

StoryScout

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UX 31 • General Assembly

StoryScout is an app to help children who are reading independently choose books to read for themselves.

With an interactive map and engaging search functionality, kids will be able to browse and rate titles that are tailored to their age and preferences, and create a wish list of books that match their interests. This app hands the power of choice to the kids, who will be more satisfied with personalized recommendations, and more likely to read in the future.

Why StoryScout?

91% of kids ages 6-17 say,
*“my favorite books are the ones
that I have picked out myself.”*

**And nearly 3 in 4 kids say they would read more
if they could find more books they like.**

Even 66% of kids who are infrequent readers agree! And parents of boys and infrequent readers particularly have trouble finding books that their kids enjoy.

There is still a need to connect kids with the right books for them. With fewer children reading frequently for pleasure overall, and a steep drop in teens reading from middle school to high school, it is more important than ever to promote positive reading experiences that resonate with kids as they get older.

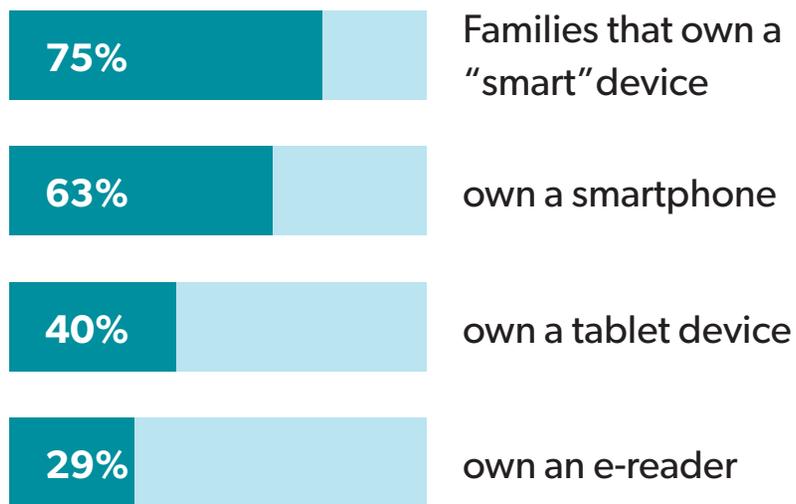
*“There aren’t a lot of books that interest me,
but when I find one that does, I never want
to put it down.” —12-year-old boy*

Kids use search as their primary navigational tool online, and they search visually.

- Kids are already familiar with navigating e-commerce sites, and searching with natural language queries.
- In focus groups, kids gloss over copy and go straight to large images, animation, and video.
- Kids like to build and curate customizable experiences. Unlike adults, they see functional digital tools as a form of play.
- But just like adults, kids often browse for products online before making a trip to the bricks-and-mortar location.

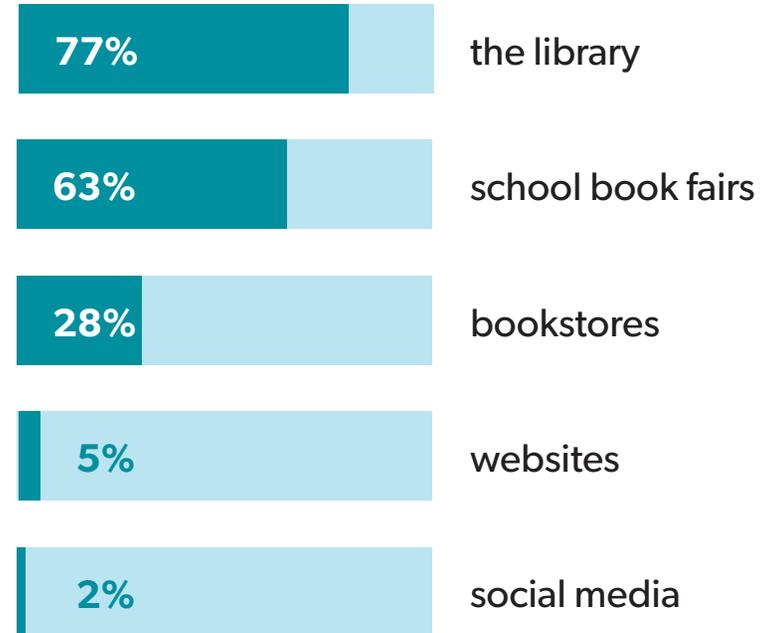
... but not for books.

