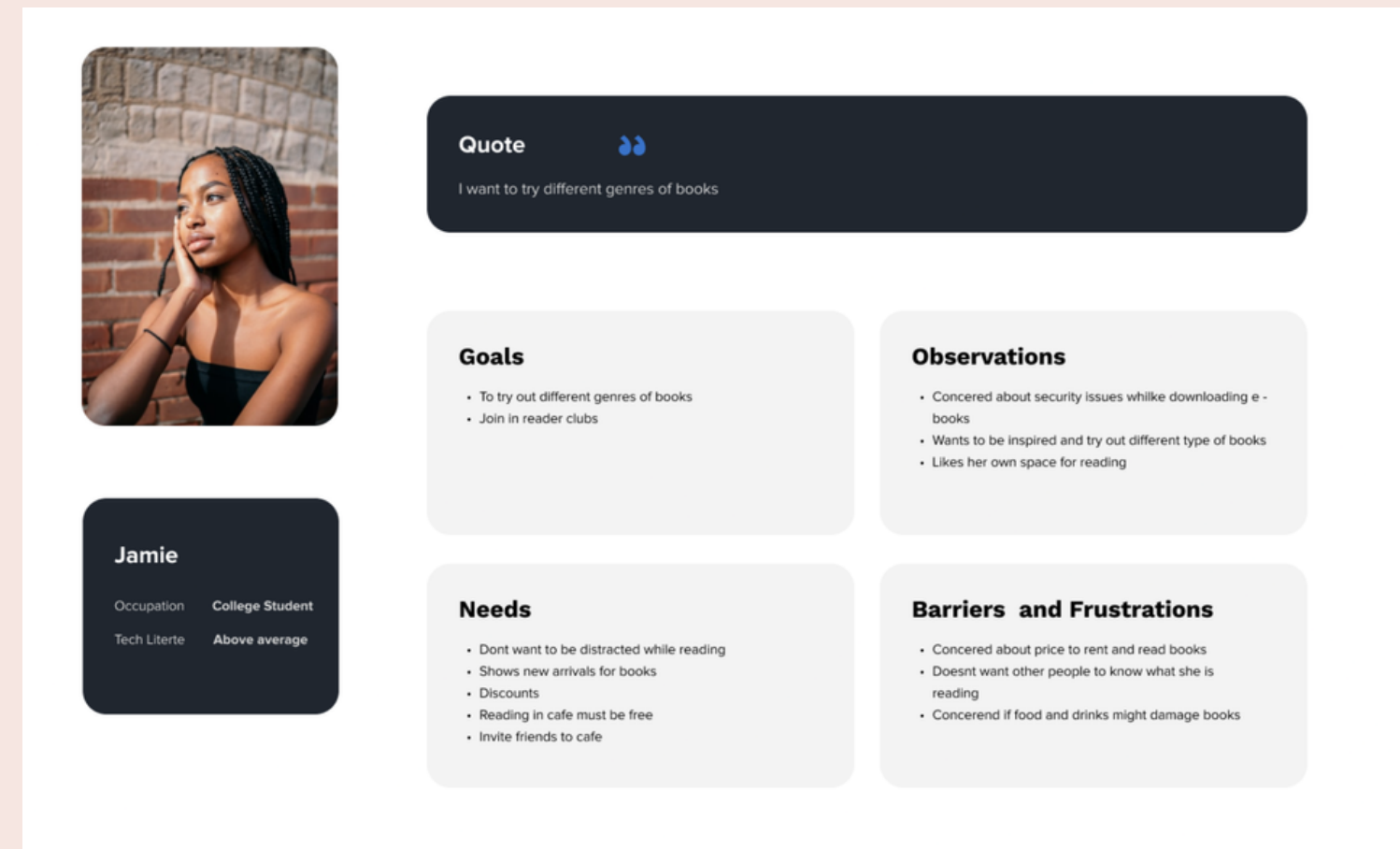An empathy map is a visual representation used to show what we know about a particular type of user

Tasks?
What are the tasks users needed to complete?
What questions did they need answered?

Goes to library weekly

Was reading a manga

Feelings?
How is user feeling about the experience? what really matters to them?

Loves horror books

Loves the smell of books

Influences?
What people, places, and things influence how user acts?

Meeting up with friends

Started reading because his friends was into it

Kevin

Public library so very less fees and its near to his house

Pain Points
What pain may the user be experiencing that they hope to overcome?

