

# Design Sprint - TinyTales

Search

Nora Xu, May 2022

Age Range (year-old)



Book Length

Short

less than 24 pages

Medium

24 to 40 pages

Wordless

Picture Books

Type/Categories

Facts of Life

Sports



## TinyTales

Find the perfect story to read  
to your children

92%



The little fairy  
By Alison Raymond

4-6 yrs 20 pg

Read Now



My Magic  
By John C...

4-6 yrs 20 pg

Read Now

New



Mia's Pumpkin Ride

By Mia Baker

To the Mo...

By Drina L...



# TinyTales

## The client

TinyTales is a new startup that wants to help parents find great books and short stories for their young children through their library of author-submitted children's stories using their tablet app.

## Users

Parents who want to read aloud to their young children (approx. 4-9 yr old)

## The goal

- ***Make it easier, and less time consuming*** for parents to find books & stories to read to their children

## Constraints

- The solution should be designed as an ***iPad or tablet app***
- TinyTales already has an inventory of stories written by contributing authors, we should focus on ***how parents chose to read***.
- The stories are discovered and read ***in the app*** -parents are ***not ordering hard copies, printing out stories, or reading on another device/app***

# 5-Day Design Sprint

- 1 Day 1 - Understanding the problem/mapping
- 2 Day 2 - Sketching solution
- 3 Day 3 - Create a storyboard
- 4 Day 4 - Built a prototype
- 5 Day 5 - Testing

# 5-Day Design Sprint

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## Day 1 - Understanding the problem/mapping

The Client has provided us the research highlights, user interview recording, and persona

[User Reserach and interview notes](#)

### Persona



**Claire**

34 Years Old

MOTHER OF

James, 6 years old  
Kayla, 4 years old

### Behavior

- Claire reads to her children at least 3 times a week, usually, before she puts them to bed.
- Claire really values this time- she thinks reading to her children is an important part of "family time", and that using their imagination is a good break from watching TV and playing her iPhone games.
- Claire also knows that reading to her kids is a good way for them to learn and ask questions about certain things they're interested in.
- Claire tries to find stories that her children will love, so they will appreciate reading from an early age.

### Frustrations

- Claire often spends more time looking for a story to read to her kids than reading it!
- Even when they find a story they agree on, Claire has to spend time quickly flipping through it to see how long it is, and if it's written for the same age group as her kids.
- Claire loves when her kids ask to read or learn more about a new topic or experience that they're interested in - but it's not always easy to find a good story about it.
- Claire wants her children to enjoy the story she's reading- but she also likes when it has a little educational value. She spends time reading through them beforehand to see if they are just purely for entertainment, or if there are some learning points that her kids can benefit from

# 5-Day Design Sprint

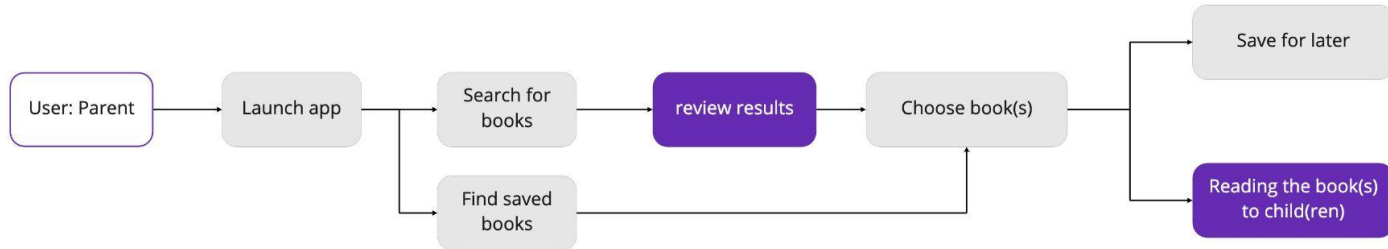
1

## Day 1 - Understanding the problem/mapping

### HMW (How Might We)

- Help parents take less time searching for books they want?
- Make it easier to find books that are age-appropriate for the kids?
- Help parents to discover good books they or their kids may be interested in?
- Help parents to review the educational value of the books?