Kids browse for books in person at libraries, bookstores and school book fairs, but very few digital tools are specifically geared for kids to find new books.



But reading books is the least common activity, after playing games, watching TV or movies, or using apps.

Kids (ages 6-11) find books to read for fun at:



"When the girls are choosing their own books, what the cover looks like is most important."
—Chantel, mother of two, ages 4 and 6

goodreads

Top book discovery website and app

STRENGTHS:

- Active community of over 20 million reading enthusiasts
- Not a retail site or e-reader
- Publisher and format agnostic
- Search books by genre and create lists
- Rate and review titles to find similar books

LIMITATIONS:

... but not for kids.

With the success of Goodreads, several sites are trying to become the “Goodreads for Kids”

**[Bookopolis.com](#) • [Biblionasium.com](#)
[BookAdventure.com](#) • [Reading-Rewards.com](#)**

LIMITATIONS:

- Web only, no mobile or tablet presence
- Significant UI and visual design flaws
- Search isn't kid-friendly: use of Lexile levels, ISBNs, small cover images
- Marketed to parents and educators more than kids
- Heavy emphasis on school-based reading and reading progress

Competitive Analysis

“Before I did enough research into Goodreads or used it much myself, I had my 9-year-old son try it. He LOVES it! He has entered tons of books and written reviews. He wants to share it with his friends, but there are several obstacles:

1. Requiring emails to register. My son does not yet have an email, so I created a dummy account for him on gmail.
2. Inappropriate book ads.
3. Links to Facebook, Twitter, stores to buy books, etc.

I am still letting him enter books and keep track of his reading and writing reviews because he’s finding it very motivating, but I do monitor his activity closely. We would both LOVE to have a kids version!”

—Mother of a 9-year-old boy

Primary Persona 1

Laura

The Voracious Reader



"I love getting lost in a good book!"

Laura is 12 years old and in 7th grade. She is a lifelong reader, enjoys middle-grade and some YA books with fantasy, mystery, and a little romance—though her parents still monitor her choices for appropriate content.

GOALS:

- Has read a lot, and is looking for something new.

ATTITUDES:

- Books are primarily entertainment.
- Considers herself a big fan of her favorite authors, like John Green, Veronica Roth, and Maureen Johnson.

BEHAVIORS:

- Laura will read almost anything, but gravitates mostly to fiction and compelling characters.
- She takes a big stack of books from the library each visit.
- She enjoys getting books as gifts and cultivating a personal library at home.
- She brings a book everywhere she goes, and will read in her spare time.

Primary Persona 2

Max

The Non-fiction Reader



"I like knowing a lot about dinosaurs, so I'll read to find out more."

Max is 8 years old and in 3rd grade. He likes to read, but is particular about which books he likes. He reads at grade level and is confident reading independently, but also enjoys being read to by an adult.

GOALS:

- Wants to read non-fiction books about subjects he's interested in

ATTITUDES:

- Reads to gain information, not for entertainment
- Is bored by fiction and long narratives

BEHAVIORS:

- Max chooses books based on specific, but wide-ranging topics.
- He will read about anything if it fascinates him: from mummies and snakes to explosions and outer space.
- He'll walk away from chapter books and character-driven stories like *Charlotte's Web* or *Little House on the Prairie*.
- He spends a lot of time browsing before picking out a few select titles.

Secondary Persona

Nate

The Reluctant Reader



“Why would I bring books?
This is supposed to be a vacation!”

Nate is 10 years old and in 5th grade. He thinks that reading is boring, and avoids it at all costs. His parents desperately want him to be reading novels by now, but he is more comfortable with comics that make him laugh.

