

DIGIBOOKS CAFE

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MIDPOINT PORTFOLIO 2

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DIGIBOOKS CAFE: CASE STUDY

PROBLEM

The huge success of digital devices along with the rapidly changing economy have created a huge loss of what they provided to the average customers. Many readers around San Francisco don't exactly have a quiet place to sit down, drink their coffee and read. Even though there are many assorted cafes, the loss of places like "Borders Books" that actually had a nice cafe left people longing for it.



ECONOMIC RECESSION



BOOKSTORES CLOSE



PLACES TO READ

DIGIBOOKS CAFE

A place where people can come to read location exclusive ebooks and enjoy a nice place where they can sit down in a comfortable seat with a cup of coffee.

- San Francisco Based location to bring back the love for books.
- All ebooks are only available at the one location and no place else.
- Every customer will be given a digital book where they can read for 30 minutes for \$3, for the next hour \$6, for more hours, it's \$12 more.
- Allows a bookstore to profit from people reading digital eBooks at their location.
- Creates a new way for Bookstores to thrive one again.
- Provides a place for students to study and learn.
- "Internet archives" where people can access old websites, educational and recreational alike that have been discontinued from the web.
- Customers can also view old newspapers that are from the past. For leisure time customers can enjoy a nice cup of coffee while they sit and read.

SUBSCRIPTIONS

REGULAR

1 Day (3 Hours)
Monthly Price: \$3.00
Access to exclusive eBooks
Access to eMagazines
Access to eNewspapers

5 DAY PREMIUM

5 Days (3 Hours)
Monthly Price: \$3.00
Access to exclusive eBooks
Access to eMagazines
Access to eNewspapers
Access to Spotify Premium

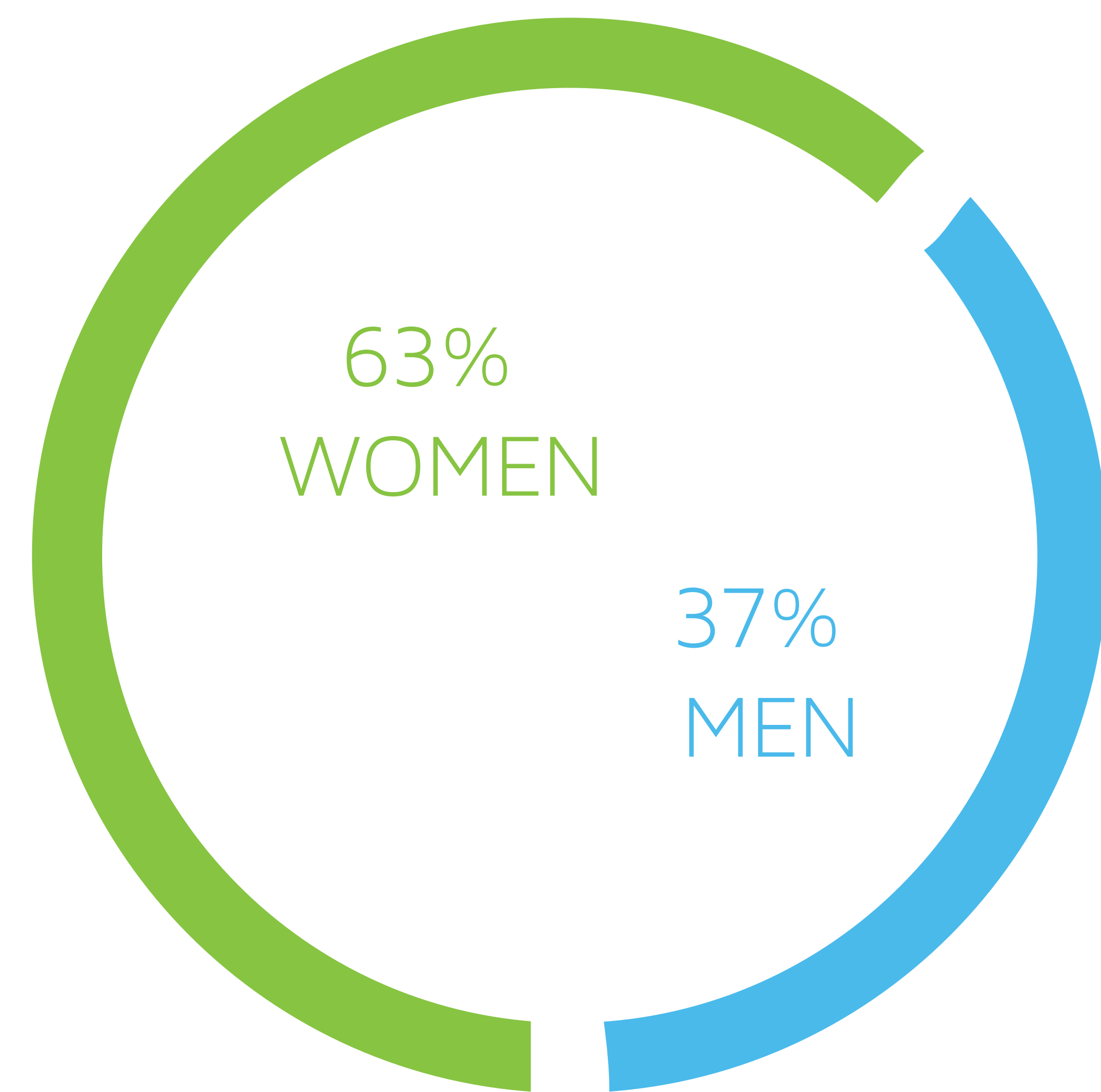
MONTHLY PREMIUM

30 Days (5 hours per'day)
Monthly Price: \$12.00
Access to exclusive eBooks
Access to eMagazines
Access to eNewspapers
Access to movies not released
Access to eBooks not yet released
Access to Spotify Premium
Access to Netflix

The first 3 days of each month, this membership will have a discount at \$10.00

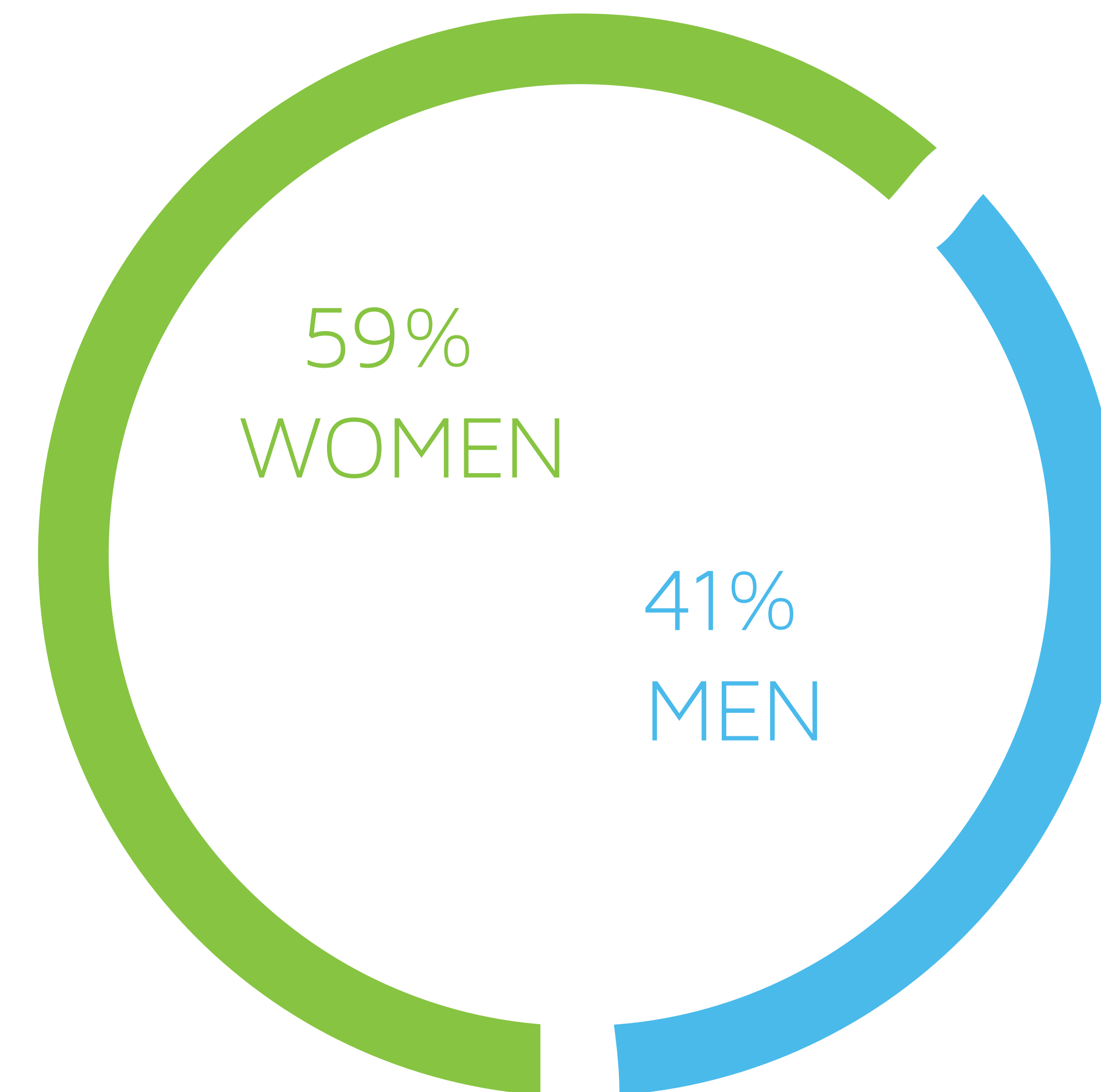
WHO READS EBOOKS?

WOMEN. Significantly more women read eBooks than men.



EBOOK READERS

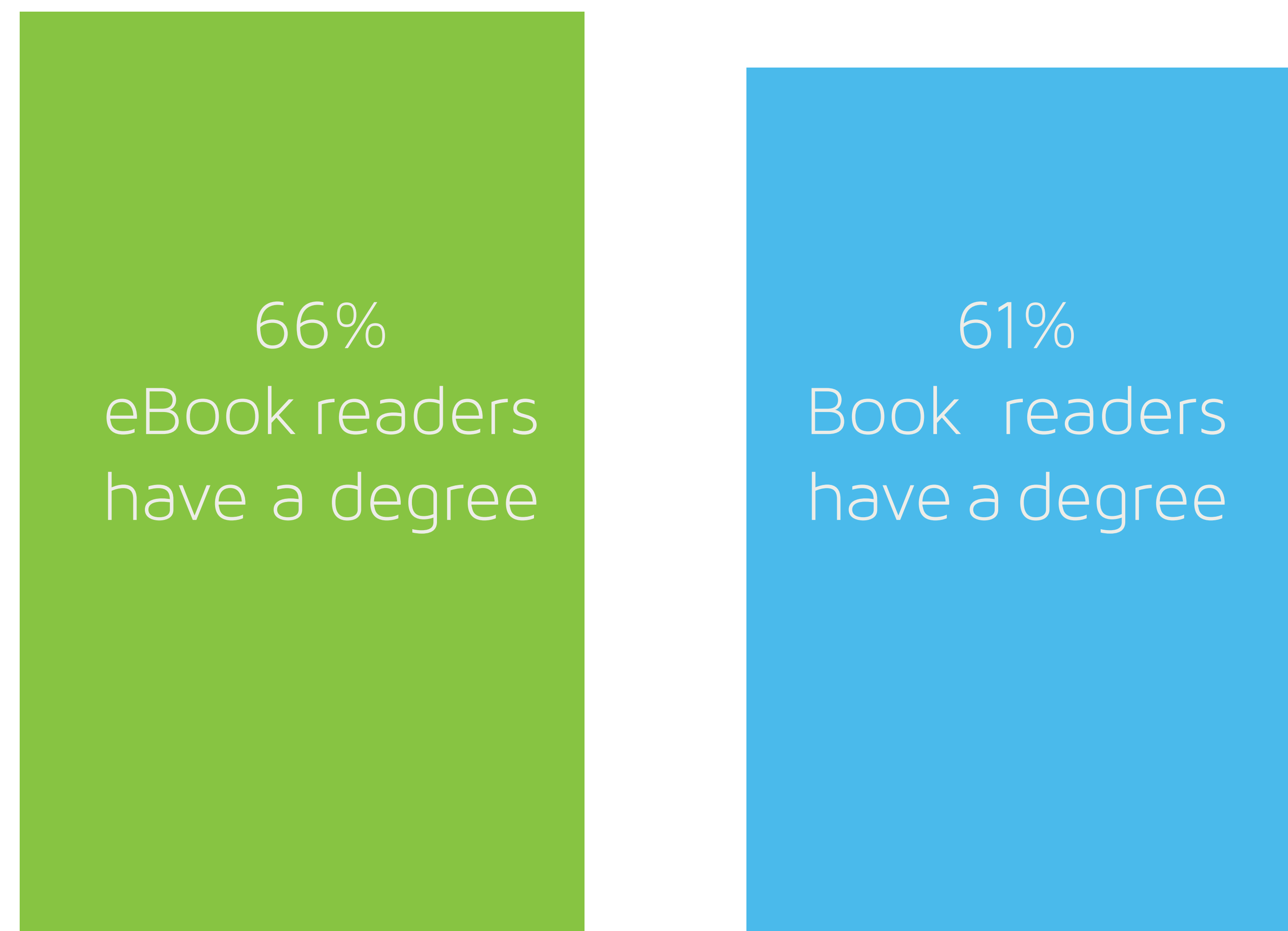
WHO READS PRINTED BOOKS?



PRINT READERS

WHO DO EBOOKS BENEFIT?

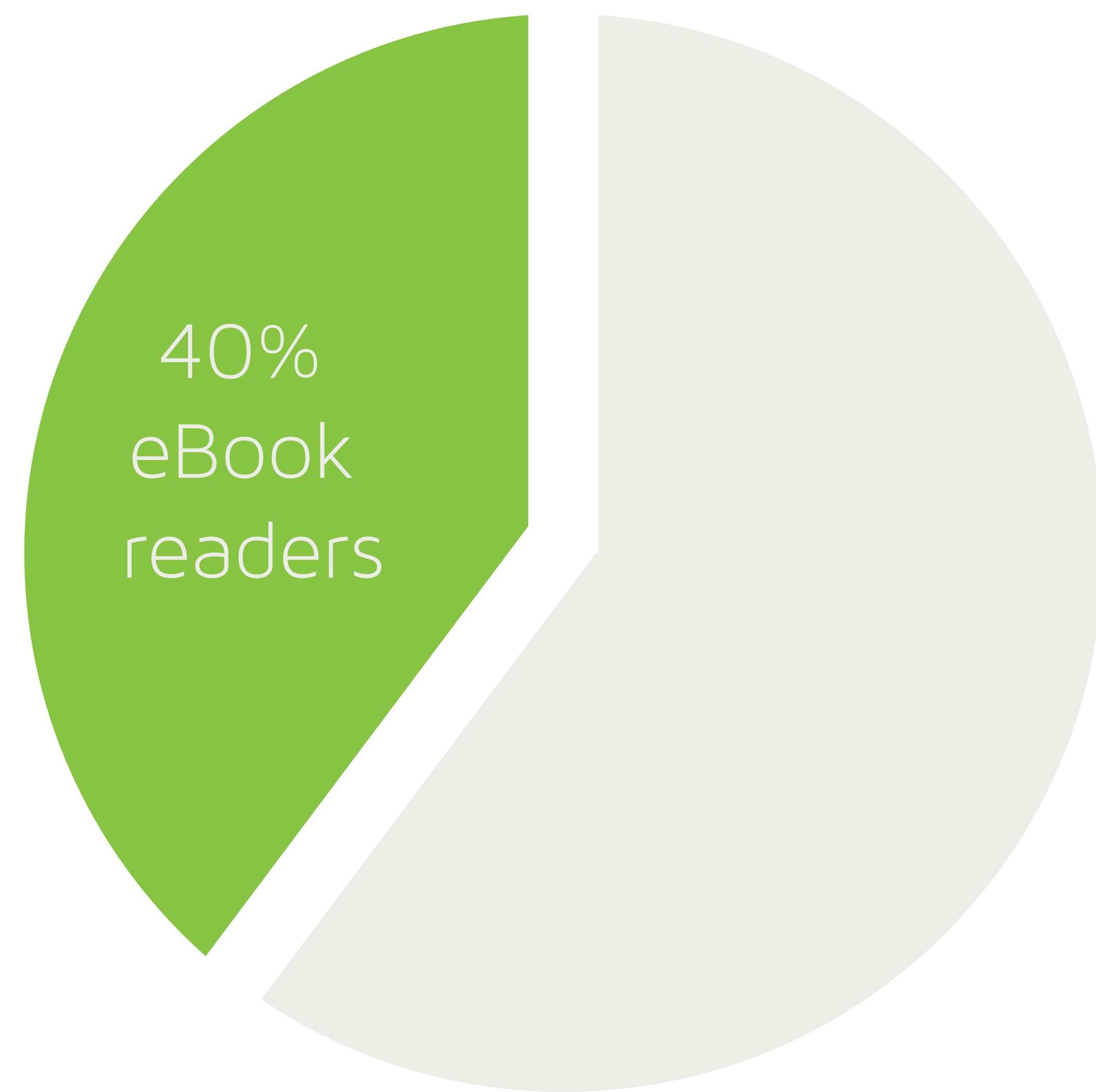
WELL-EDUCATED. Ebooks readers are more likely to have a college or post-grad degree than print readers.