### End-to-end mapping



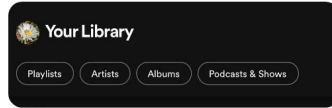
# 5-Day Design Sprint

2

## Day 2 - Sketching solution Get Inspired (Lighting Demo)

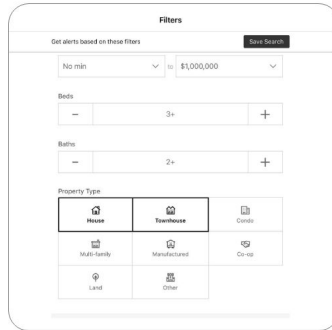
### Spotify

Top recommend based on user's preference on search & home; Tag



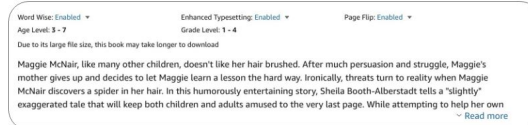
### Redfin

Detail filters in the search function



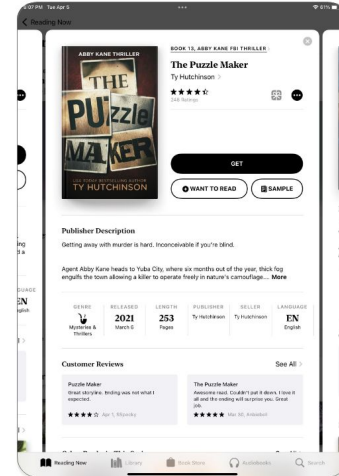
### Kindle

Kids' books have age level, length(# of pgs), grade Level P-P, and book preview/summary



### Apple Books

Details in the book review page (cover, genre, length, summary, user reviews, other books by the author), big visible buttons of Want to Read (add for later), and Sample



# 5-Day Design Sprint

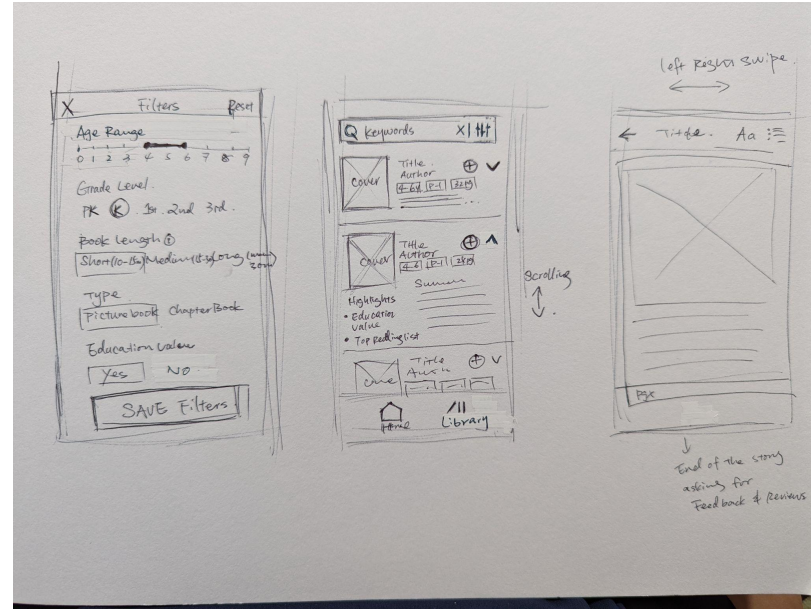
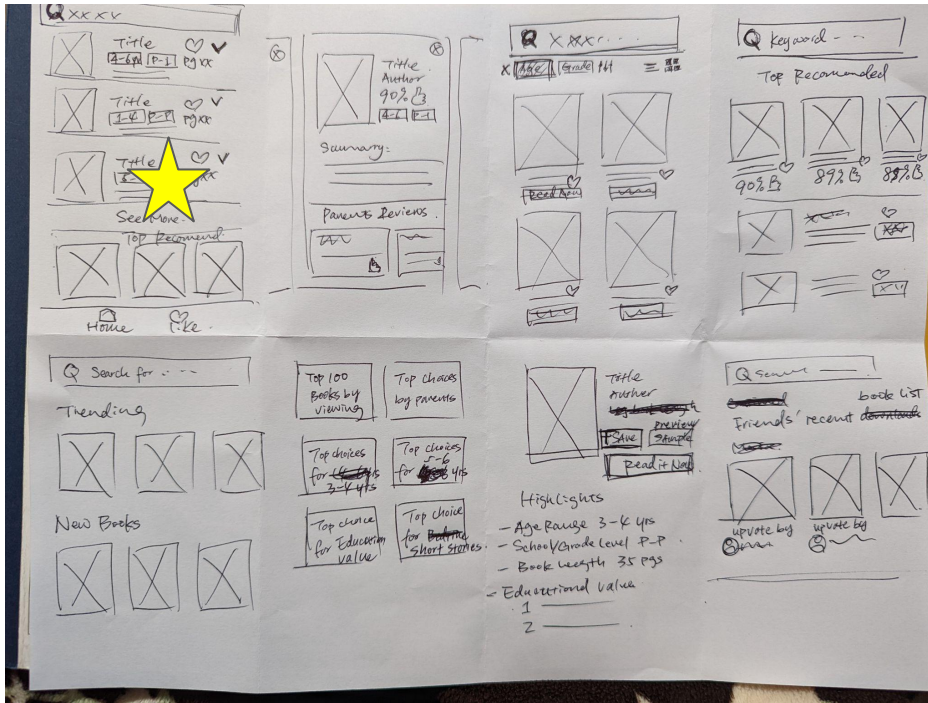
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## Day 2 - Sketching solution