Wants a place where he can discuss story books with his friends

The fee amount for late return is not specified in the website

Has to remember exact name of book while searching for book in library website

Enjoy coffee while reading

book cover not showed up in the search suggestions

Would like to know if the book is available before coming to store

Books not sorted by genre in library

Overall Goal
What is the users ultimate goal?
What are they trying to achieve?

User 1

Tasks?
What are the tasks users needed to complete?
What questions did they need answered?

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Books not sorted by genre in library

Overall Goal
What is the users ultimate goal?
What are they trying to achieve?

User 2

Tasks?
What are the tasks users needed to complete?
What questions did they need answered?

Goes to library rarely now due to lack of time

Reads e books regularly

Is part of reading communities online

Feelings?
How is user feeling about the experience? what really matters to them?

Loves libraries which have lot of natural light and looks aesthetic

Loves to read alone

Loves fiction , fantasy books

Influences?
What people, places, and things influence how user acts?

Does not like to read in crowded places

Wants to read in a place with lot of plants

User 2

Pain Points
What pain may the user be experiencing that they hope to overcome?

Wants to know the offers available on food and books beforehand

Loves to read online but doesn't want to spend money on a kindle and tells that reading on her hone or lap is too distracting

Overall Goal
What is the users ultimate goal?
What are they trying to achieve?

Wants to know when the books will be available ,know last updated status , trending books etc

Wants to meet people with her same reading taste so she can find new book suggestions

User Personas

User personas are archetypical users whose goals and characteristics represent the needs of a larger group of users

Quote 〝

Libraries are very boring and dull. I have always wanted to go to a place with more life.

Govind

Occupation **Engineer**

Tech Literte **Average**

Goals

- Wants a place where he can discuss story books with his friends
- Enjoy coffee while reading

Observations

- Doesn't like boring places
- Wants to know what books are available before coming to cafe
- Want to meet new people and discuss stories

Needs

- Meet people and discuss his stories
- Aesthetic place to read books
- Enjoy coffee while reading
- Want to know about trending books

Barriers and Frustrations

- Finds it difficult to search for a book on a library website when he doesn't know the full exact name
- Doesnt want kitchen near reading space
- Registration to website must be easy (simple google sign in)
-

Quote

> I want to try different genres of books

Goals

- To try out different genres of books
- Join in reader clubs

Observations

- Concerned about security issues while downloading e -books
- Wants to be inspired and try out different types of books
- Likes her own space for reading

Jamie

Occupation	**College Student**
Tech Literte	**Above average**

Needs

- Don't want to be distracted while reading
- Shows new arrivals for books
- Discounts
- Reading in a cafe must be free
- Invite friends to the cafevvvvvvvvvv

Barriers and Frustrations

- Concerned about the price to rent and read books
- Doesnt want other people to know what she is reading
- Concerned if food and drinks might damage books
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Mental Model