EBOOK READERS AND PRINT READERS

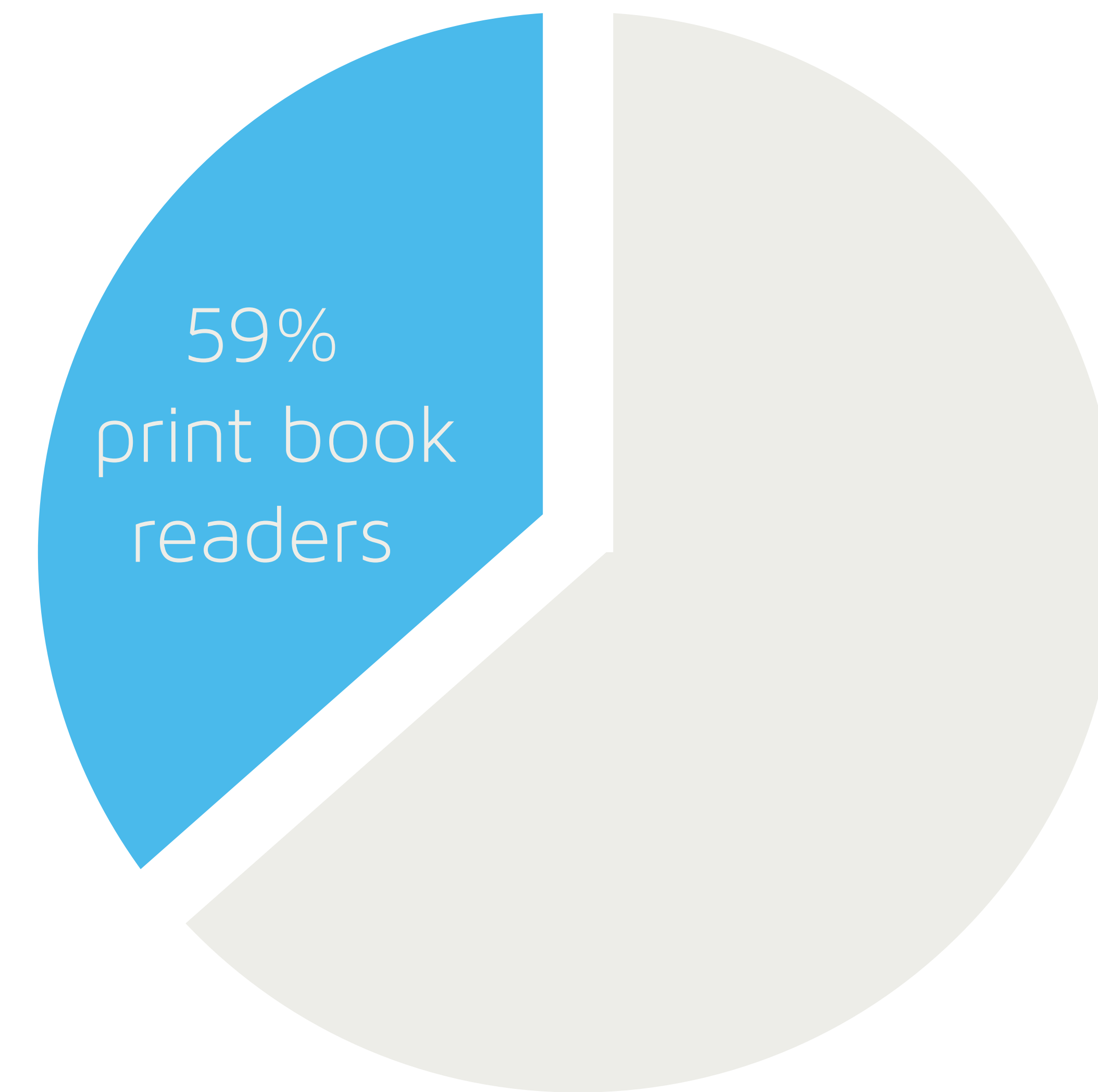
WHO READS EBOOKS?

THE WEALTHY. People who read eBooks earn more money than people who read printed books.



EBOOK READERS

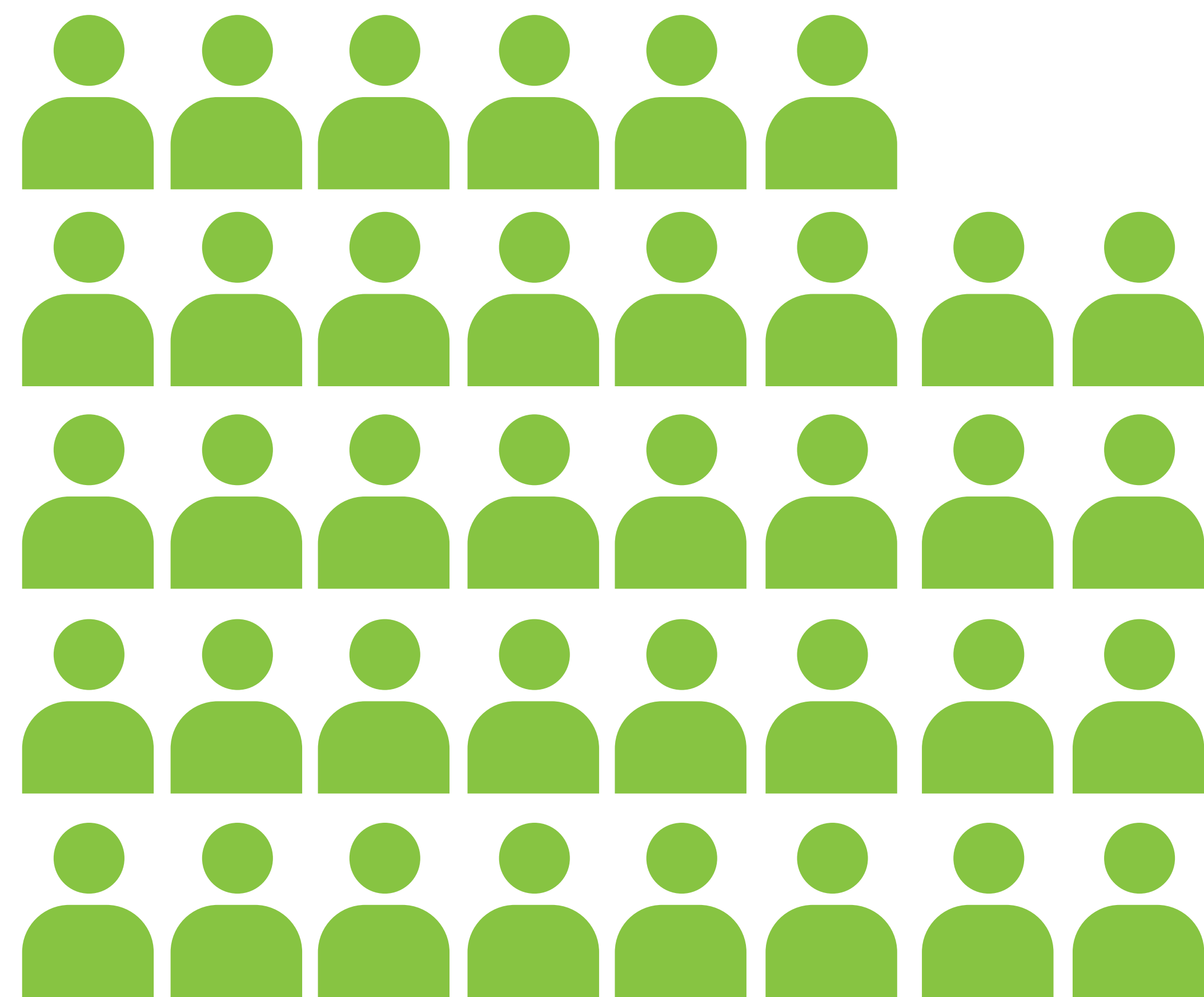
WHO READS PRINTED BOOKS?



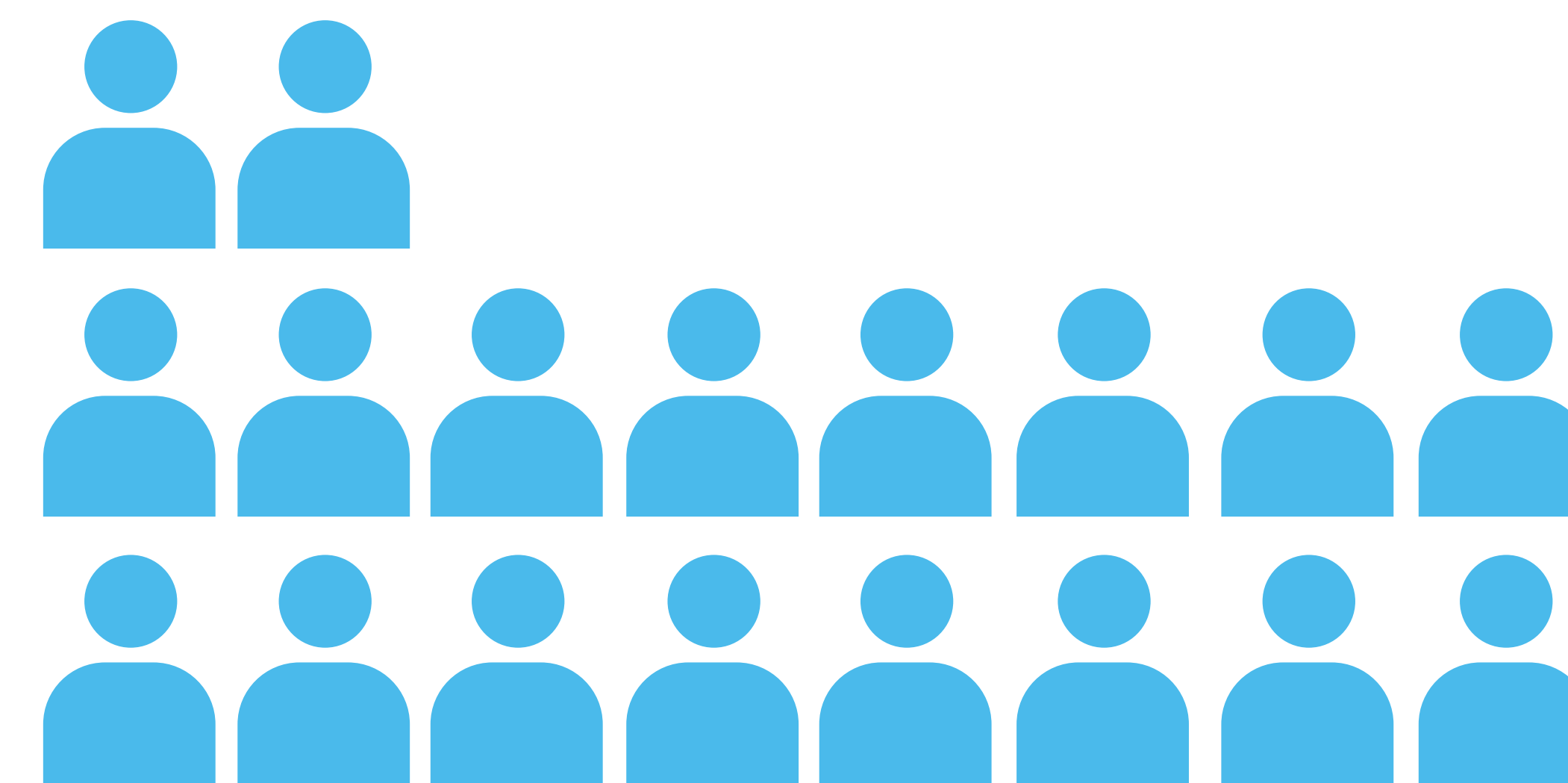
PRINT READERS

INEXPENSIVE BOOKS

BARGAINS. Readers who spent less than \$5 on their last book.



38% OF EBOOK READERS

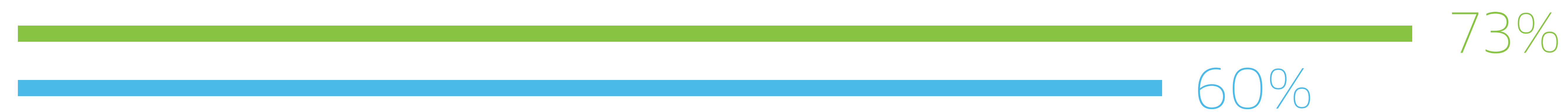


18% OF PRINT READERS

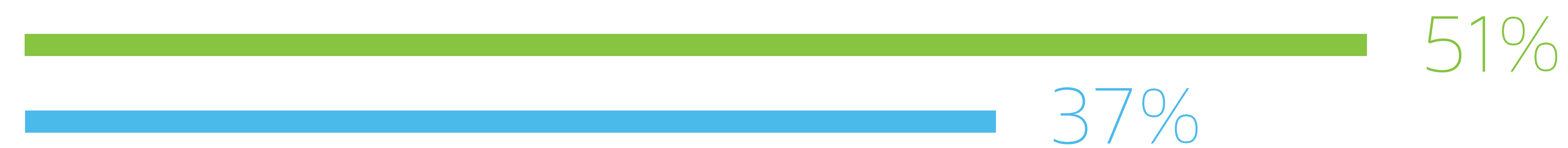
WHO LOVES BOOKS?

SIMPLE ENJOYMENT. People who simply love reading books for the pure enjoyment of it.

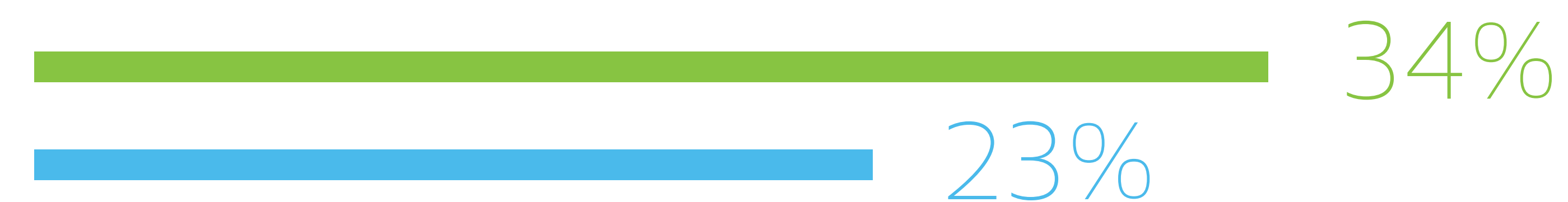
“Reading is an important part of my life.”



“I like talking about books with my family and friends.”



“I stay informed about upcoming books.”



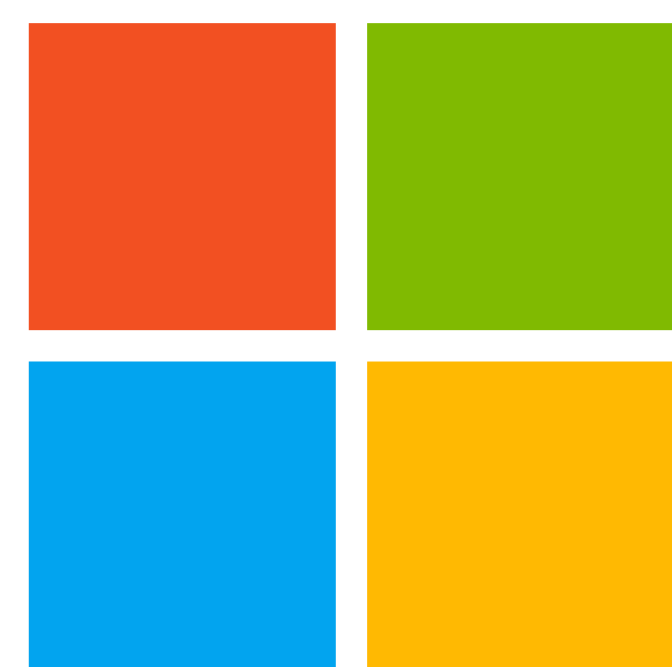
READER PERCENTAGES

COMPETITORS



amazon.com

BARNES & NOBLE
BOOKSELLERS
www.bn.com



Microsoft

Google™

CURRENT STRUCTURE

Not specific for San Francisco
Difficult customer service for books
Product specific and not an open source.

POPULAR COMPETITORS

Apple: The New iPad
Amazon.com: Kindle Fire HD
Barnes & Noble: Nook HD
Microsoft: Surface
Google: Android, Nexus 7

WHERE ARE READERS FOUND?

FACEBOOK Small miniature ads on Facebook can help gain customer and get more people excited to use Digibooks Cafe and even travel to their location.

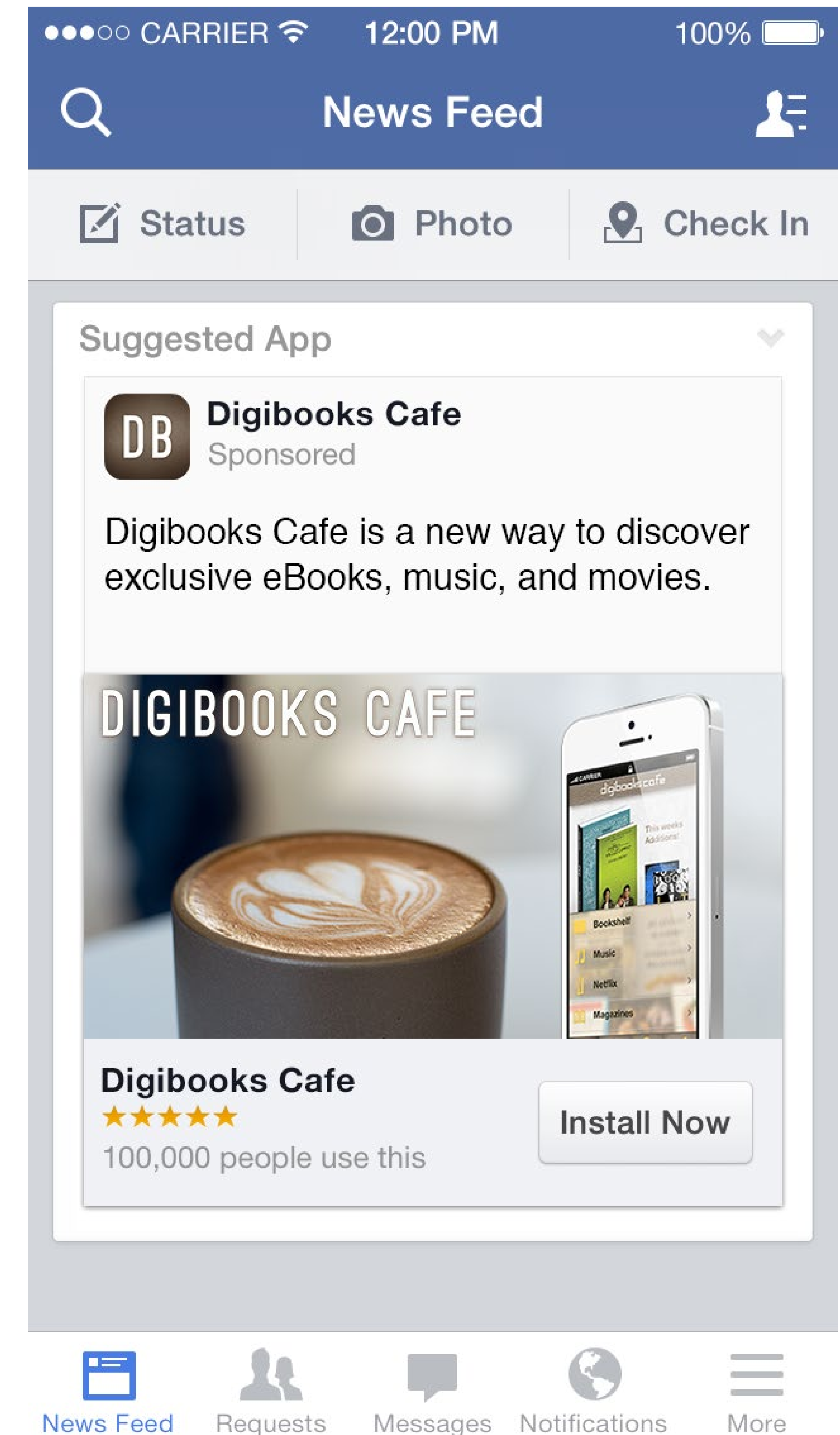
MICROSITE Having a place where people can subscribe to and learn more about Digibooks Cafe is very important and providing a microsite will definitely help customers.