Sketch possible solutions (Crazy 8)



Refine the selected screen and add a before and an after screens



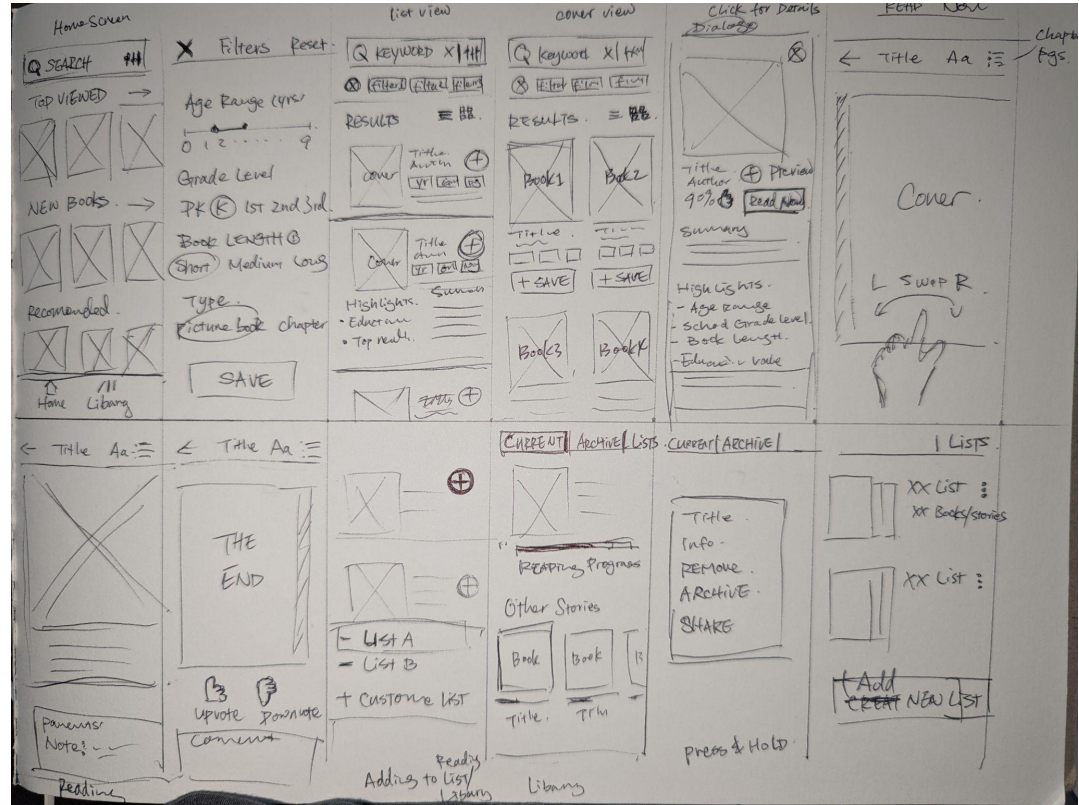
Screen left to right: Filter selections, list of the search results, open the book (start reading)