Mental models are constructed in a user's brain and are based on what they know from past interactions with other products, sites, and applications
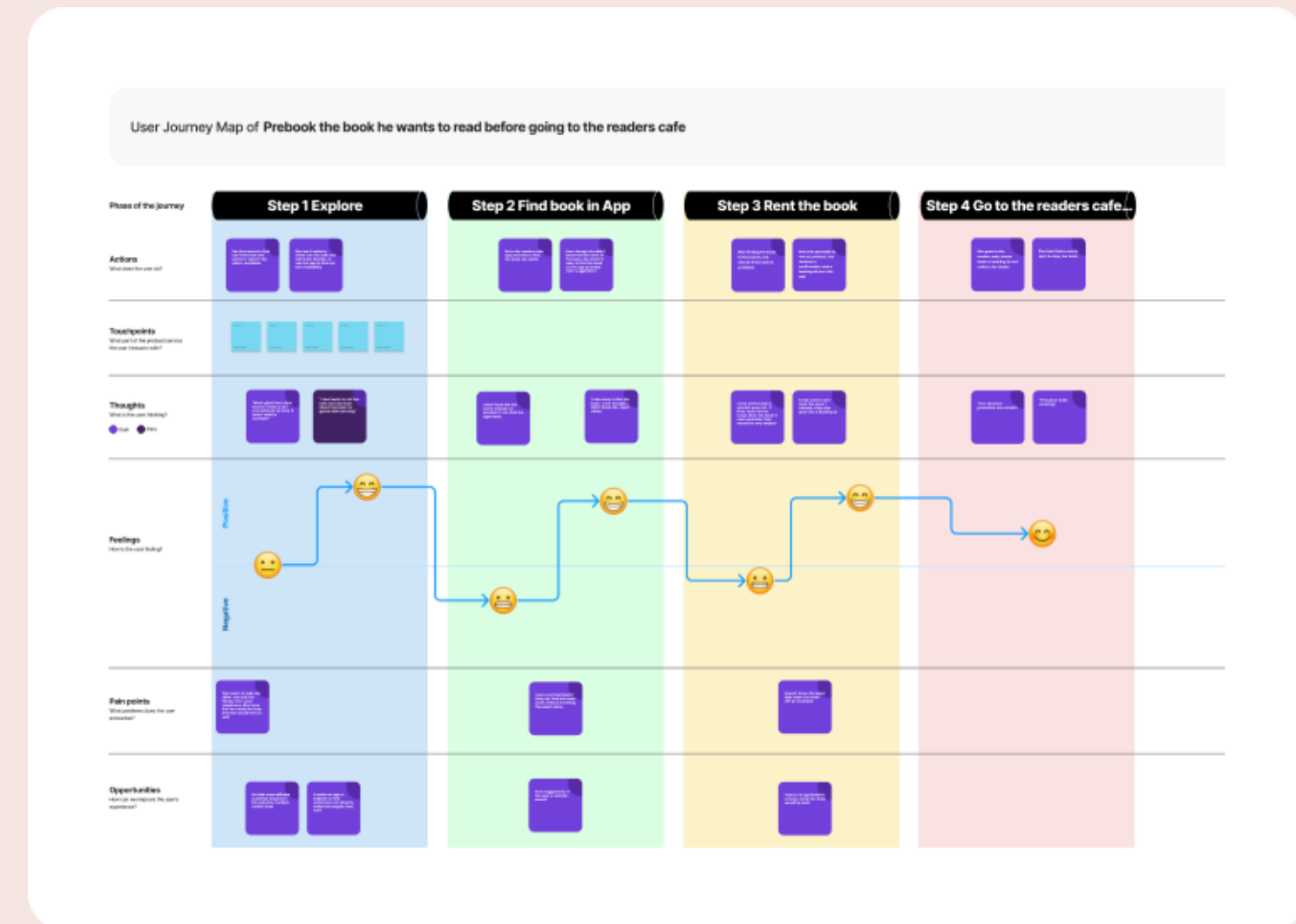
User Journey Map of **ordering coffee/beverages while enjoying her book**

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Phase of the journey	**Step 1 Explore**	**Step 2 Check menu in app**	**Step 3 Place the order for...**	**Step 4 Receiving Ordered...**
Actions What does the user do?	Tries to find a menu to look at the different drinks available	She was informed that she could check the dynamic menu from the app.	She finds a coffee she likes and she places an order for it Gets confirmation that order is placed	Receives her coffee from the waiter
Thoughts What is the user thinking?	"Would have been nice if I could get something to drink while I am reading" "How do I find out what all the beverages are available. I can't seem to find a waiter"	"Glad that I can check availability in the app, now I dont have to find a server"	"I only want to look at drinks , but this app is showing me too many food items " "I dont want to go through the whole menu to find my coffee every time " "This ordering is annoying, if I could do this before coming here that would be better , I dont want to be disturbed while reading"	" This coffee smells amazing, can't wait to drink it"
Feelings How is the user feeling?	Positive / Negative 😬	😄	😬	😊
Pain points What problems does the user encounter?	User finds it difficult to find a menu		User wants to concentrate on her reading and doesn't want to order User only likes drinks, but the app is showing her food items too. User wants to repeat her previous order so she doesn't have to go through the whole menu again	
Opportunities How can we improve the user's experience?	Click on app/website to display menu or what all items are currently available and their cost		Filter option to check for only drinks Direct option to repeat previous order Option to pre-order drinks or food items while placing order for book	