GOALS:

- Needs to find a book that has humor and will resonate with his interests
- Looking for books similar to a book series that he already enjoys

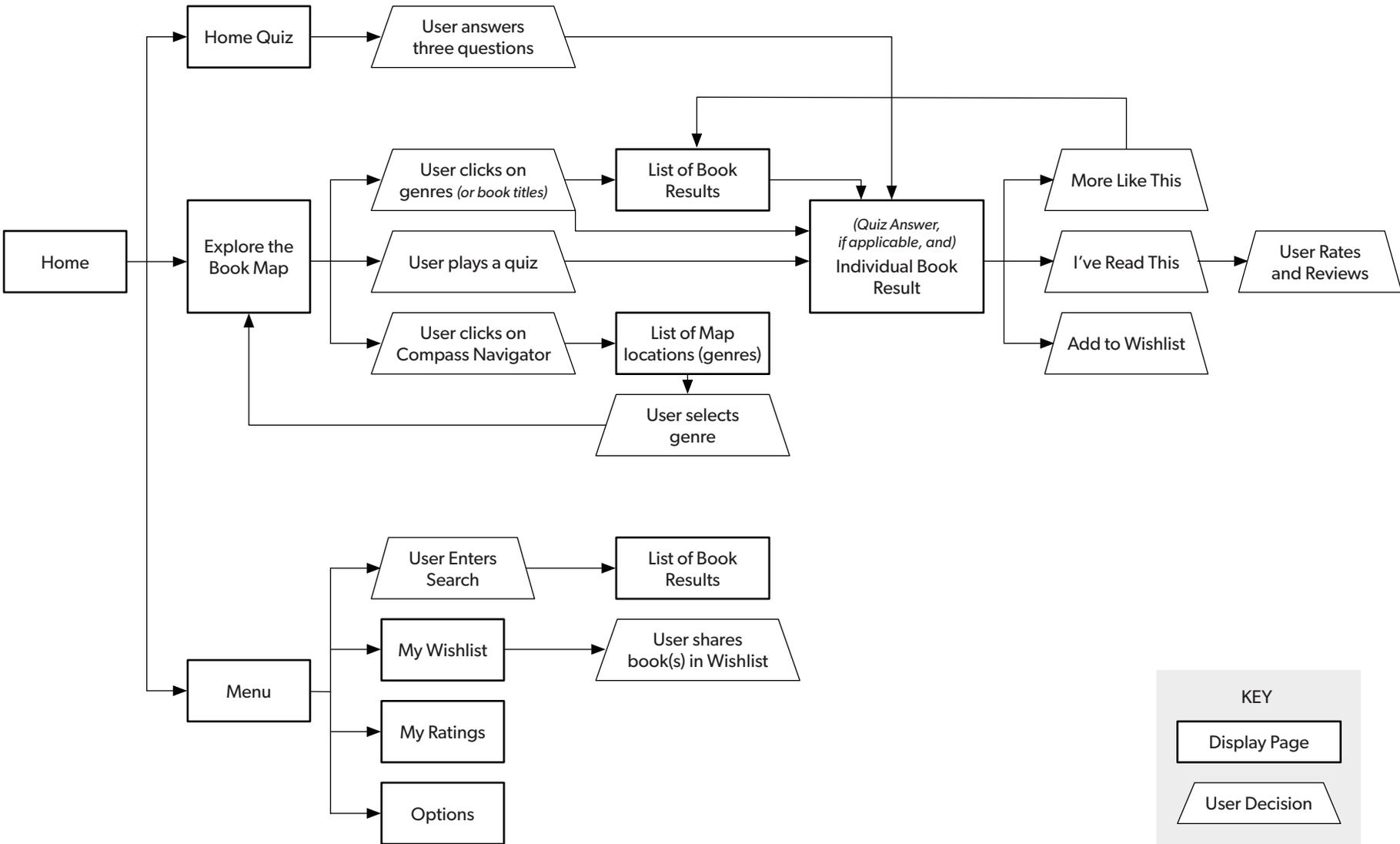
ATTITUDES:

- Thinks that reading is a chore
- Does not like books that feel old-fashioned or uncool

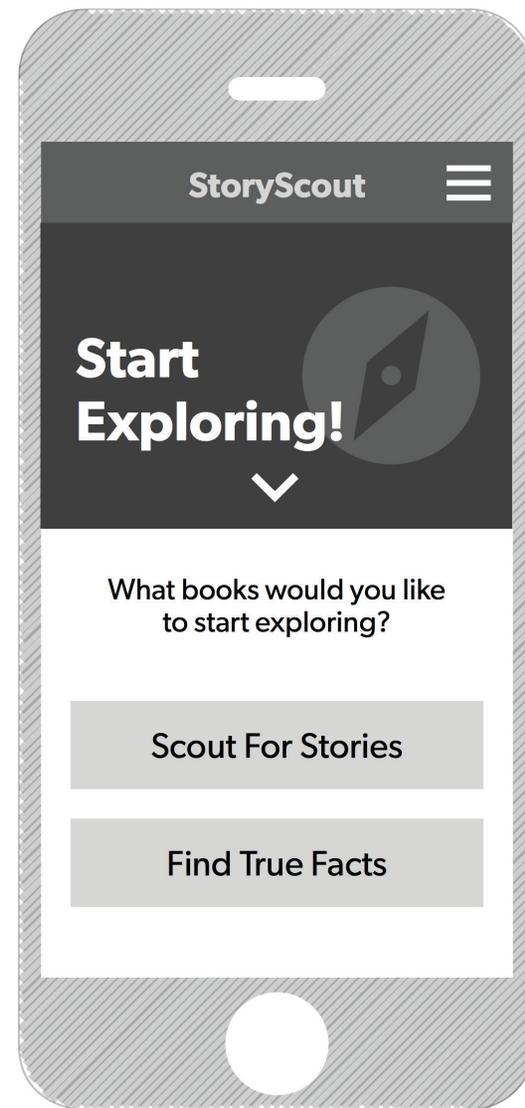