DIGITAL POSTER Using a digital poster at various bus stops can help people get interested in Digibooks cafe and help them find this certain location and where ever else they can use it. Many bus-stops today have digital posters that people can use to find different stops so this will be a great help for advertising.

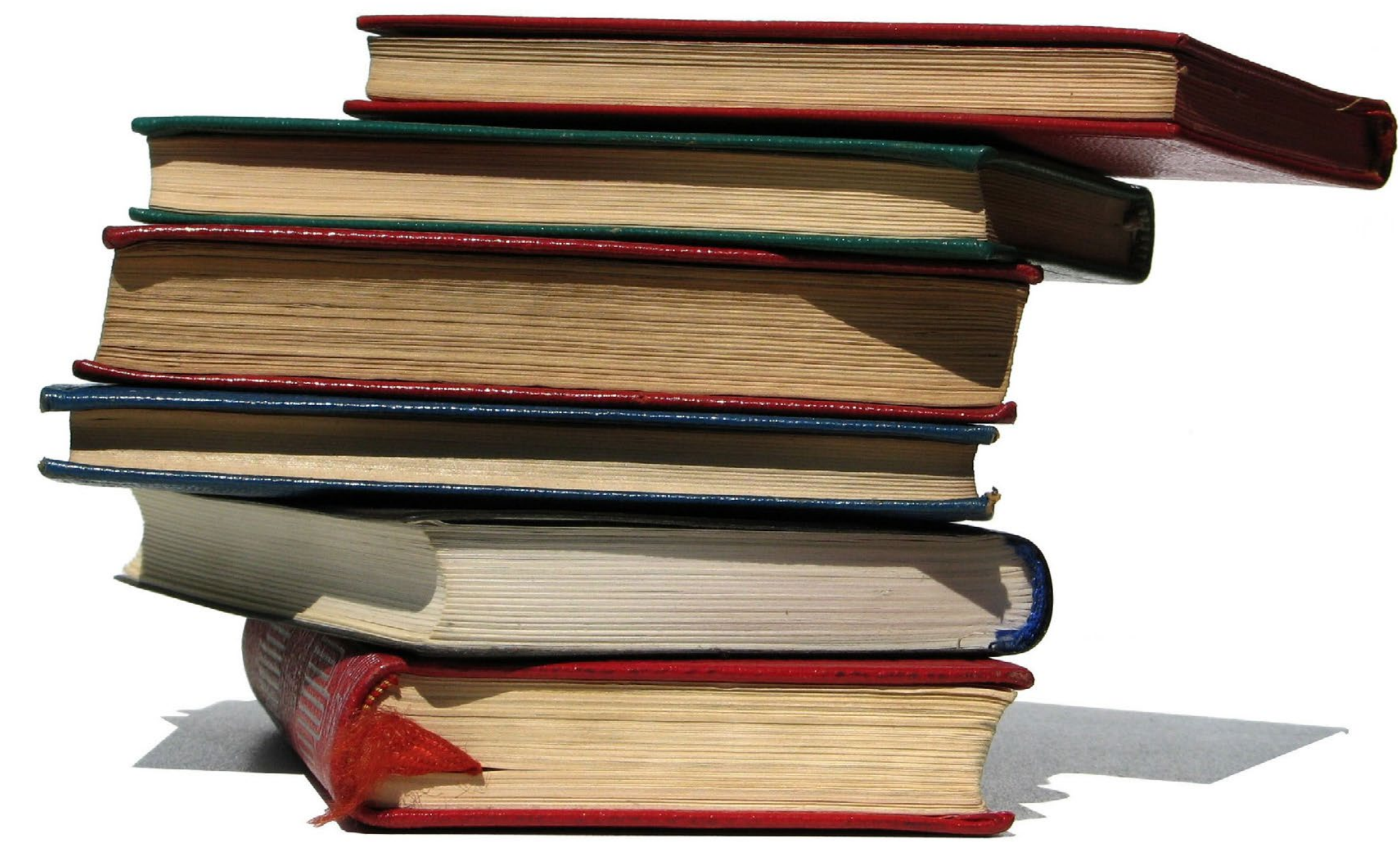
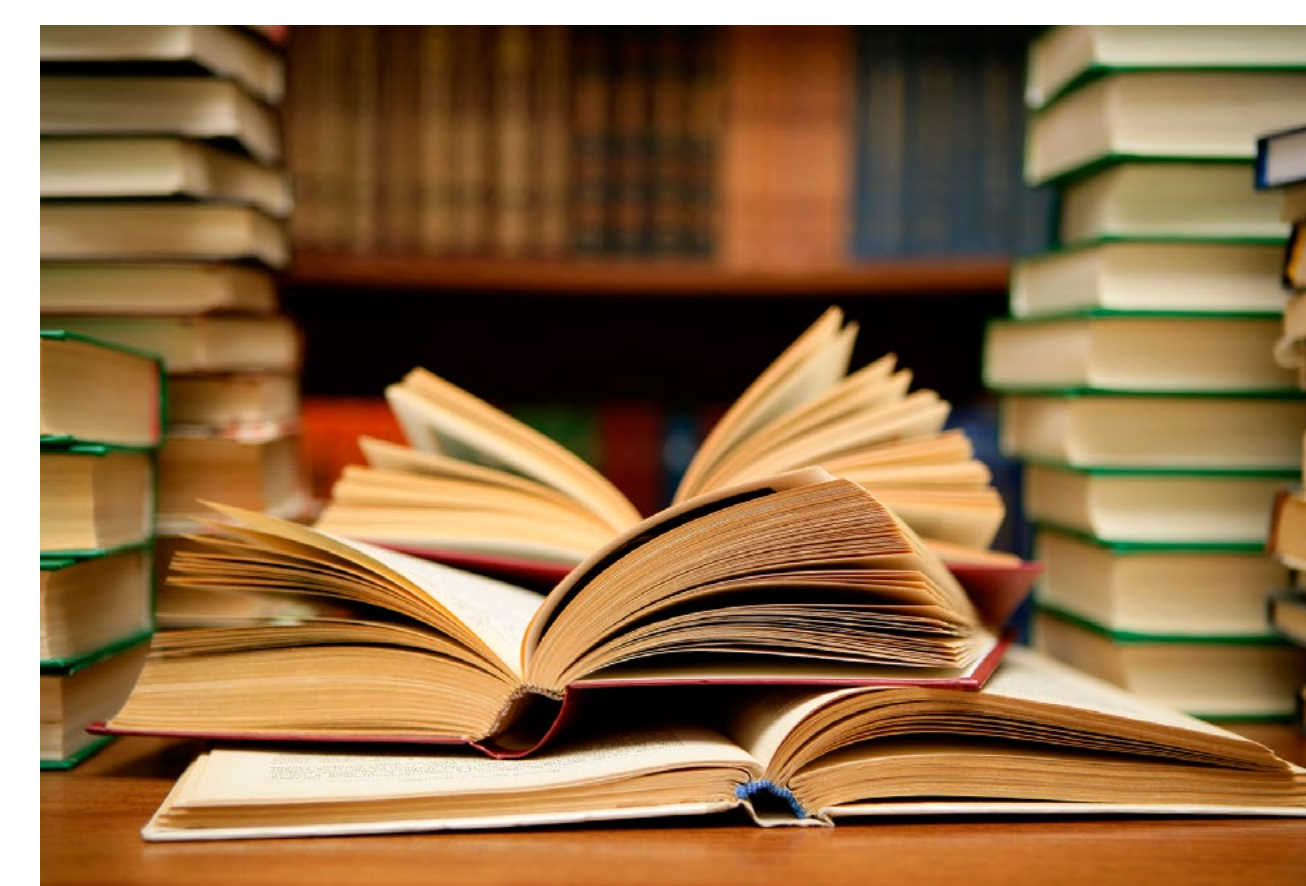
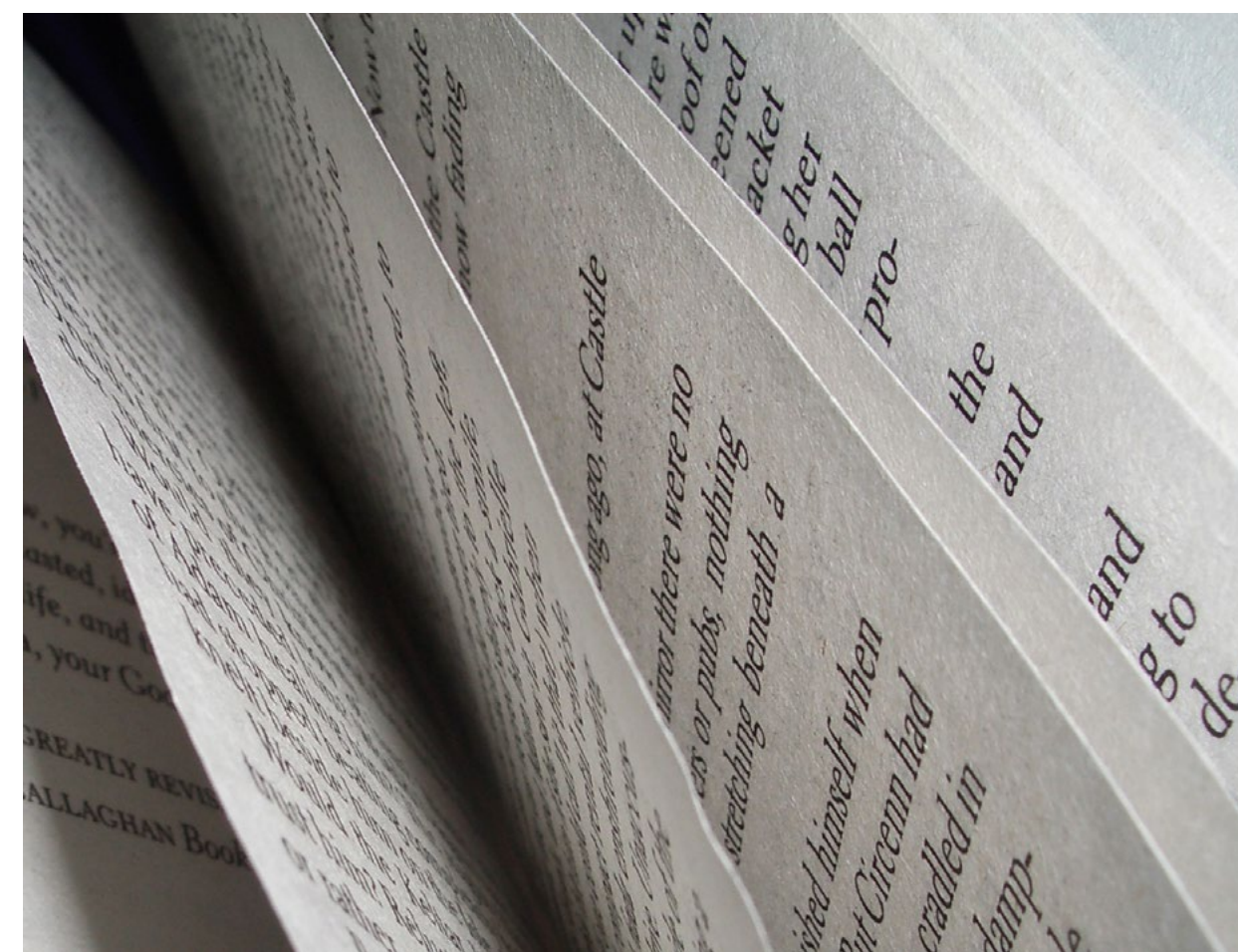
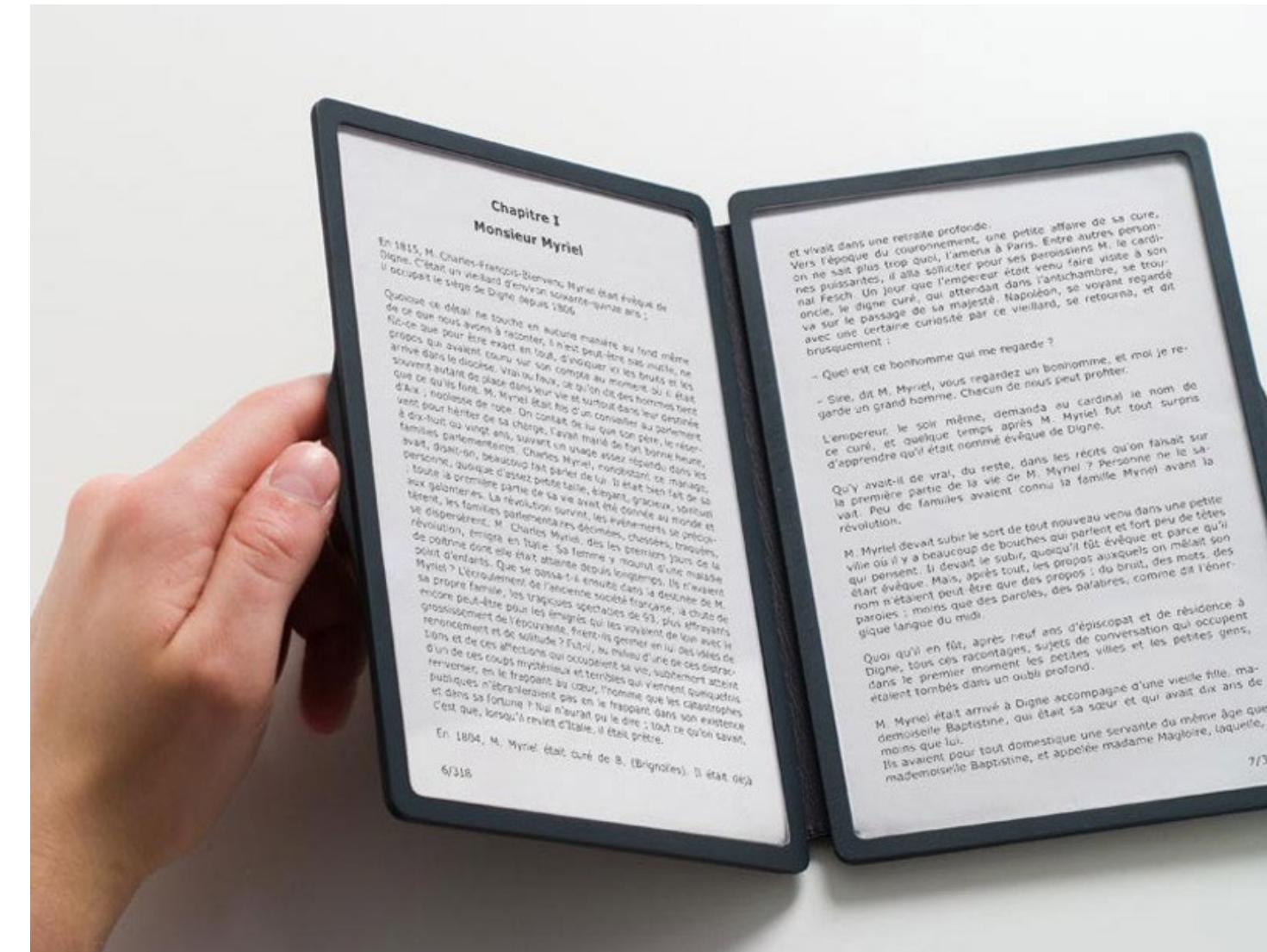
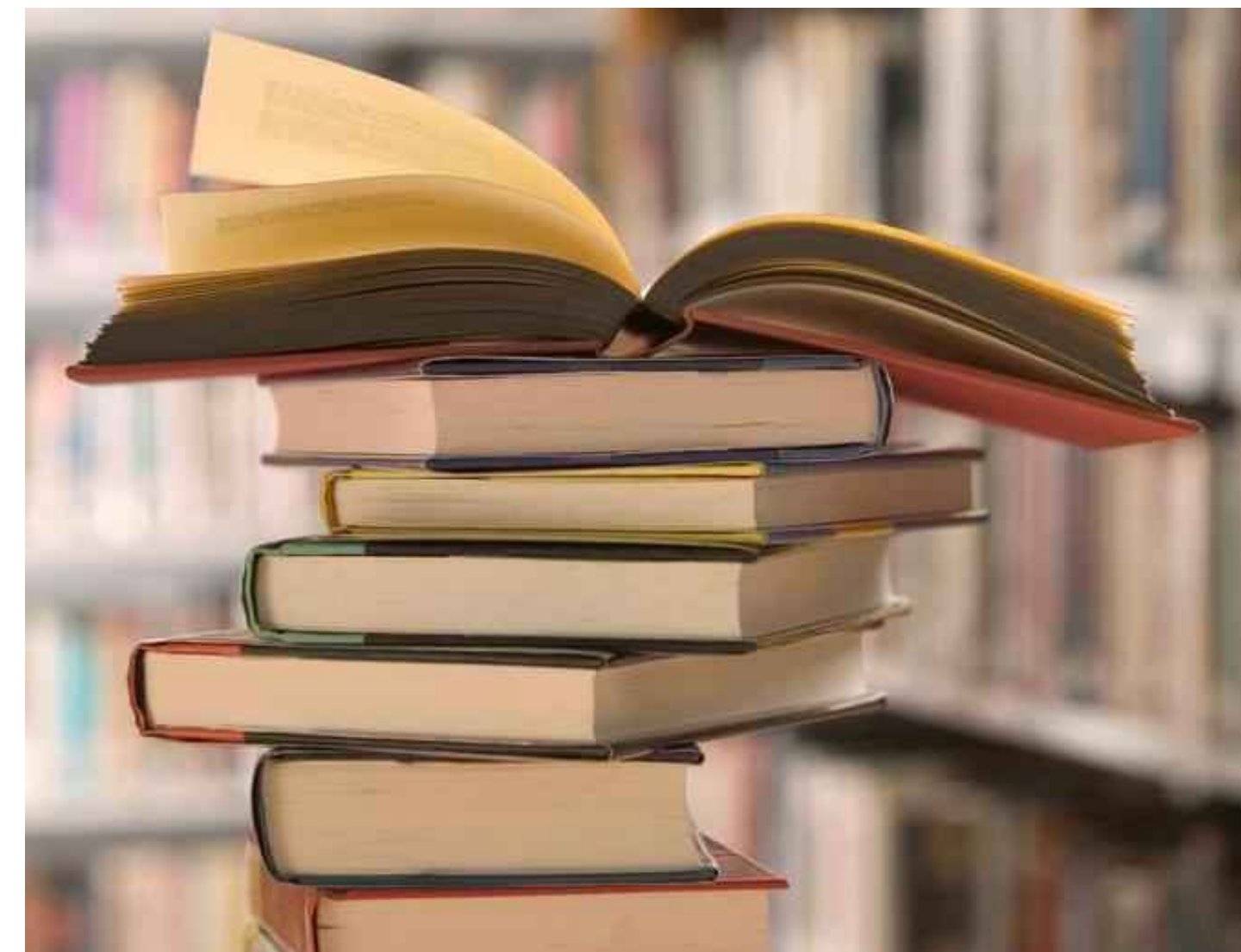
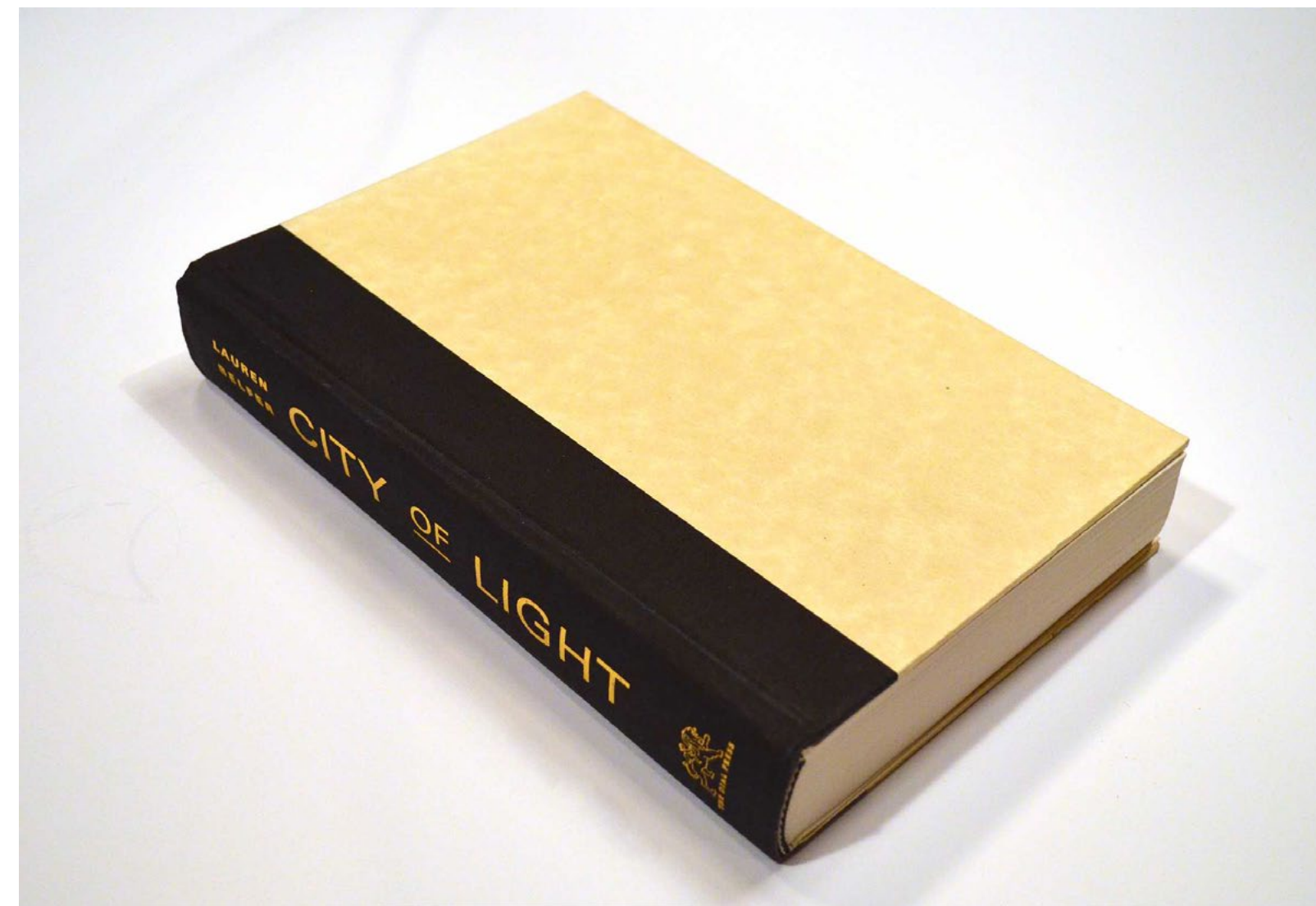
IPAD APP The iPad is one of best tablets for reading on, Digibooks Cafe will have an app that let's you read, watch movies, listen to movies and so much more. this will help attract more customers.