User Journey Map of **Rent a book from the readers cafe**

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Phase of the journey	Step 1 Explore	Step 2 Find book in App	Step 3 Rent the book	Step 4 Go to the readers cafe...
Actions What does the user do?	He first wants to find out if the book he wants to read in the cafe is available. Hhe has 2 options; either call the cafe and ask them directly, or use the app to find out the availability	Go to the readers cafe app and tries to find the book he wants — Even though he didn't know the full name of the book, he found it easy to find the book as the app provided auto-suggestions	After finding the book in the search, he checks if the book is available. — He then proceeds to rent or prebook; he receives a confirmation and a booking id from the app	He goes to the readers cafe, shows them a booking id and collects his books — He then finds a comfy spot to enjoy his book.
Thoughts What is the user thinking? ● Gain ● Pain	"Wooh glad that I dont have to make a call and wait just to know if me book I want is available" "I dont want to call the cafe and ask them about the book, its gonna take too long"	It was easy to find the book , even thought I didnt know the exact name I dont know the full name of book, Im worried if I can find the right book.	Some of the books I wanted were not, if they could let me know when the book is next available, that would be very helpful It was easy to pre-book the book I wanted; they also gave me a booking id	"The checkout procedure was smooth " "The place looks amazing"
Feelings How is the user feeling?				
Pain points What problems does the user encounter?	Dont want to take the effort and call the library, from past experinece. He knew the line would be busy and she would have to wait .Dont want to take the effort and call the library, from past experinece,he knew the line would be busy and he would have to wait	Users are frustrated if they can find the exact book, without knowing the exact name	Doesn't know the exact date when his book will be available	
Opportunities How can we improve the user's experience?	Provide more efficient customer enquiry in the cafe like multiple mobile lines Provide an app or website so that customers can directly make the enquiry they want	Auto suggestions in the app or website search	Feature in app/website to know when his book would be back	

Site Map

Sitemap is a map of the various pages on your website.

Global Search

Logout

Home Page

Main Events

Events

Get a library card

Library

Cafe

Writers Corner

Profile

About Us

Get a library Card

show all events

Search Book

Menu

Post story

Readers coin

Gallery

Trending books

search

E books

Book a Table

View Feed

Subscription

Our Story

Todays Special foods

Rent a book

View cafe Specials

Search

Order History

Writers corner trending

Start book club

Lended books

Trending books

Wishlist or want to read

Book suggestions

User Insight

New arrivals

Account Settings

Achievements/badges

FAQ

Logout

Learn more

Contact us

Social Media

Location Map

Content Inventory

A content inventory is a process and the result of cataloging the entire contents of a product

Global Search

Search bar where you can search for do a global search on anything from books to cafe items or any services in the reader's cafe

Events

Section to showcase any event that happen in the readers cafe, this can be anything from a author book promotion, self-initiative club events by users to workshops conducted , you can also search for events, worhosp etc

Get a library card

Section for users to get their library card, so that they can rent books, this card can be a physical copy or an e copy

Cafe

This section has services for the cafe part, which included a food menu, and services like booking a table and ordering food. There will also be optional question to pre-order food when pre-booking a book

Library

Here the user can find services related to the library part of the cafe , which includes renting books (only for users with a library card or subscription) and checking out the e-books section provided by the cafe website which has both free e-books and paid e books which are available only to users with a library card. Library card users can also start book clubs and conduct meetings.This section also displays book suggestions, trending books,new arrivals, etc

Writers corner

Section where users can post their short stories and other users can comment and like these stories, this feature enhances the community vibe of the reader's cafe

About Us

This section showcases the gallery of the readers cafe , which will give the users a tour guide of how the place looks, it also has a story section which talks about how the cafe was formed vision mission etc

Profile

Readers Coin: This is a digital wallet that keeps on recharging when the user makes purchases from the reader's cafe which included renting books or buying food. Users can later use this readers coin for future purchases

Subscription: Here can use their subscription type, there is a normal subscription or library card and a premium version. Premium users can rent books for longer periods of time, can start clubs or events, they will also be given a small monthly boost on readers' coin

Want to read or wishlist: This is a list of books or foods (sep wishlist) the users have wishlisted , so they can take a look at this when they need it

User insights: Shows statistics about user reading habits like consistency, what all genres they like , the average time is taken to finish a book,visual representation like a bar graph , pie graph, line graphs to show things like changes in reading time, genres read, etc

Order History: Shows previous order history of both food and books

Account Settings: Users can change a variety of things like user name, profile picture, order history, and account viewability (Private or public). The reading history of public account users will be visible to other users . Users can follow each other to get more inspiration on which all books to read

Rented books : Shows details about current rented books and due dates and extension options

Achievements/badges: Shows details about Achievements/badges earned .For eg: a consistent reader badge for people who take books consistently. Readers' coin be awarded when badges are earned