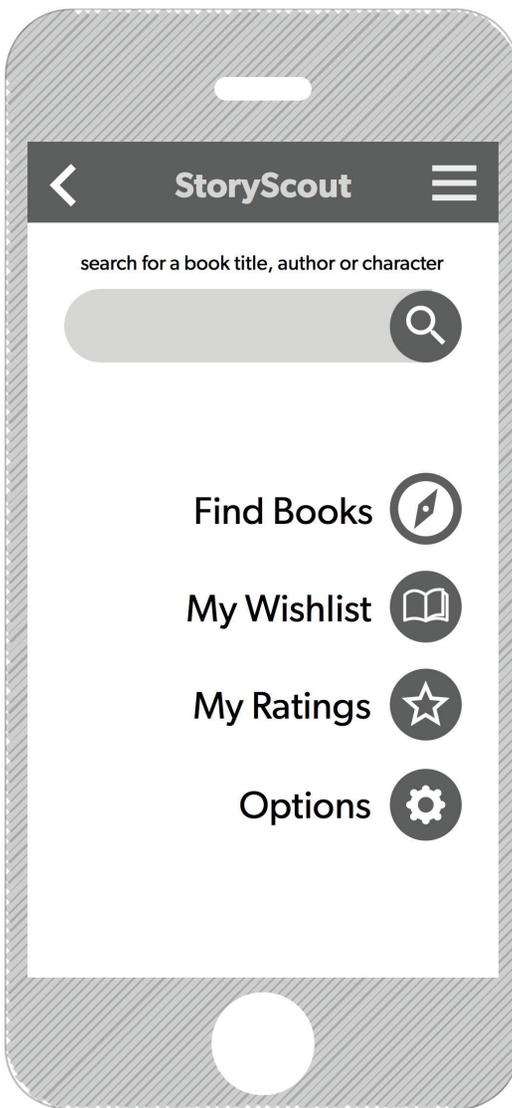
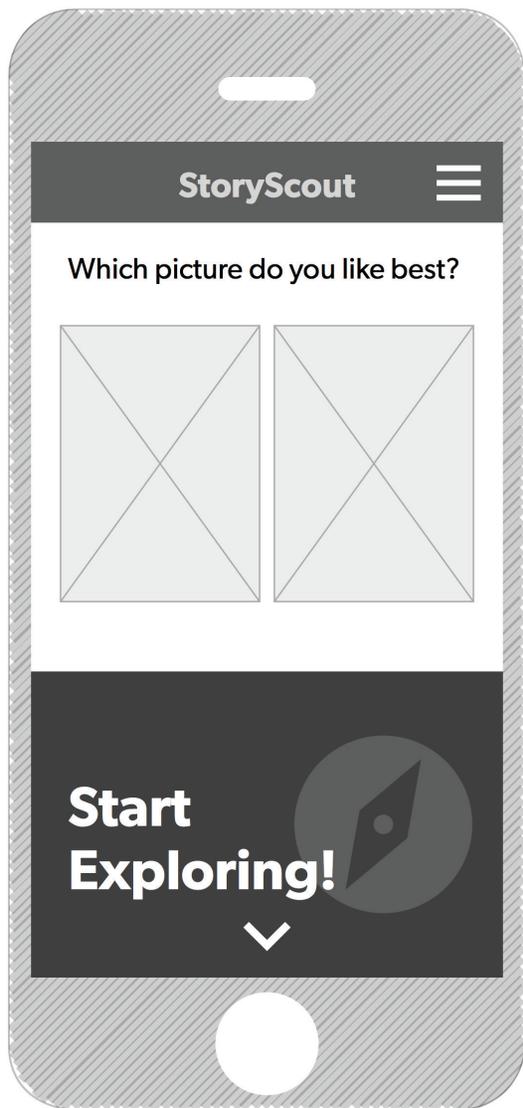
BEHAVIORS:

- Nate spends more free time playing games and watching TV than reading.
- He devoured every book in the Diary of a Wimpy Kid series, but hasn't found another book that he likes in a long time.
- He won't read a book if his parents insist that he should.
- He gets easily frustrated if a book is too dense or difficult for his reading level.

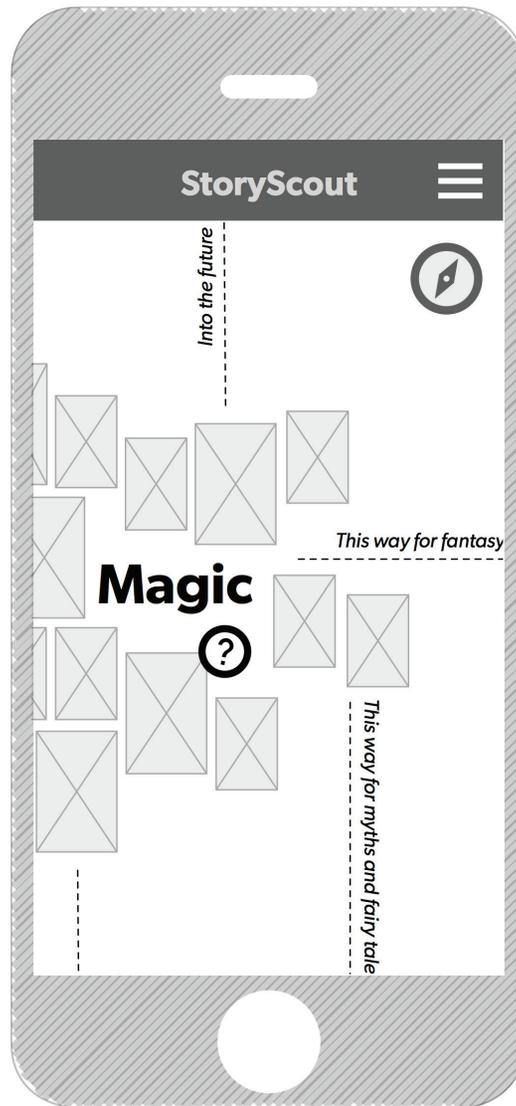
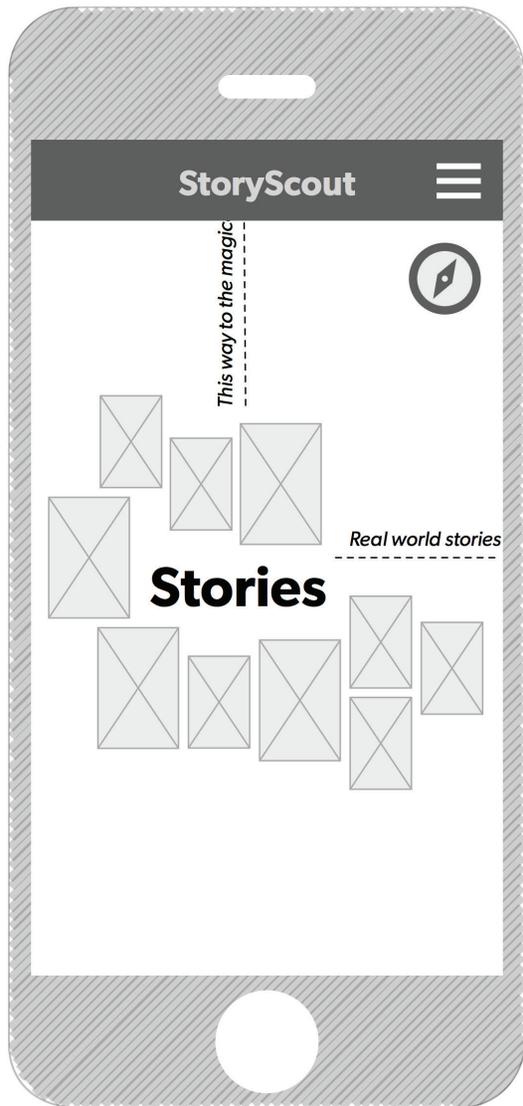
User Flow Overview