ADVERTISING

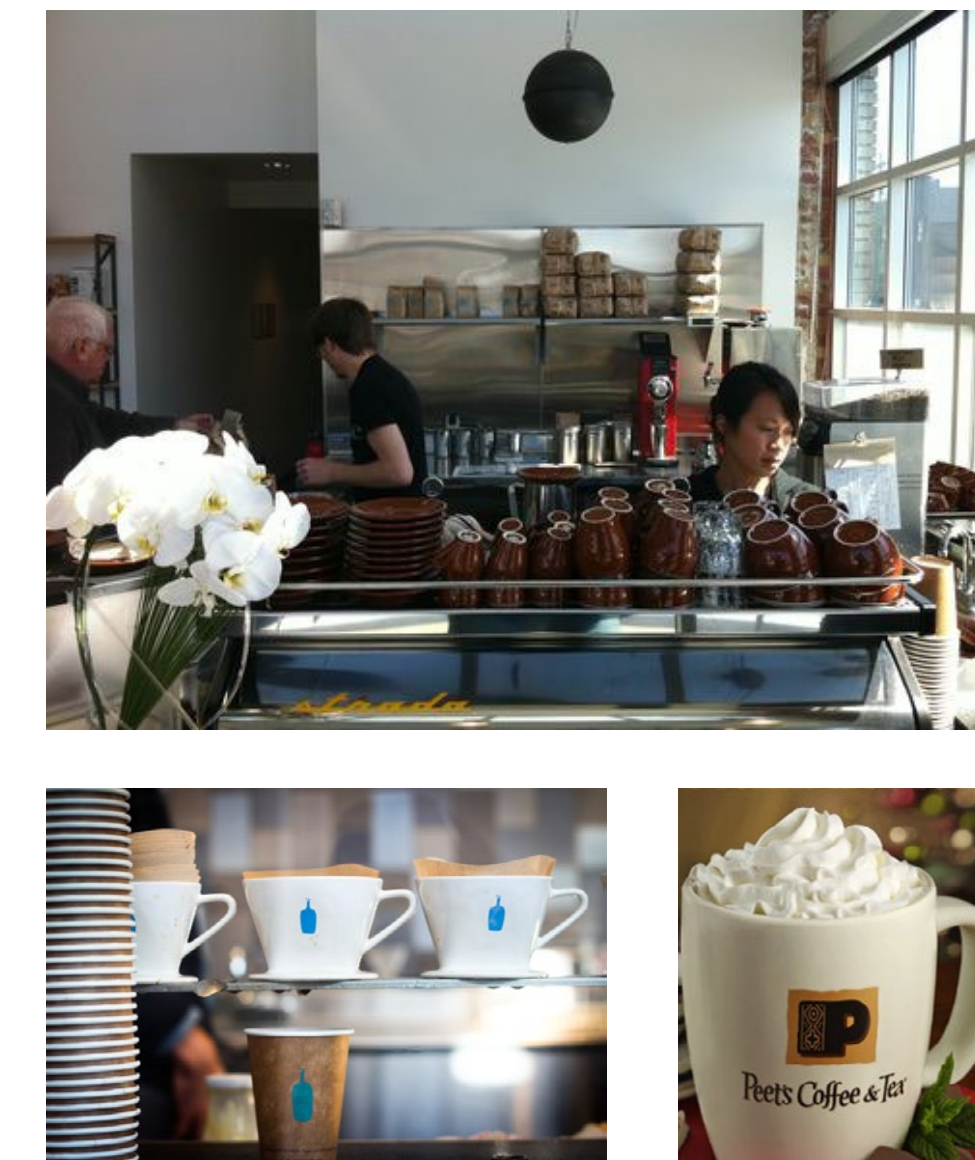
FACEBOOK Small miniature ads on Facebook can help gain customers and get more people excited to use Digibooks Cafe and even travel to their location.



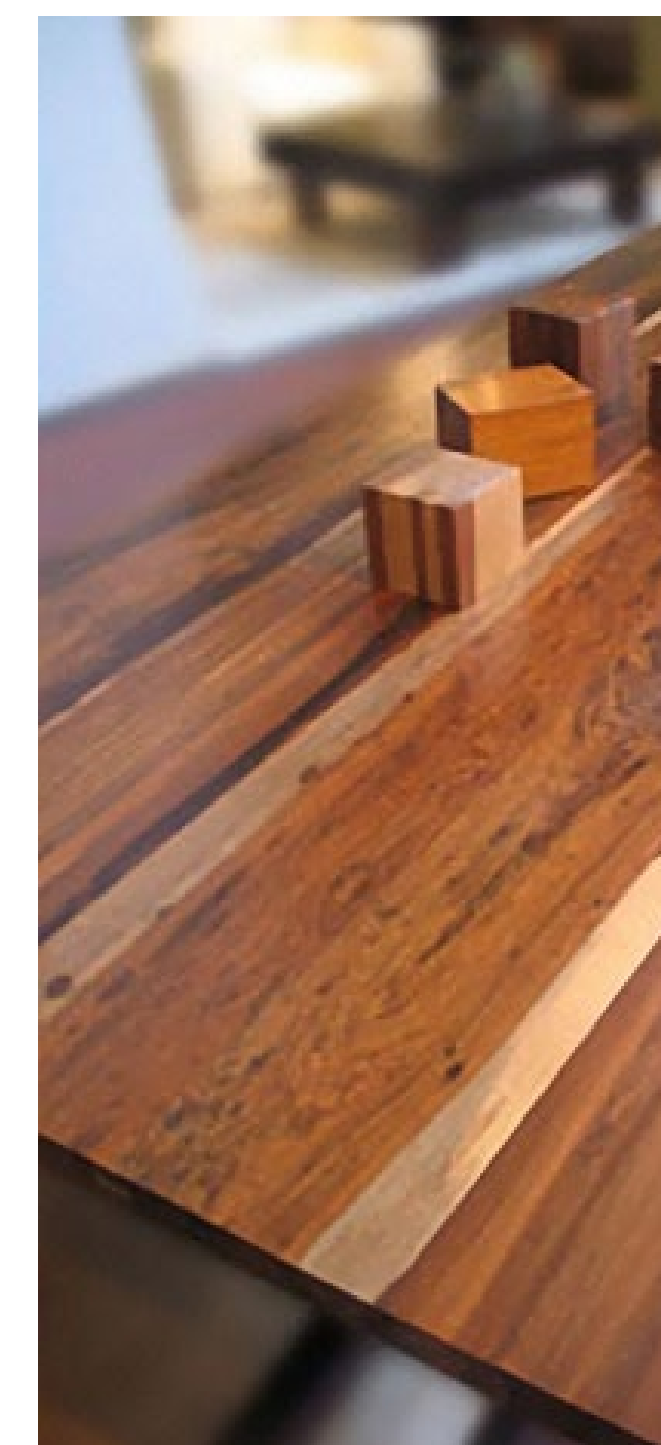
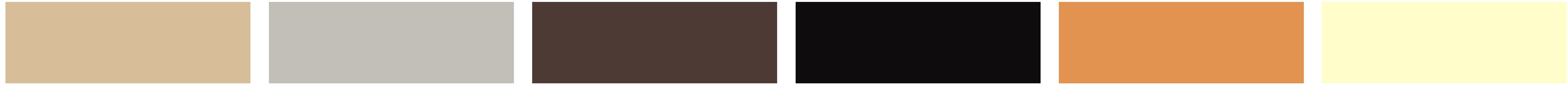
MOOD BOARDS TABLES