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Logout: Used by logged-in users to log out from there account

The home page also shows trending books , new collections, suggestions based on user reading habits etc

FAQ handles major doubts the users will have

Footer

The footer consists of learn more, contact us , social media location map

Learn more : Has the Terms of service and Privacy policy

Location Map : A google maps image of the cafe would be placed on the footer, so users can find the cafe easily

Primary task flows

Jamie

As I don't want to be disturbed during my reading and prefer to have my own seat, I decide to pre-book a seat at the cafe

As I want to try out different genres of books,I would like to purchase a library card or a subscription so I can enjoy benefits like renting books, starting clubs, etc

As a new user, I got a welcome 50 readers coin by scanning the welcome QR code, I want to check the status of the readers coin to see how much discount I can get to order a coffee while I read my book

As I found an interesting book shown in the homepage and want to know how good the book is I check the comments and ratings sections and also posted my doubts about the book

Kevin

As a subscribing member, I would like to post a short story that I had written to the community channel so I can get feedback and improve

As I loved the suggestions I got from my short story, I felt like improving my skills by participating in an event. So I want to check different events happening in the cafe

As it is a science fair in school for my daughter I would like to give her an encyclopedia, so I want to search for the availability of this specific book and rent the book

As an engineer by profession I have a very busy schedule, and often find it difficult to find time, but I have always loved reading so want to make it a habit. As I am fond of reading from the cafe,I want to book a table in the so I can have my reading time without waiting for more .

User Journey Map

 A journey map is a visualization of the process that a person goes through in order to accomplish a goal.

Jamie

	Oct 2020 A new day	Afternoon		Night	Next day
Experience/ Action	I was very excited to go to college today as there was a book exhibition being held in college . I love buying books. I absolutely loved the whole event. I noticed that the whole event was sponsored by a readers cafe which had just started near my college I decided to go visit this "readers cafe"	I searched for the cafe online and found their website, made an account , signed in.To my surprise I found an option to **book a table** at the cafe. As I dont want to be disturbed while I read my book, I decided to book a table I also loved the option where I could select my own seat. I booked a window seat . While booking a table I also received **suggestions** on food and beverages to buy at the cafe. I also was given an option to **checkout their menu** through the website I also bought some donuts and a cold coffee so that I could save myself from the hastle of ordering from the cafe. I received a confirmation after the payment	I reached the cafe about 4 pm. I absolutely loved the aesthetic vibes in the cafe. I showed my confirmation at the counter and they escorted me to my seat. I checked out the libray rack and found that there are 2 sections one for all users. And a seperage huge section which is for users with a **library card** I asked about the subscription in the counter and also asked some people about the same. I was informed a library card also has many features like **renting books, readers, coin, know-about book availability , access to readers community**	I thought about the library card and decided to get a subscription I opened the website; the navbar directly had an option to get a library card.I entered my details and I made the payment. I was given a virtual library card Now I can access the **library section , check availabily of books , rent books , follow public accounts , find trending books , get suggested books based on my reading habits , get user insights about my reading habits , start events and much more**	As I was scrolling through the library homepage , I found a really interesting book. I wanted to know how good the book was. I was glad to see the **reviews and comments section**. I also **posted a question** I had about the book, in the question forum. As I reached the cafe I scanned a QR code on the cafe wall which was for new customers who had a subscription; This took me to their website. I noticed that as a welcome offer I received **50 readers coins. I** knew I could make purchases without money with my readers coin .I used this readers coin to purchase today's cofee
Feelings	😮		🙂	🙂	😍
Pain Points.	Has concerns like price , how good the place looks , rental features etc Didn't know where to find ifo about the cafe	Worried if she might not get privacy at the cafe Confused about how the book a table will work , and if she will get proper confirmation			Some books didn't have reviews , so Jamie had to search online for these books Jamie didn't know how to earn more super coins
Opportunities	They could do a campaign or at least tell the students about the readers cafe website Can invite authors to cafe and give promotion so that more people will visit the cafe	Give trending books suggestions to read , when a table is pre-booked		Can offer discounts at holidays so that more people buy a subscription	If no reviews are available , show the overall internet rating in a section Give complimentary readers a coin a month Information in website to show ways to earn readers coin