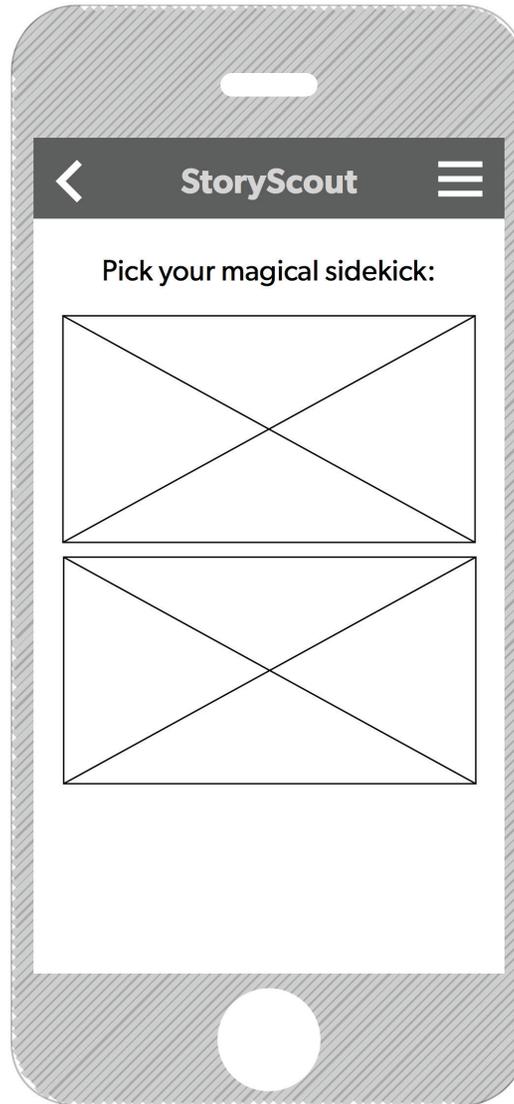
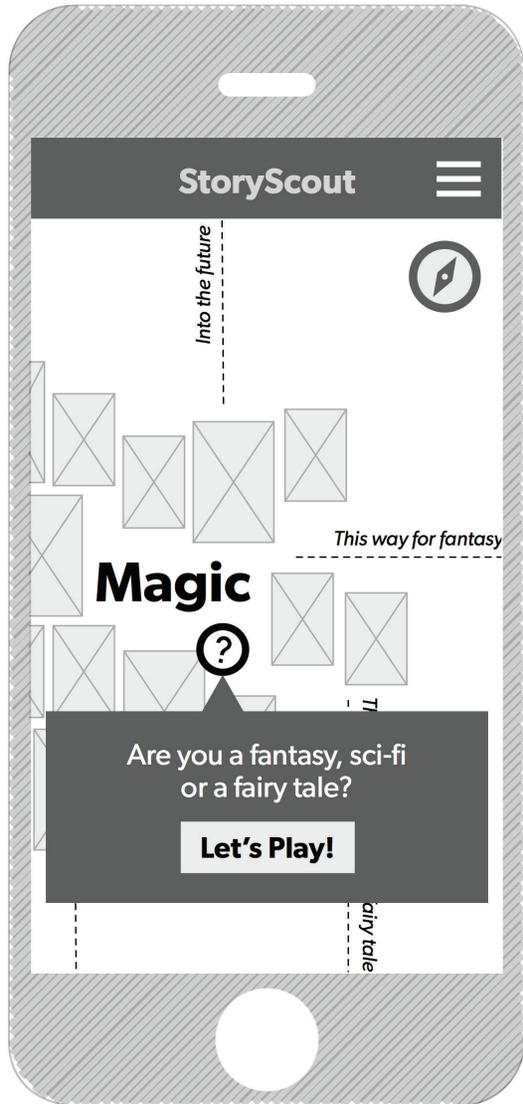
Wireframes