MOOD BOARDS TABLES



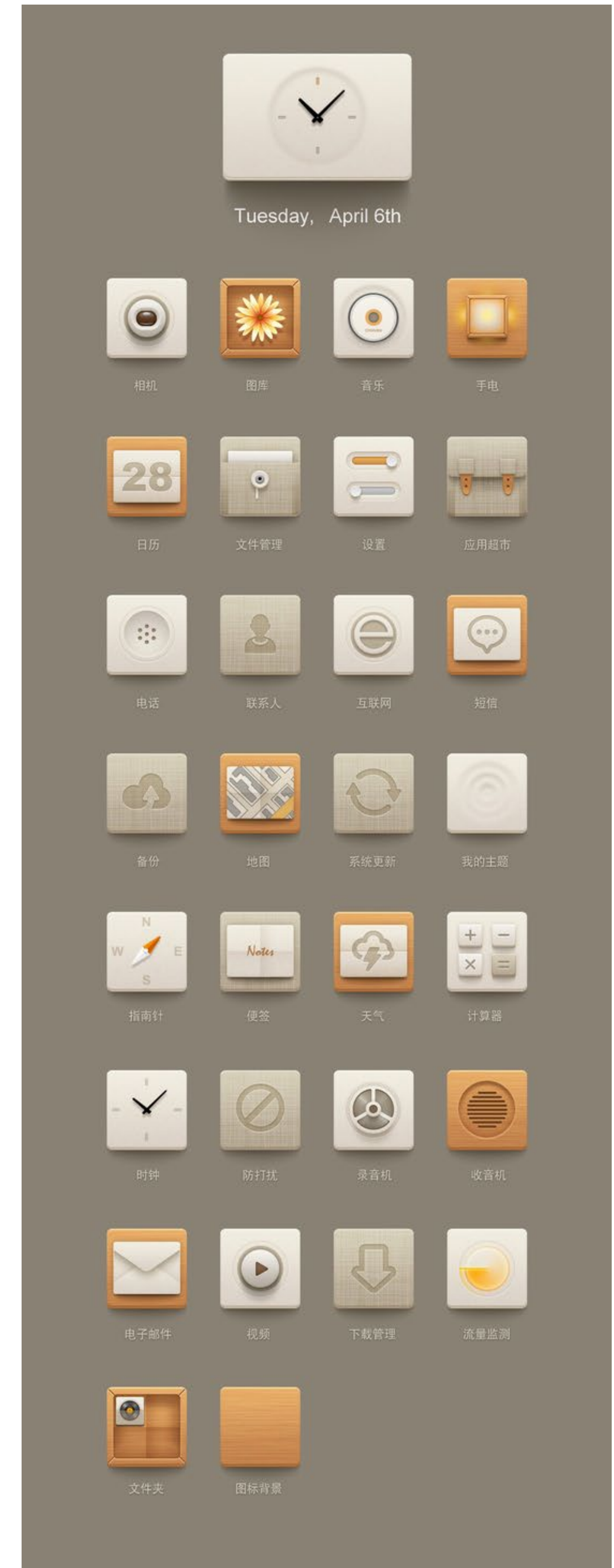
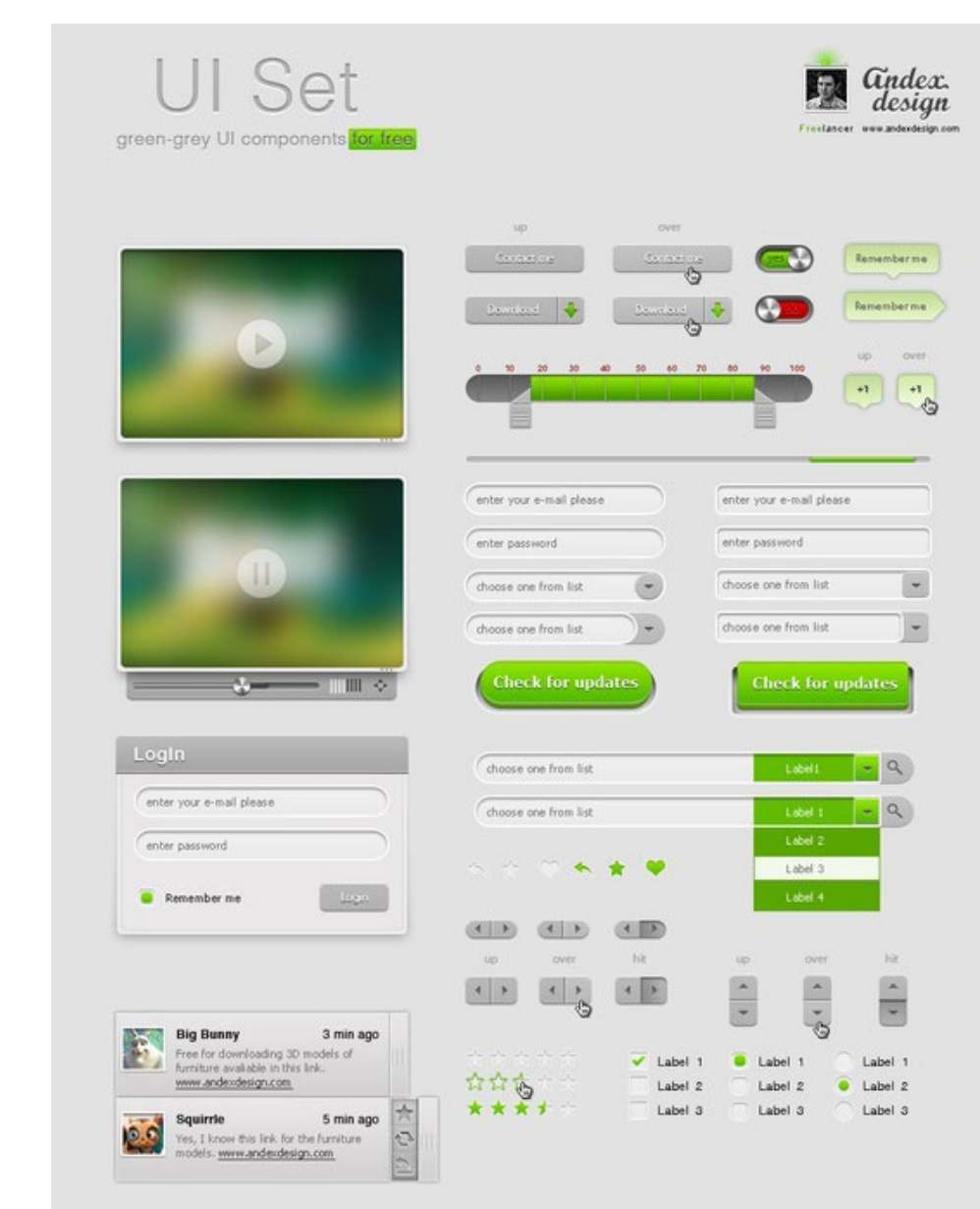
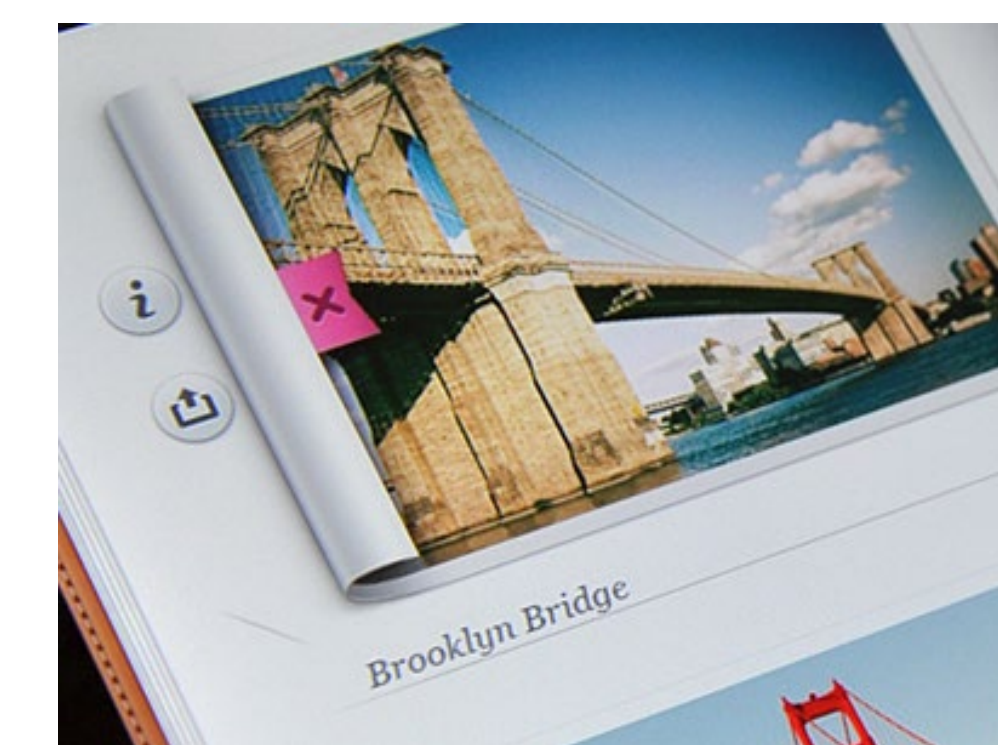
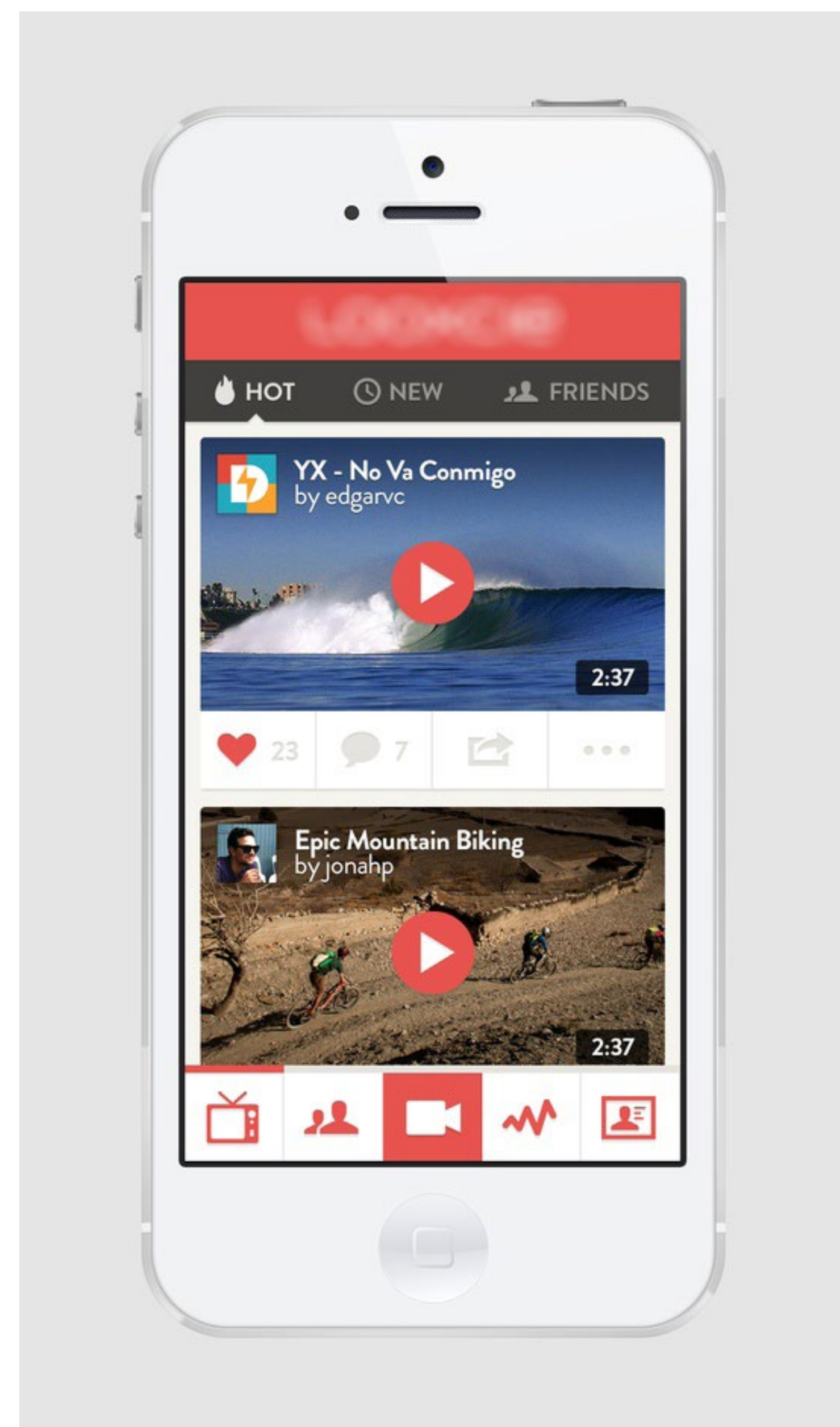
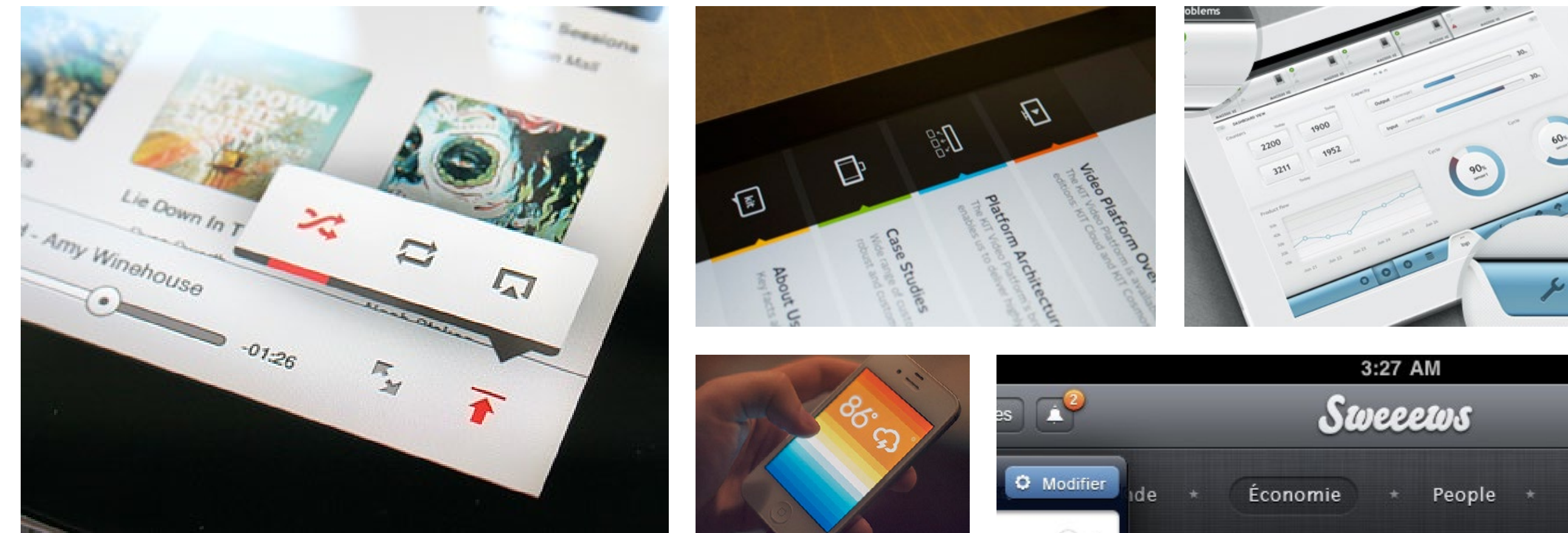
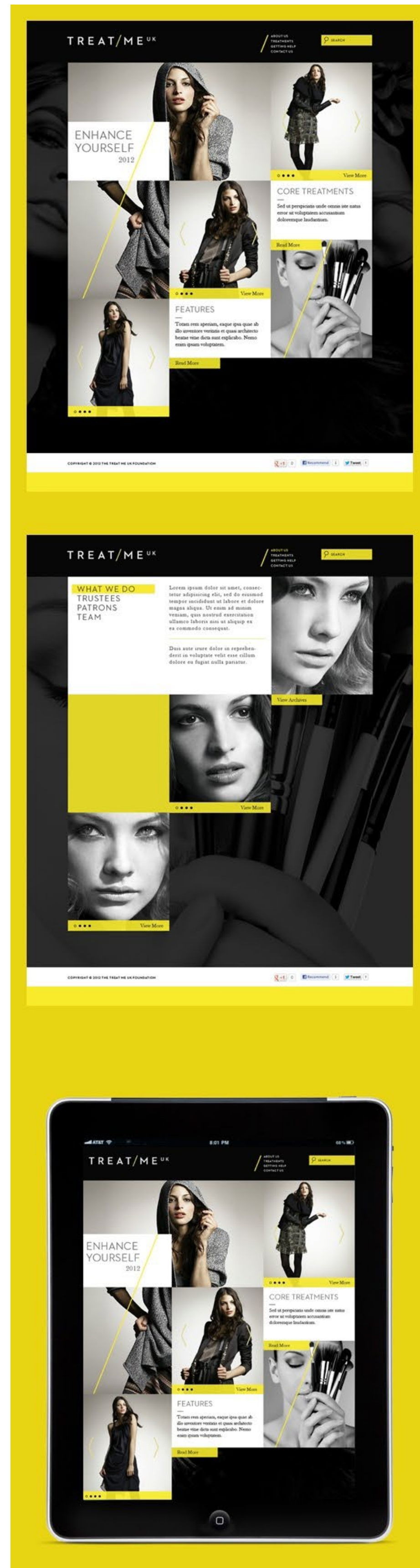
MOOD BOARDS TABLES



MOOD BOARDS SEATING



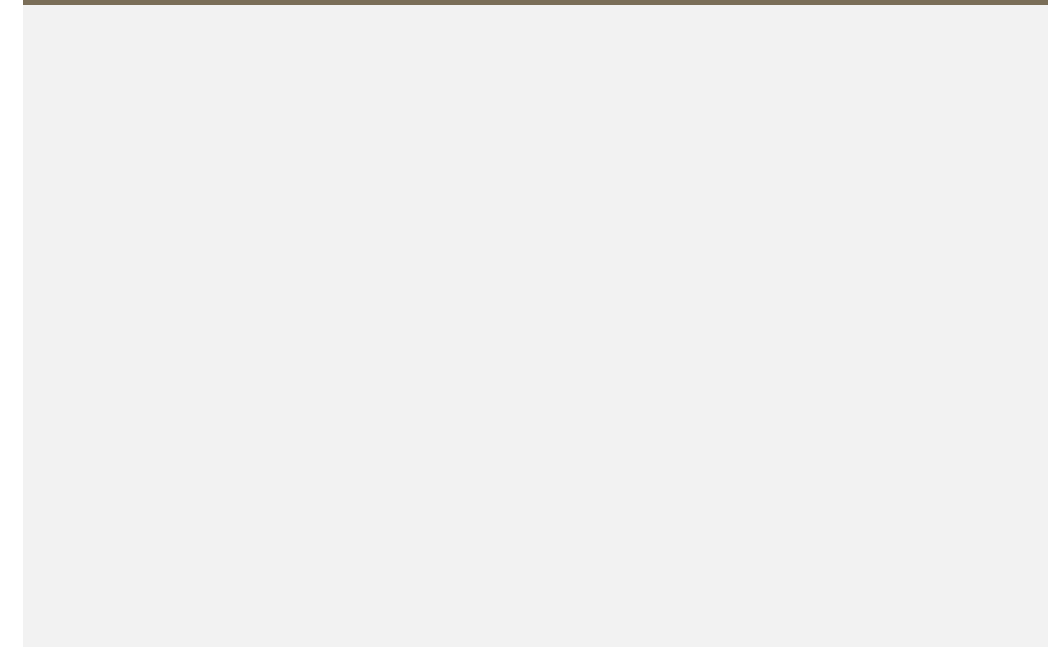
MOOD BOARDS UI CONCEPTS



MOOD BOARDS COLOR PALETTE



C: 49 M: 48 Y: 65 K: 20
R: 122 G: 110 B: 88
L: 47 A: 2 B: 14



C: 4 M: 3 Y: 3 K: 0
R: 242 G: 242 B: 242
L: 95 A: 0 B: 0



C: 2 M: 16 Y: 76 K: 0
R: 251 G: 221 B: 91
L: 86 A: 5 B: 63



C: 44 M: 81 Y: 73 K: 66
R: 72 G: 29 B: 28
L: 17 A: 21 B: 11



C: 0 M: 94 Y: 65 K: 0
R: 240 G: 48 B: 77
L: 54 A: 72 B: 34



C: 1 M: 79 Y: 41 K: 0
R: 239 G: 93 B: 114
L: 60 A: 58 B: 20

COLOR These main color will create a fine contrast to the iPad App design interface.

WORD LISTS

BOOKS

ROUGH
BROWN
SCRUNGY
SOFT
STAINED
SLEEK
TEXTURE
CLUNKY
MOIST
CURVE
ELEGANT
OLD
IMPRESSIVE
GIGANTIC
HEAVY
STIFF
FREEZING
LIGHT
TEXTURIZED

PERSONAL
CARVED
HAND CRAFTED
FRIENDS
TOUCH
FAVORITE
COLORFUL
CHEAP
LIFE TIME
FAMILY
NEW
HIDDEN
NOTE
FADED
TRAVEL
CURIOUS
PRINT
SLEEP
LONG FLIGHT

CHARACTERS
JOYOUS
INDULGE
DISCOVER
PLOT
AFFORDABLE
ENGAGE
LOCAL
CLEAN
CLASSROOM
CRINKLE
MARKER
PICTURE
CHAPTER
PUBLISH
EXCITING
SPELLING
SOCIALIZE
DEDICATION

EBOOKS

GENUINE
LIMITLESS
INNOVATIVE
TIMLESS
INTERCHANGE
EVOLVE
PORTFOLIO
MOVIES
SENSITIVE
DELICATE
BEAUTIFUL
LIGHT
MIND BLOWING
INTERACTIVE
EDUCATION
ILLUMINATE
INSPIRE
LONG LASTING
SURFACE

REFLECT
INTERFACE
STRESS RELIEF
LOUNGING
LANDSCAPE
BATTERY LIFE
COMFORT
ARTISTIC
HEADPHONES
ECONOMIC
NEWSPAPER
LAZY
MANAGEMENT
THOUGHTFUL
EASY
BORING
TIRED
MINDSET
CRISP

BEWILDER
LEARN
CLUBS
STUDY
VOICE NOTE
OPINION
DISCUSS
CAREFREE
TOPICS
SESSION
TYPE
ASSISTANCE
TUTOR
VIBRANT
DELIGHTFUL
MOBILE
SMOOTH
CUSTOMIZE
MULTI-TASK