Kevin

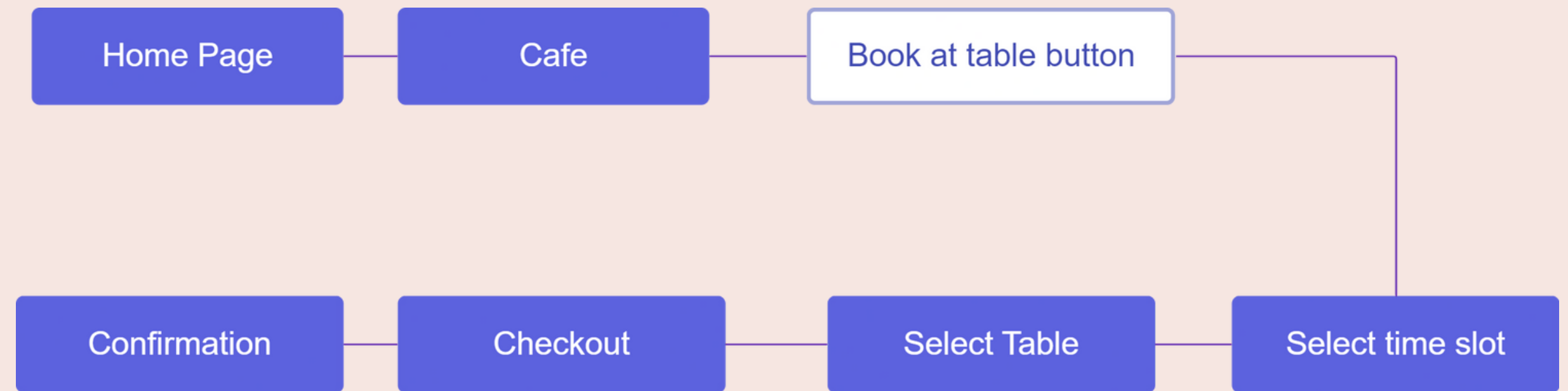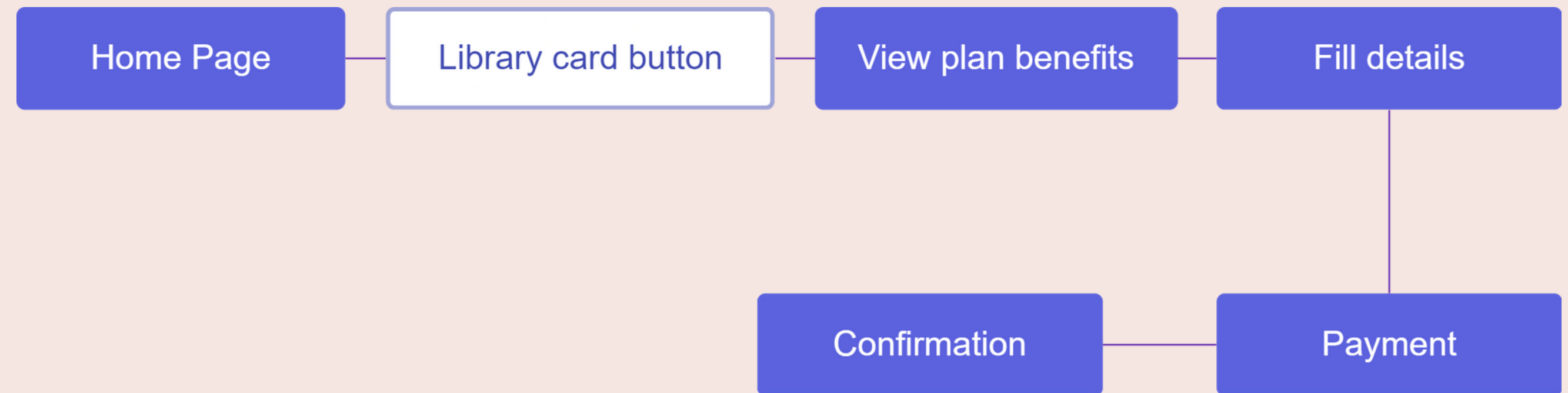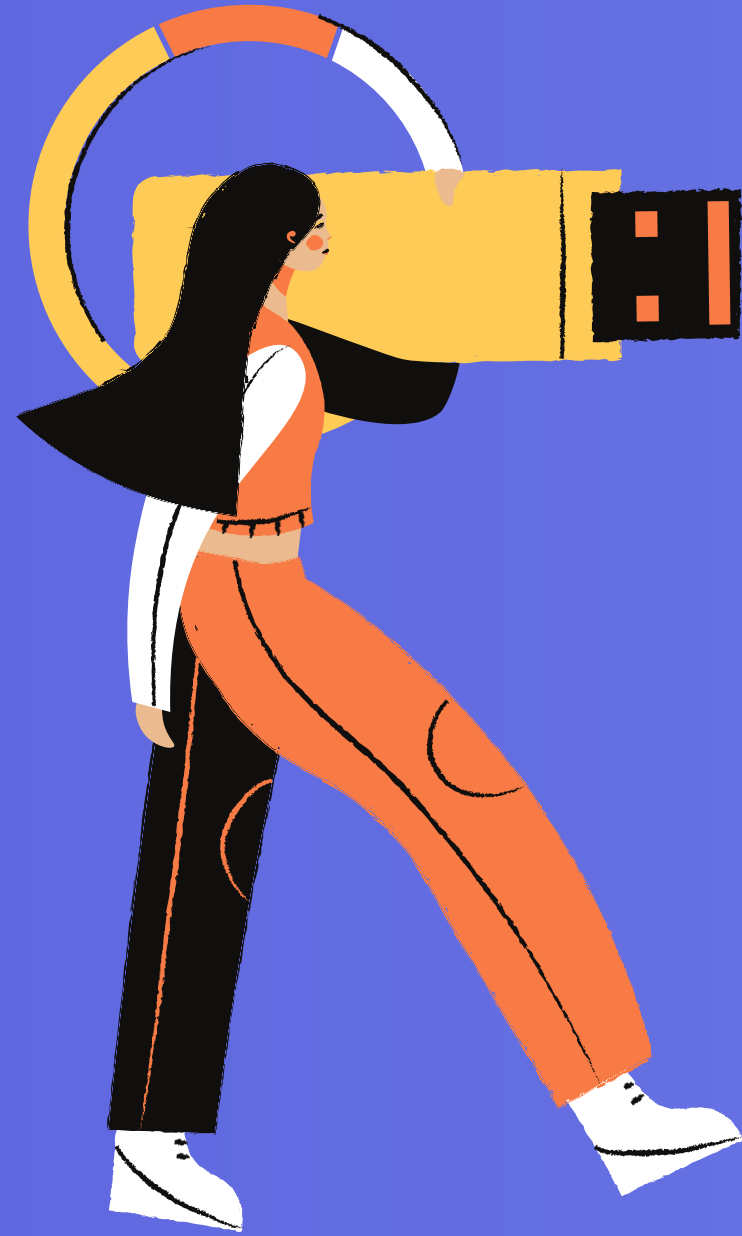|	Oct 2020 / A new day		Night		Next day
Experience/Action	I had a wonderful day today , my daughter got 2nd place in GK competition in her school. To improve her IQ, I knew I wanted to get her an encyclopedia As I am a regular customer at the cafe , I decided to **search for the availability on the website.**	I didn't know the exact name of the book, so I searched with the keyword I knew , to my surprise I was given **auto-suggestions** and I could find the book very easily There were a couple of search results. I didn't know which exactly was the book I needed , but I knew how it looked. As the **search suggestions had thumbnails** of the book images, I found it very easy to find my book	The book was shown as **not available** , but the website also **showed a date on which the book could possibly be available** There was also a feature that said **remind me when available. I** gave that a yes, so I could be reminded when the book came back in the cafe	As I had a small short story I had written and wanted to get feedback , I **posted my story in the writers corner section** I got a lot of nice feedback as many people commented and liked my short story post.	As I loved the suggestions I got from my short story , I felt like improving my skills by participating in an **event**. So I want to check out different events happening in the cafe I found that a very interesting event was happening the next day, it was a payed worshop so I filled in the details and did the payment and registered for the event
Feelings	😮		😐	🙂	😍
Pain Points.		Concerned if he could find the book Didn't know the exact name of the book Only knew how th looked and some keywords	The book he was looking for was not available		
Opportunities		Search option has auto suggestions The search results had image thumbnails so it would be easier to find Search has filters like search by author , year , category, so it would be easier to find	The date on which the book is restocked at the cafe is shown on the website	Improve the community vibe of the cafe by conducting workshops ,event etc	

User Journey Map 1

Book a table


```
Home Page —— Cafe —— Book at table button ┐
                                           │
Confirmation —— Checkout —— Select Table —— Select time slot
```

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Thank You