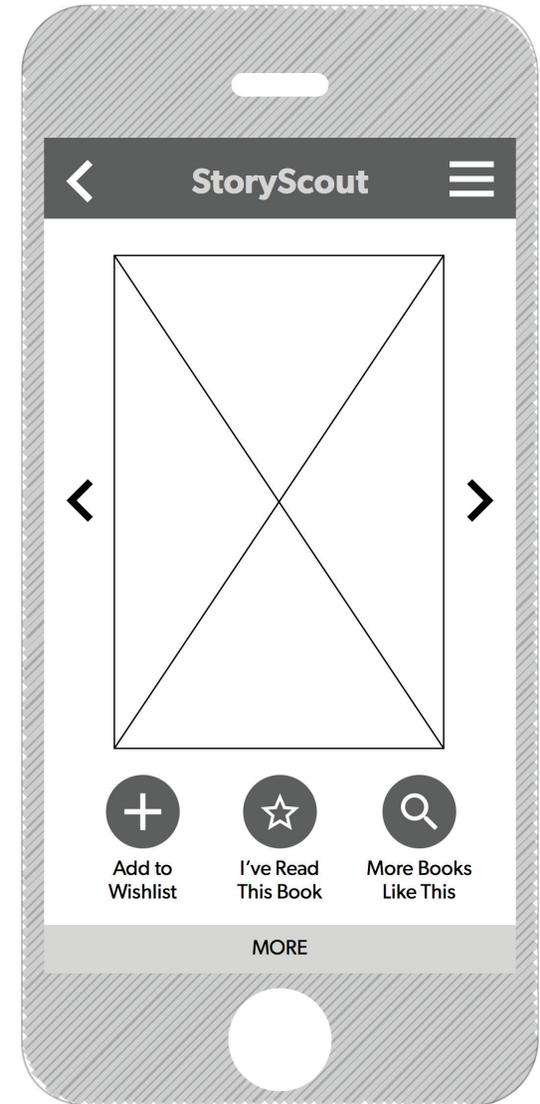
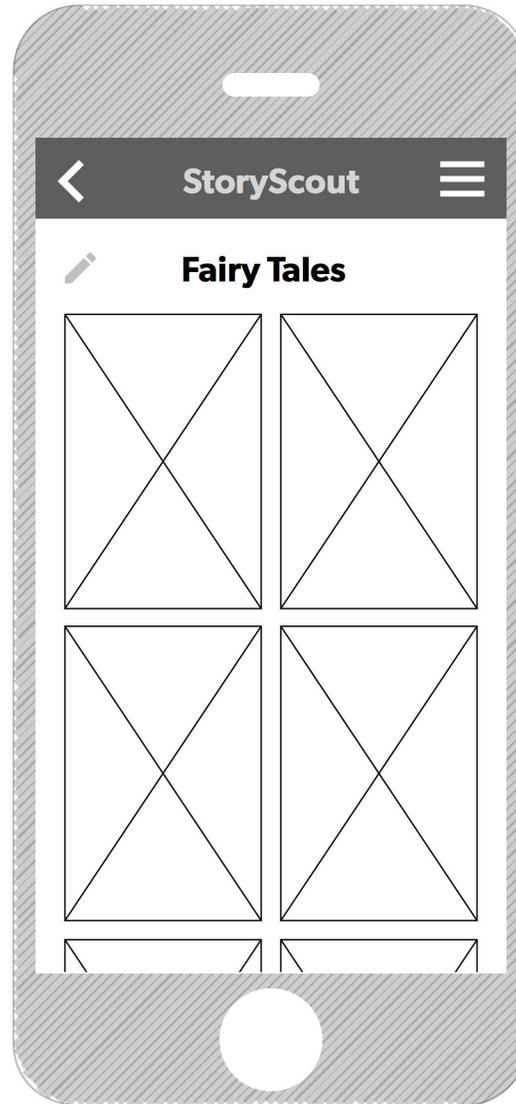
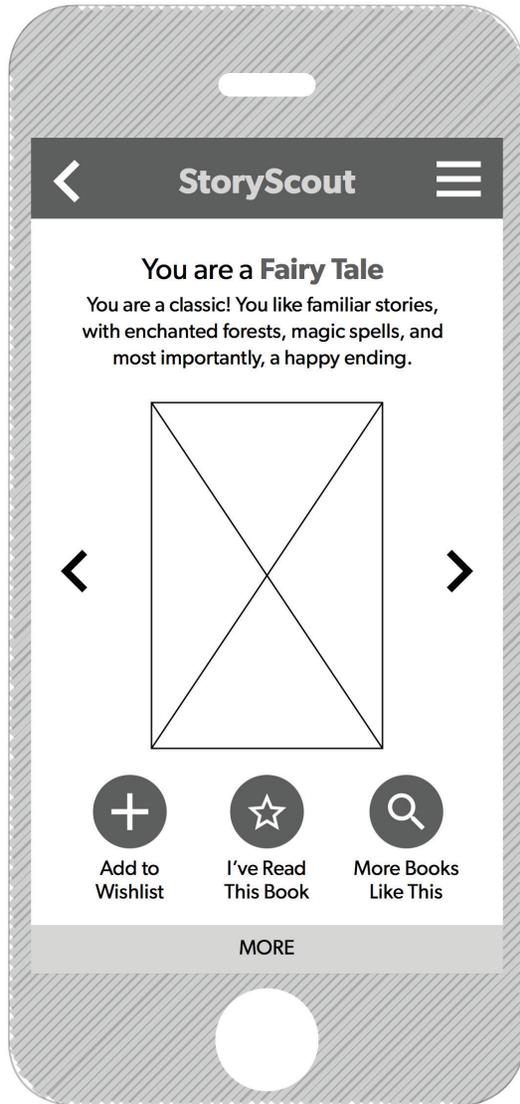
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