THREE WORDS

EBOOKS
ENGAGING
INTERACTIVE

LOGO PROCESS

VERSION 1



VERSION 2



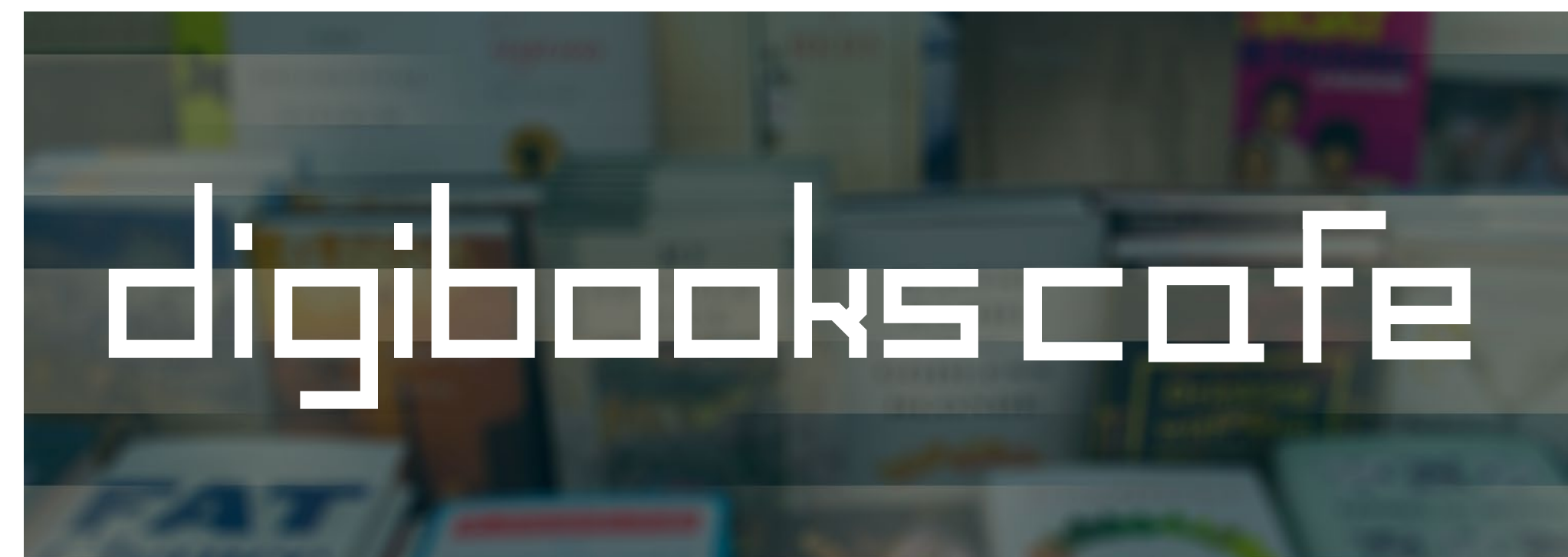
VERSION 3



VERSION 4



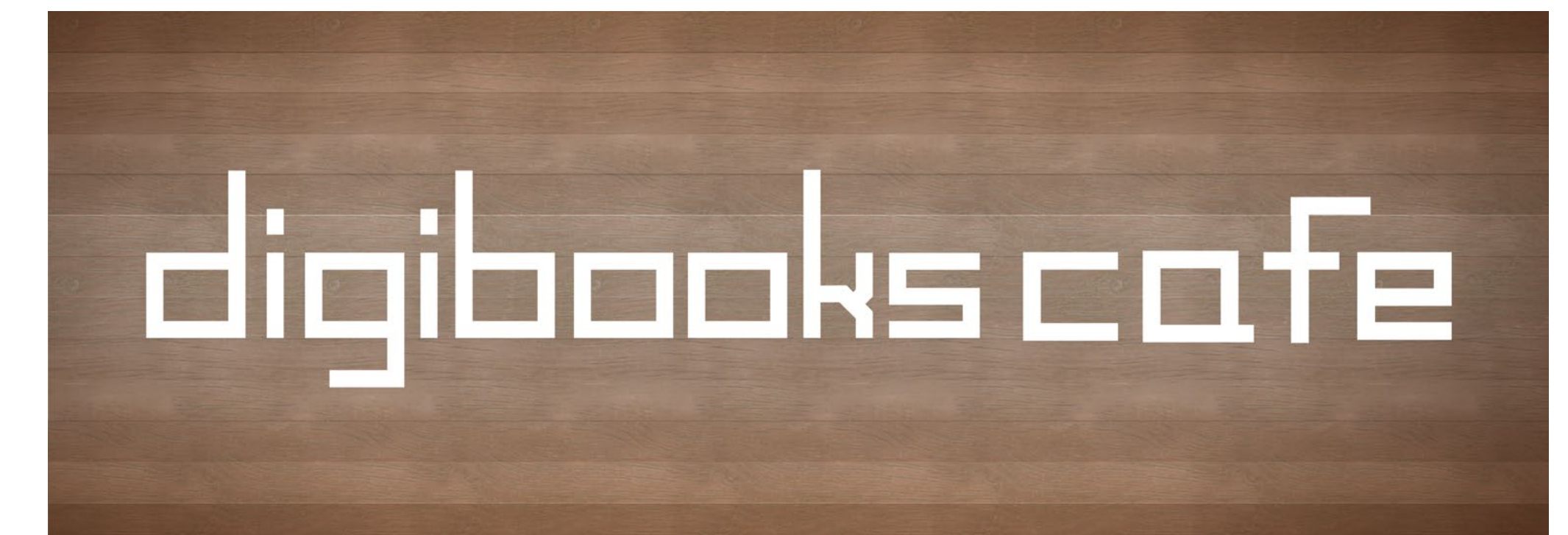
VERSION 5



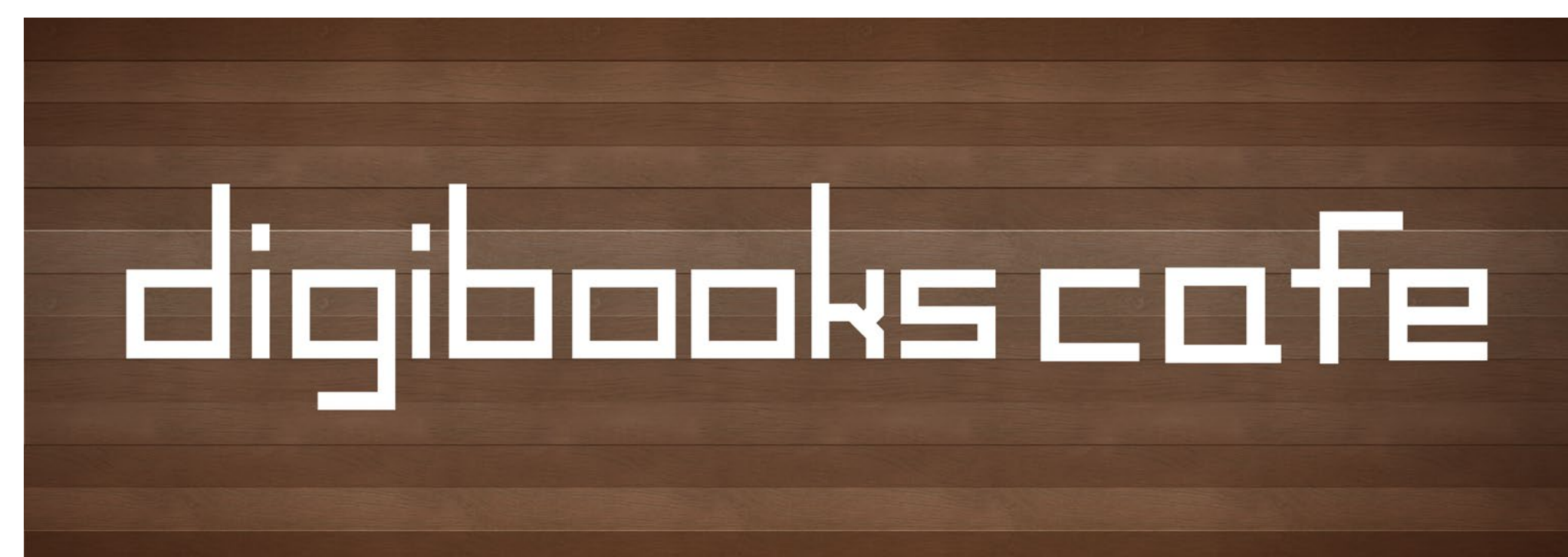
VERSION 6



VERSION 7



VERSION 8



VERSION 9



VERSION 10

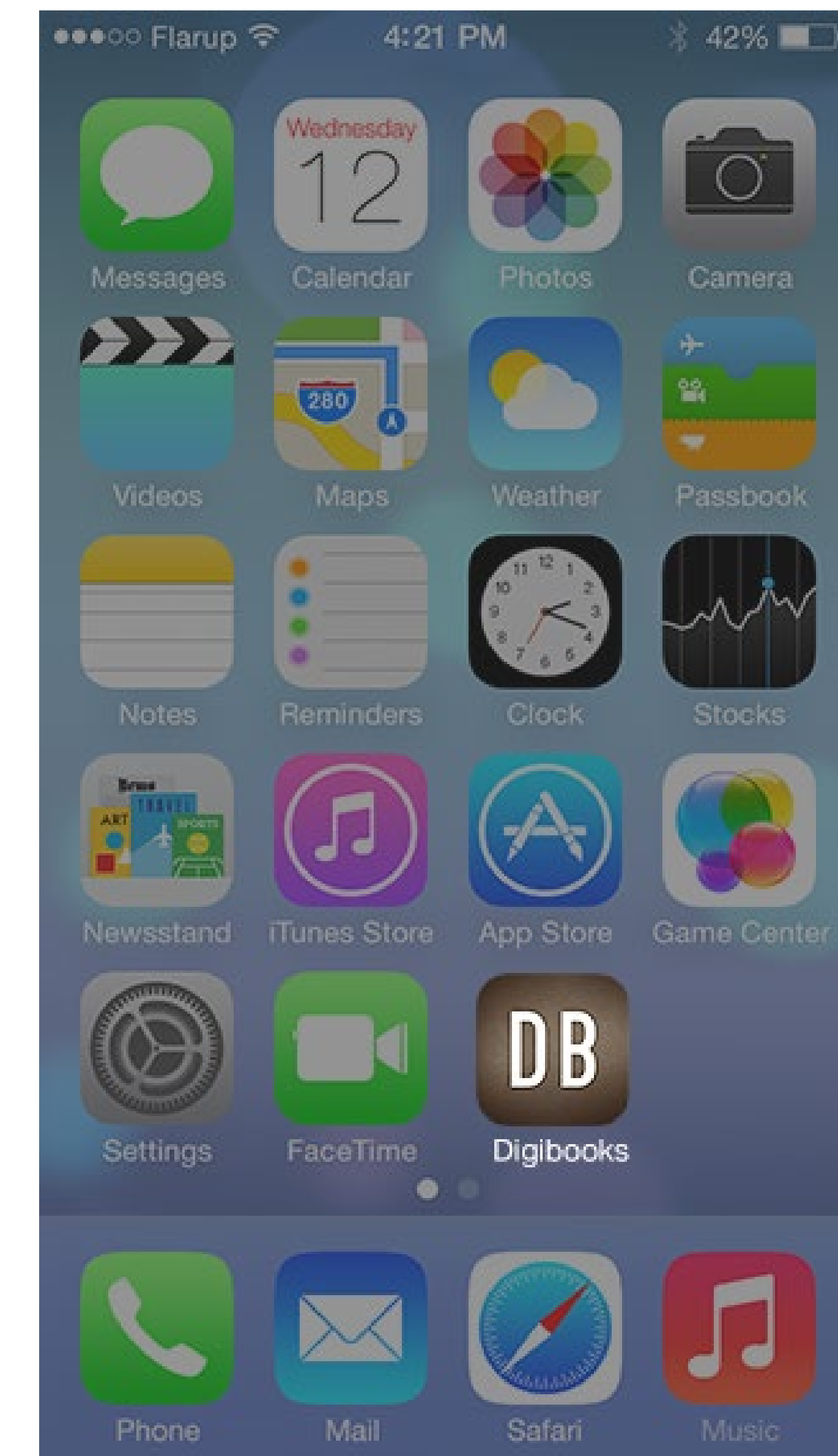


FINAL LOGO

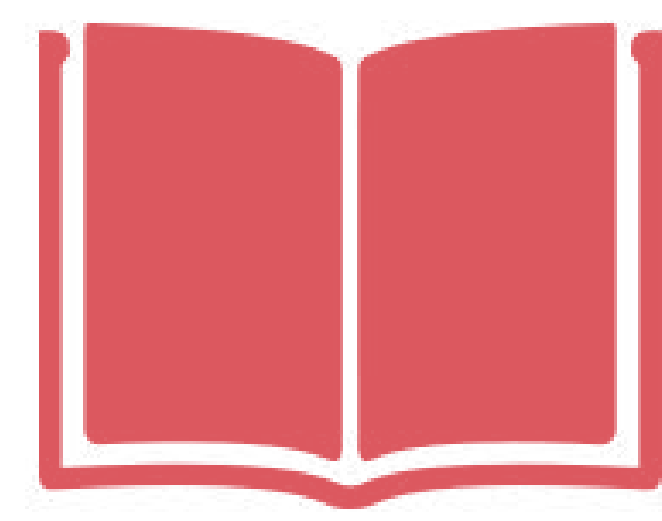


LOGO

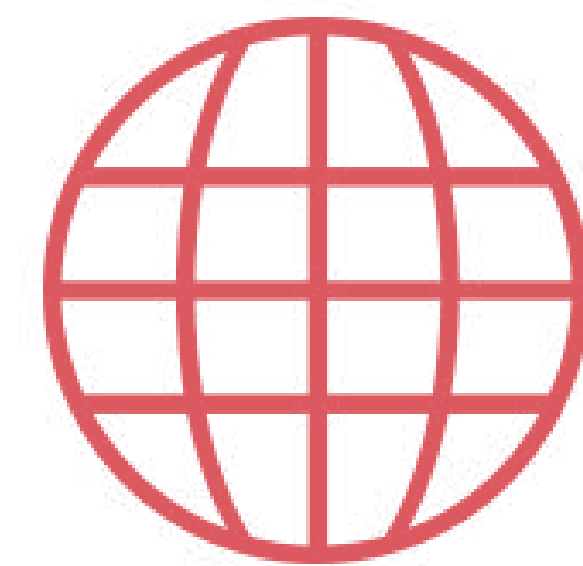
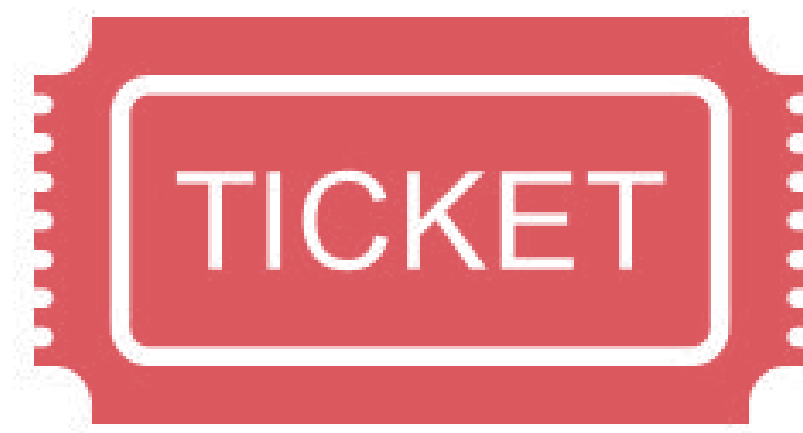
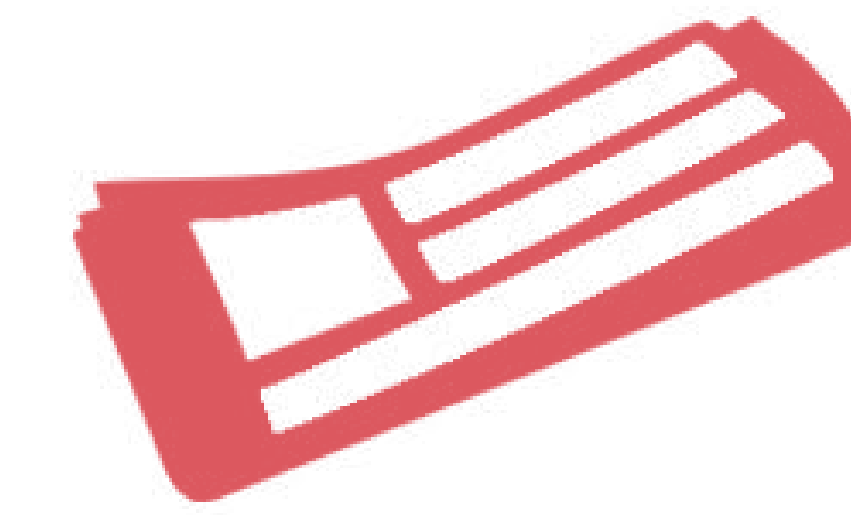
APP ICON



UI ICONS



NETFLIX



PERSONAS



NAME: Ingrid

AGE: 46

OCCUPATION: Business Analyst at Chevron

MARITAL STATUS: Married

CHILDREN: 2

WHAT I LIKE ABOUT EBOOKS:

When i'm not with my family I really like to sit by myself and read. Nearly three years ago, there were many places to go read and enjoy a good book but certainly times have changed and now it's so much harder to find a book-store where I can read. Reading an eBook is so much fun and it's a lot easier to use than a normal book.

WHAT I LIKE ABOUT DIGIBOOKS CAFE:

I really like having a place where I can fianlly go read and enjoy a nice cup of coffee. Also, being able to take the book with me wherever I go because I subscribed to it is really nice.

PERSONAS USER FLOW



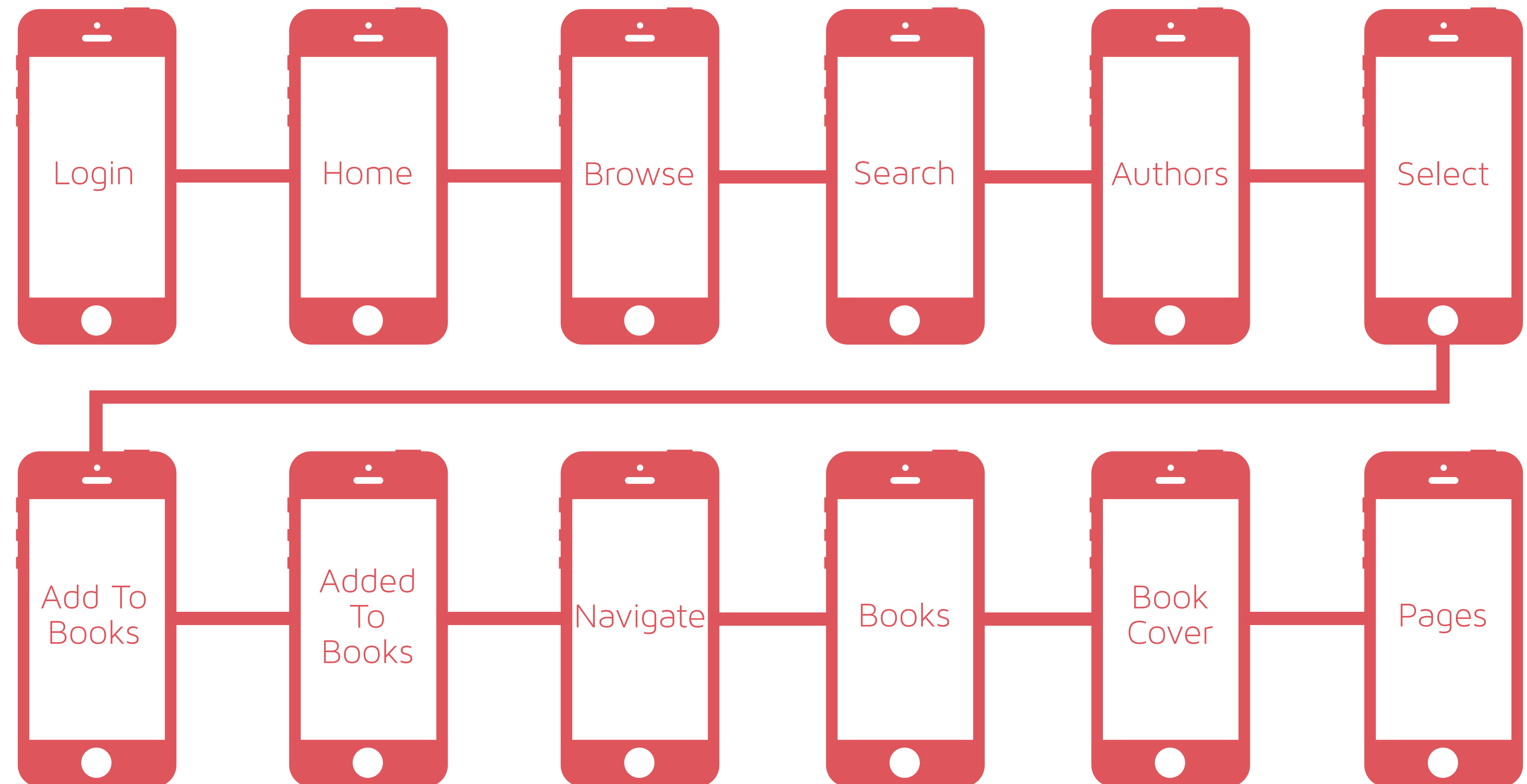
NAME: Ingrid

DEVICE: iPhone 5

HOW SHE USES DIGIBOOKS:

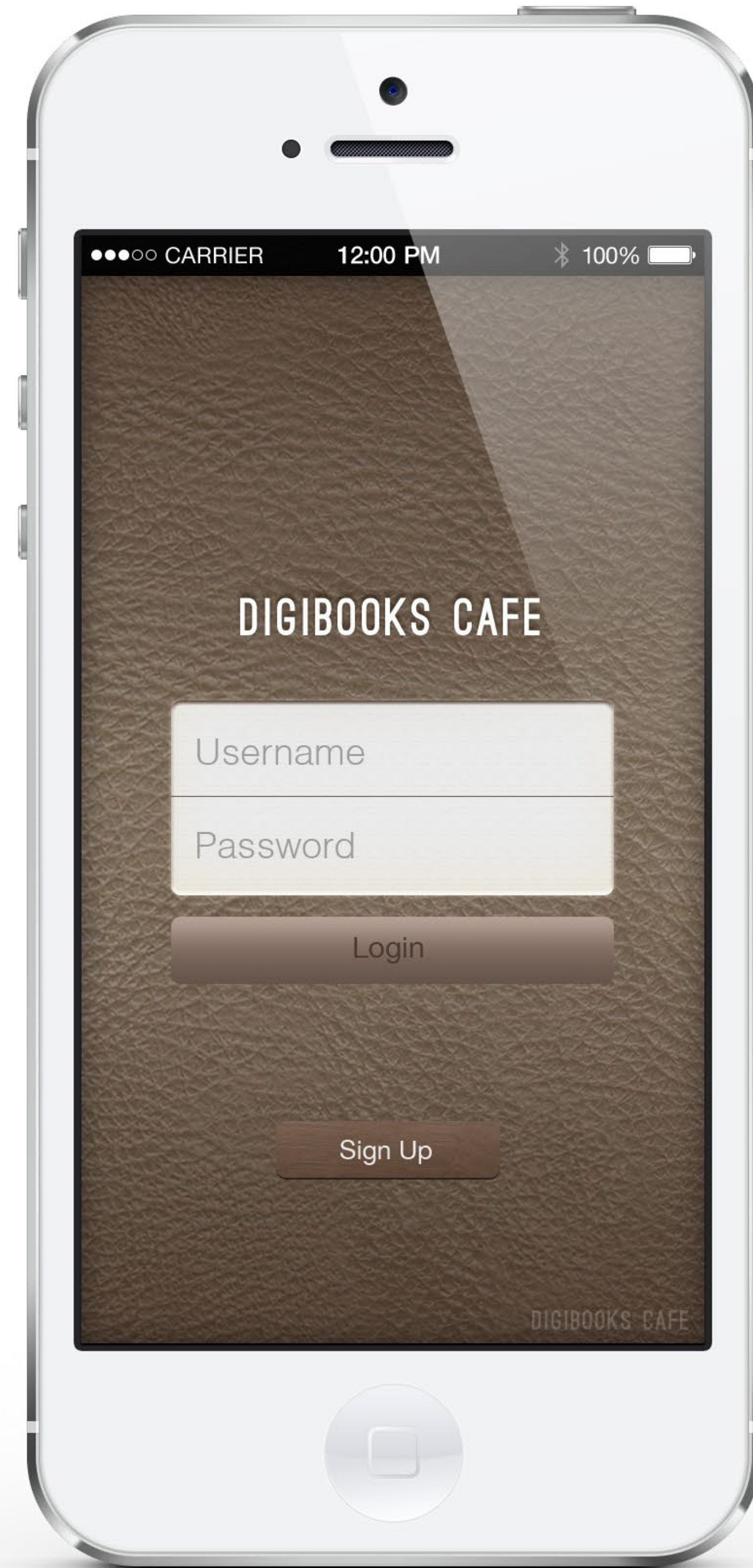
Reading, Music

HOW INGRID USES THE DIGIBOOKS CAFE APP:

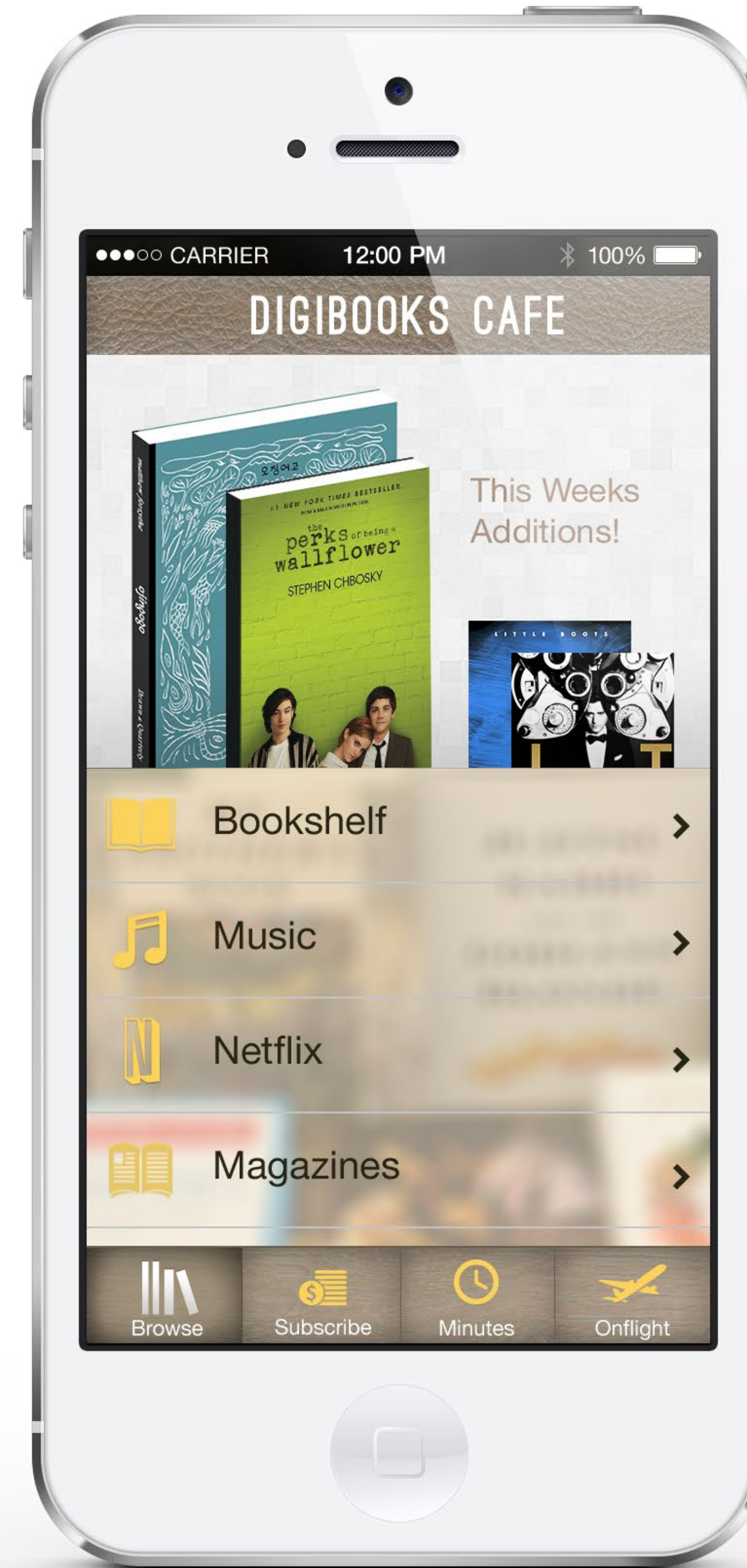


[CLICK HERE TO VIEW INGRID'S USERFLOW](#)