# 5-Day Design Sprint

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## Day 3 - Create a storyboard

Sketch possible screens with further details/functions



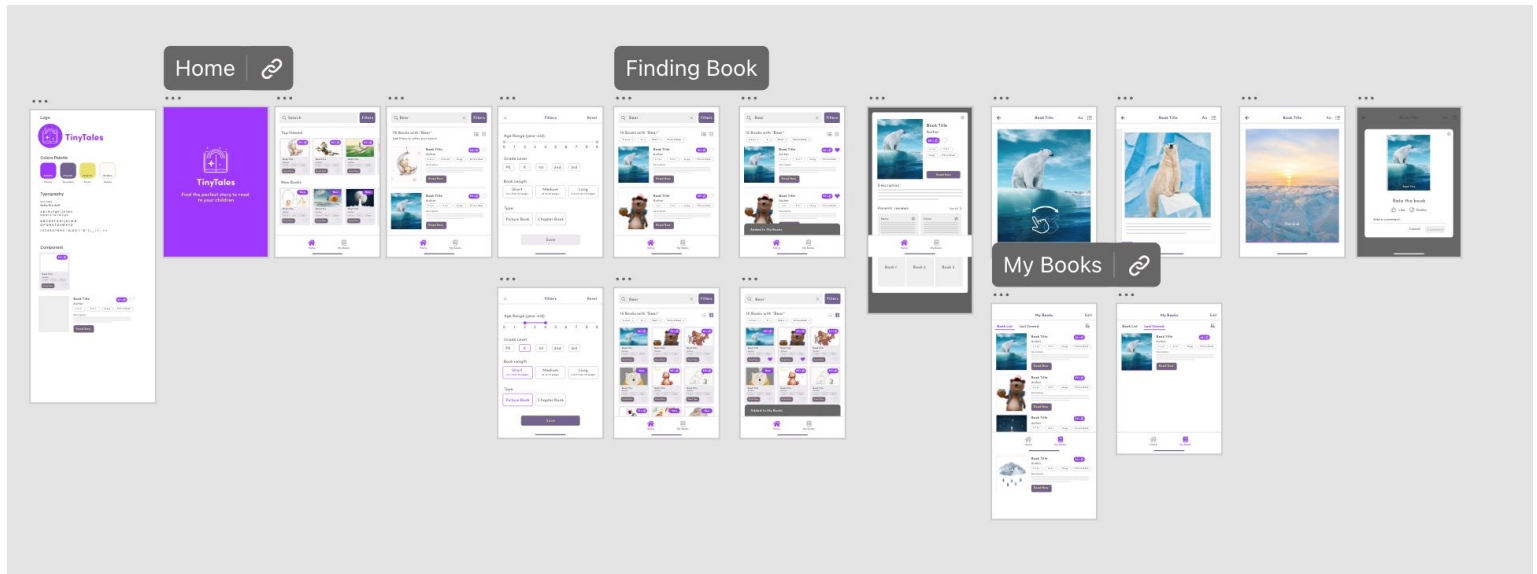


# 5-Day Design Sprint

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Day 4 - Built a prototype

Using Adobe XD



# 5-Day Design Sprint

5

## Day 5 - Testing

### The goal

- identify potential usability problems

### User recruitment

- Recruited **five parents** from the Facebook parents group to participate in our **moderated usability tests via zoom**

### Main findings:

- UI needs to be more colorful and attractive to kids (5/5)
- Age and grade sections are redundant (3/5)
- More Choices under book type/categories (3/5)
- The heart icon is confusing, and it is not obvious to act as a bookmark/or save for later (3/5)

### Solutions:

- Improve UI to make it more attractive to kids
- Remove the grade sections
- Add more choices under book type/categories
- Replace the heart icon or add text

# Iteration after testing

## The TinyTales Prototype