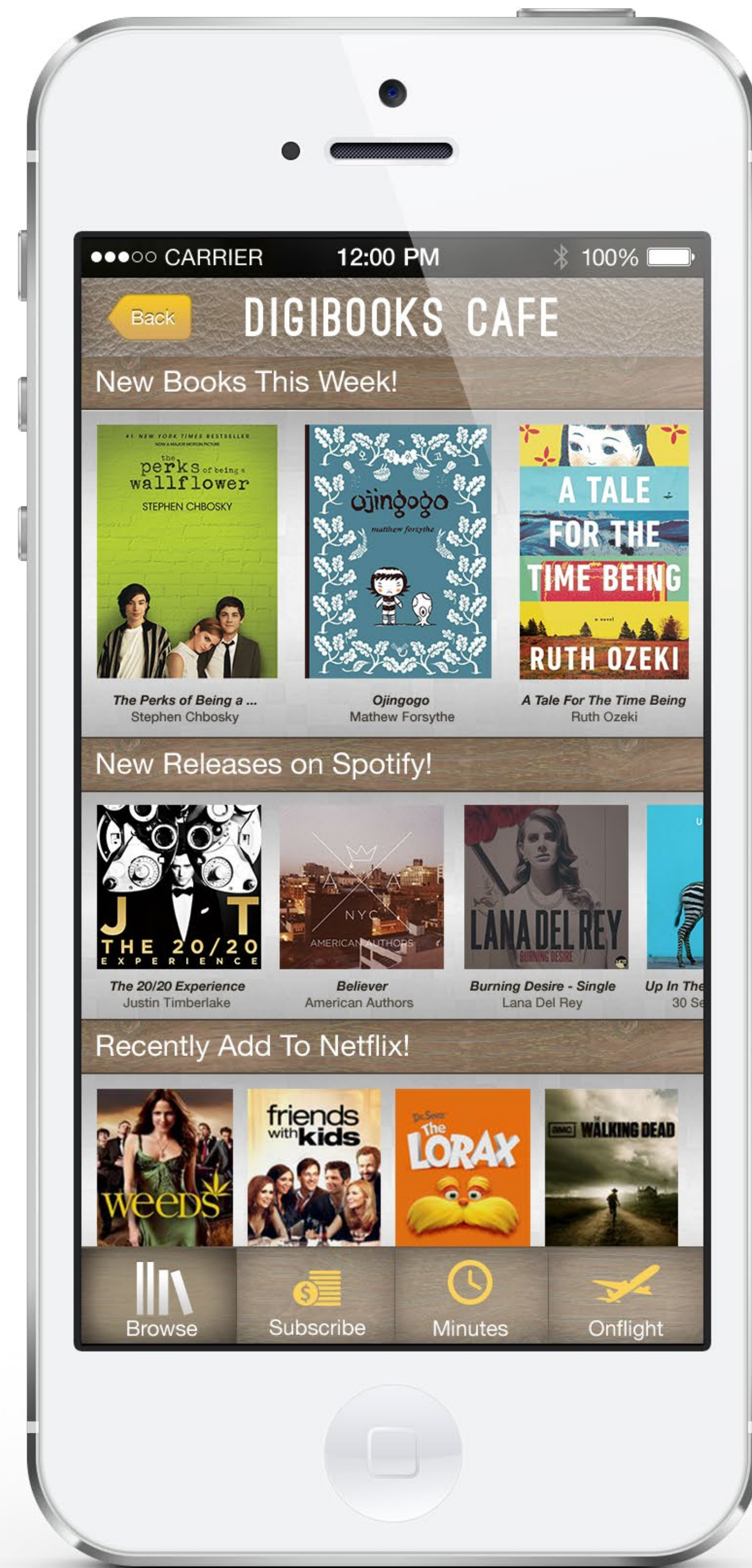
LOGIN



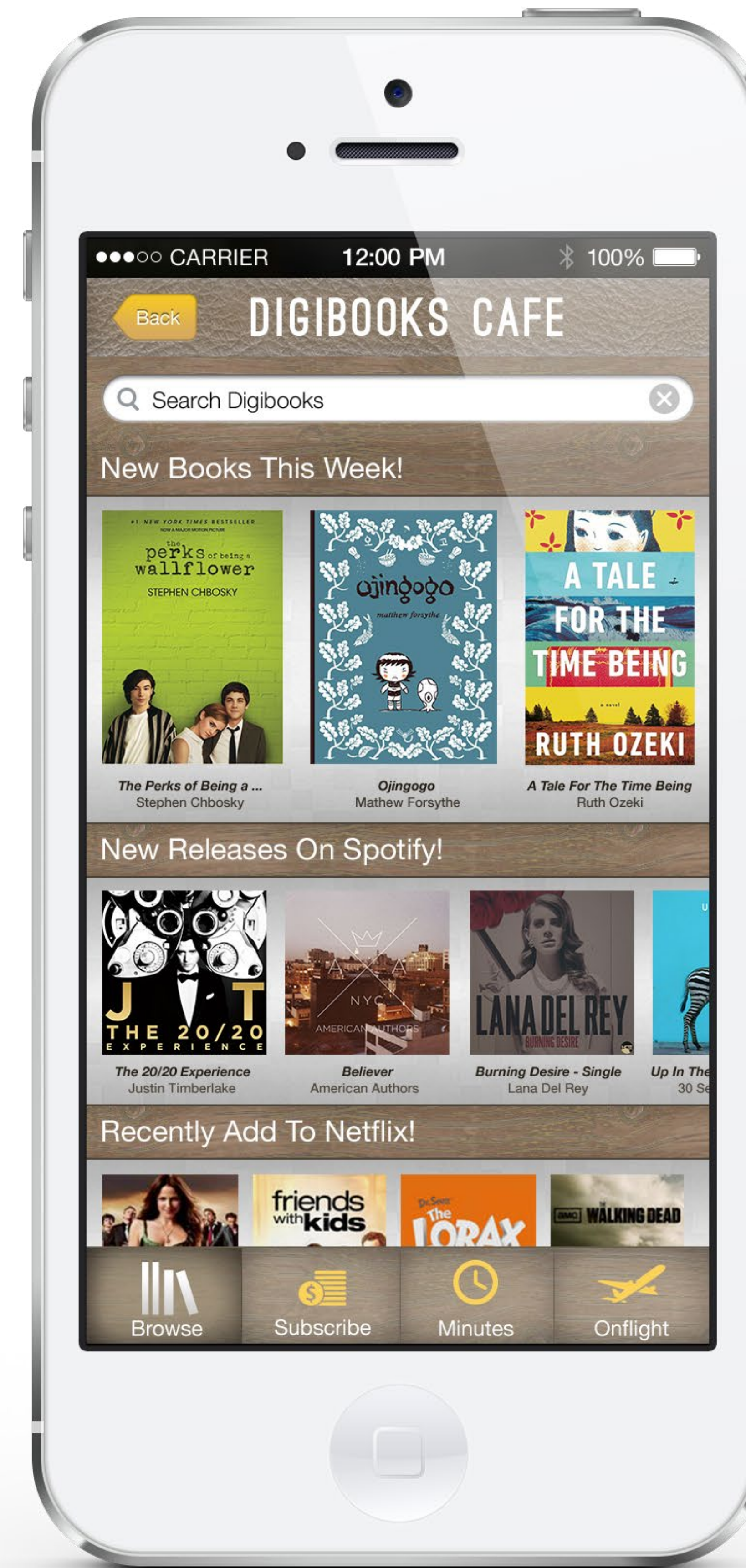
HOME



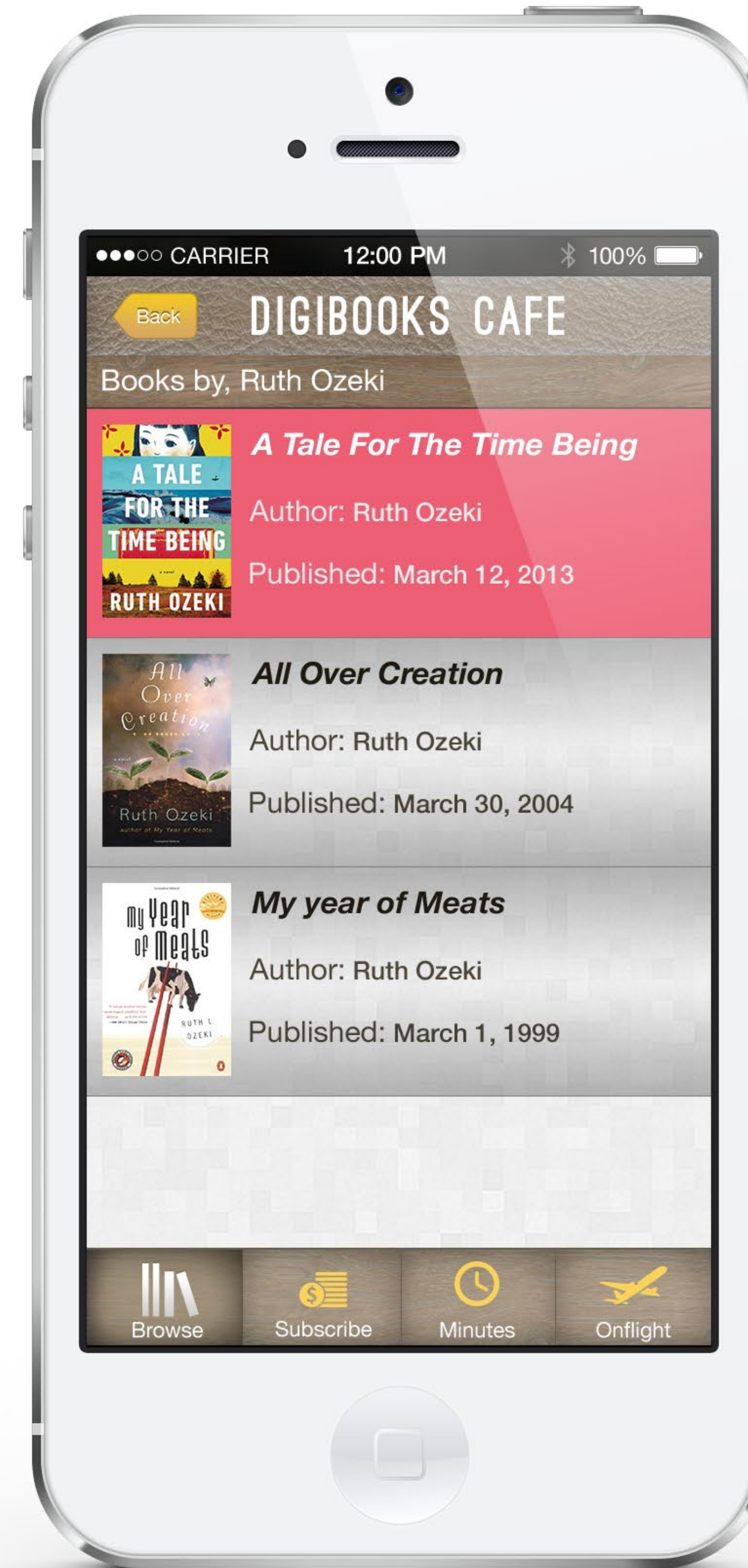
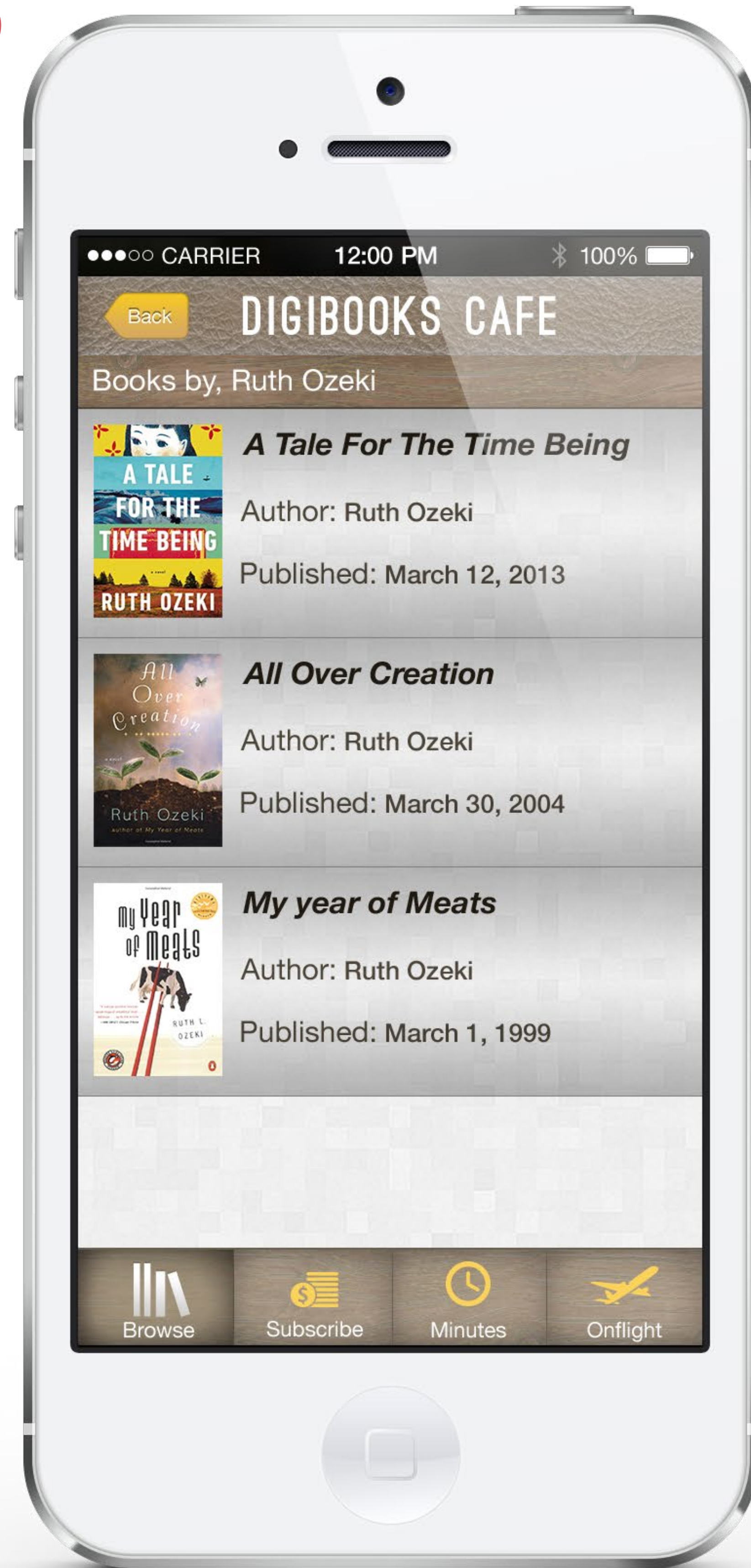
BROWSE



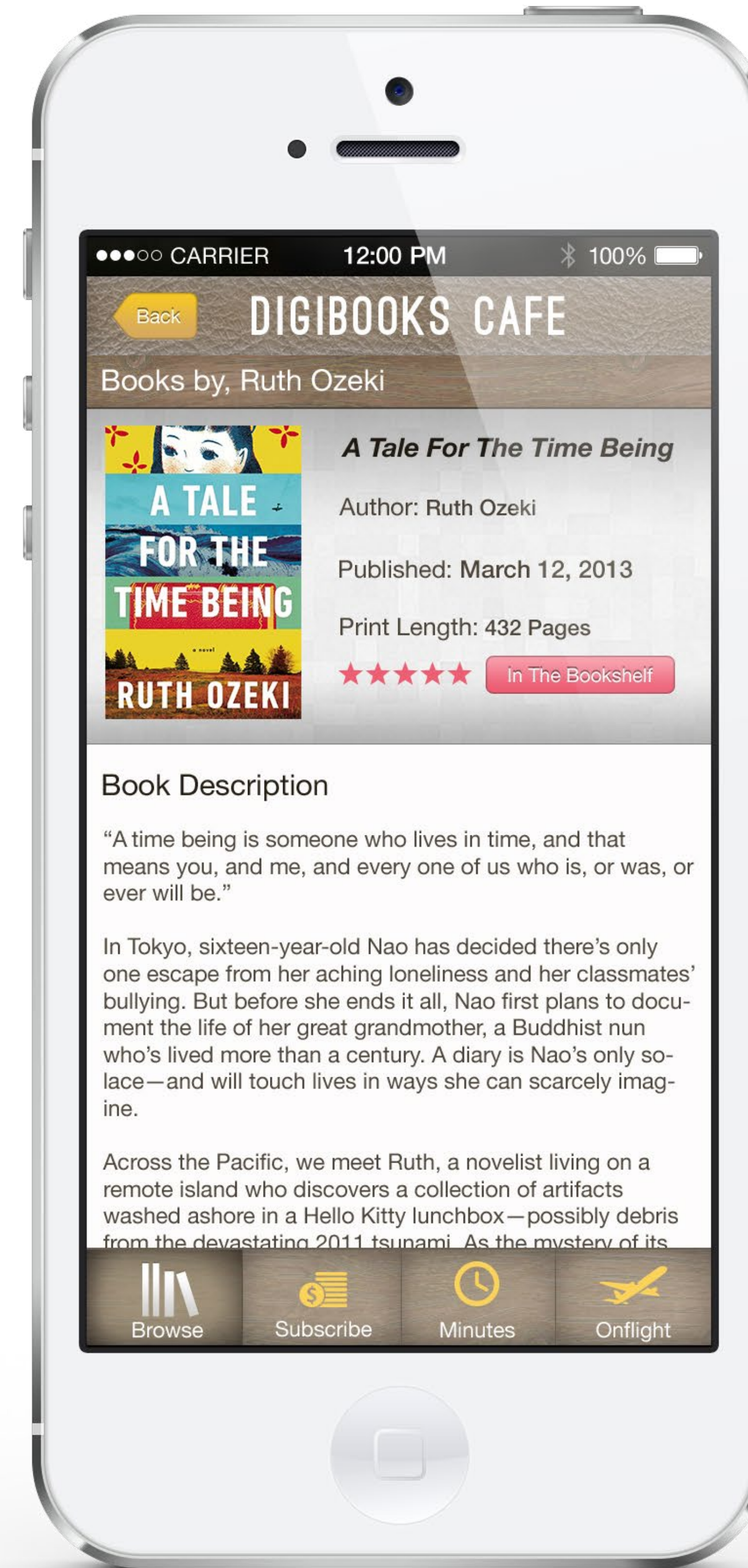
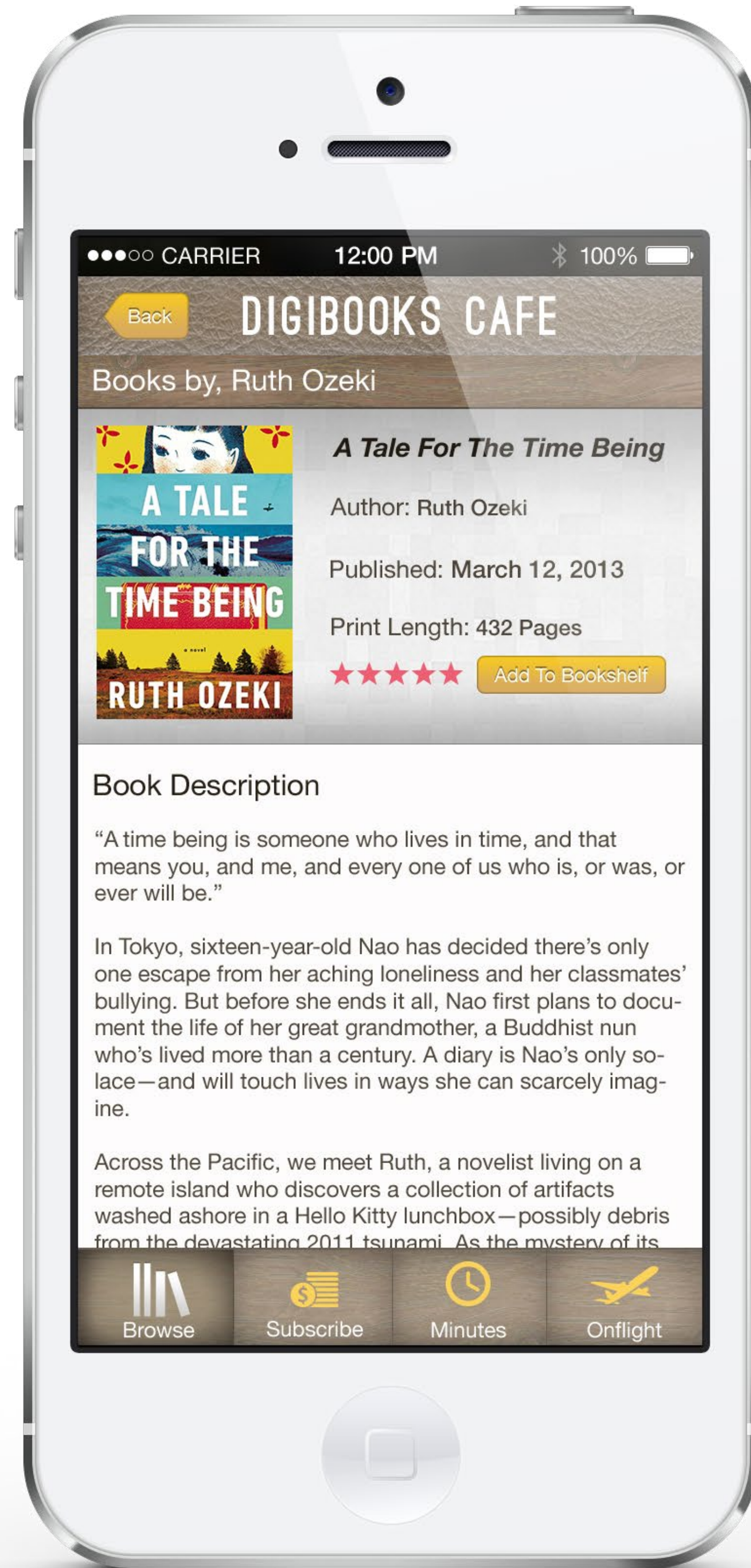
SEARCH



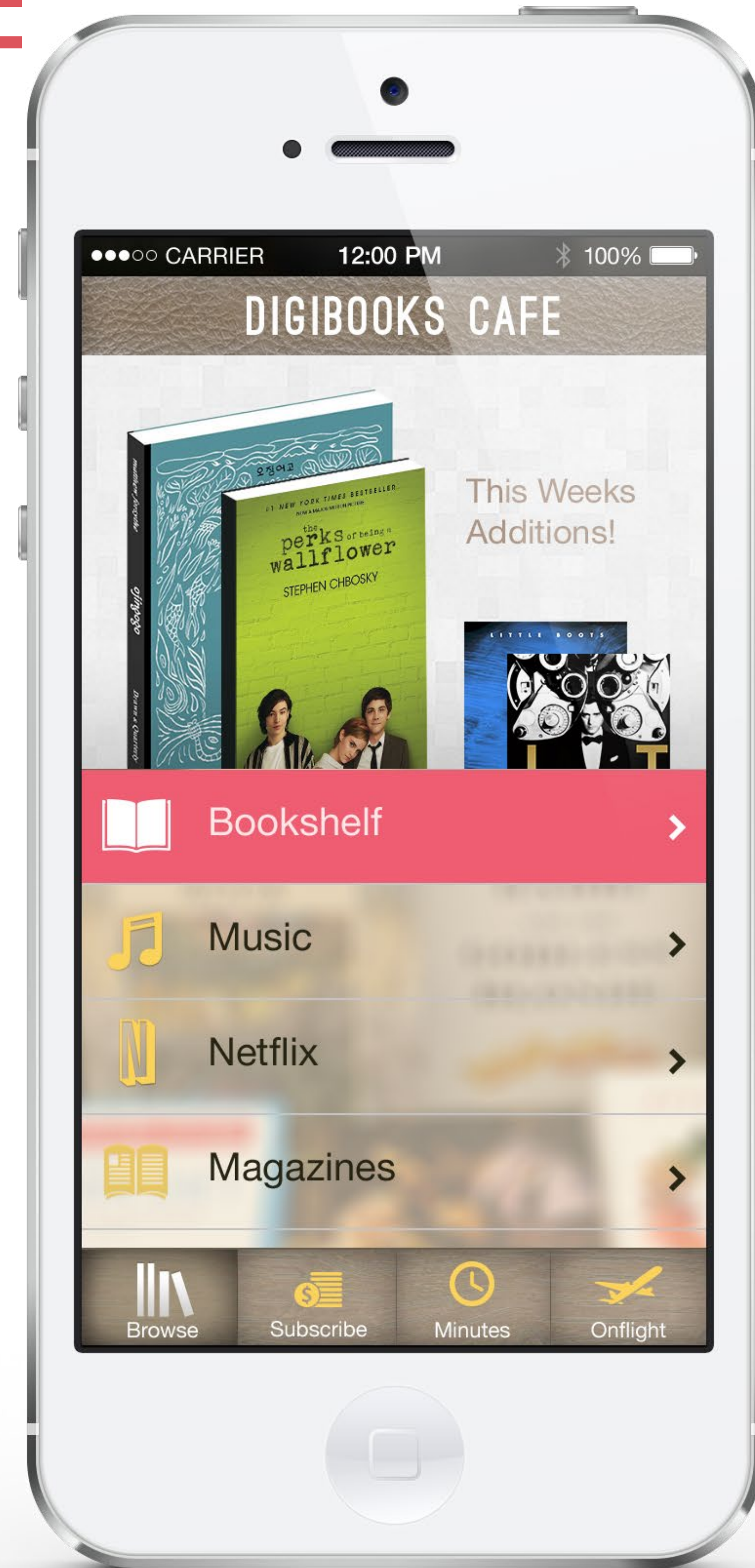
AUTHORS



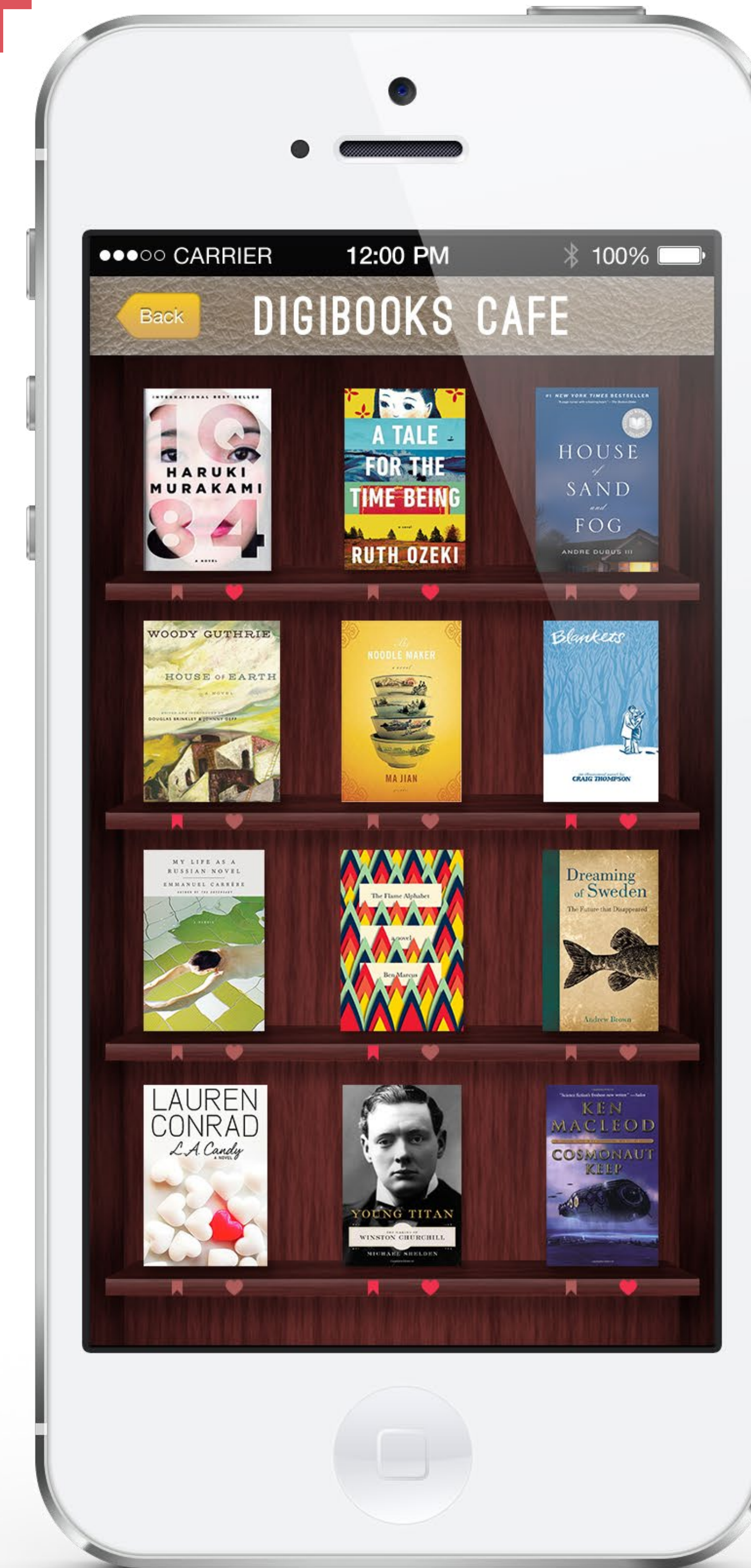
ADD TO BOOKSHELF



NAVIGATE



BOOKSHELF

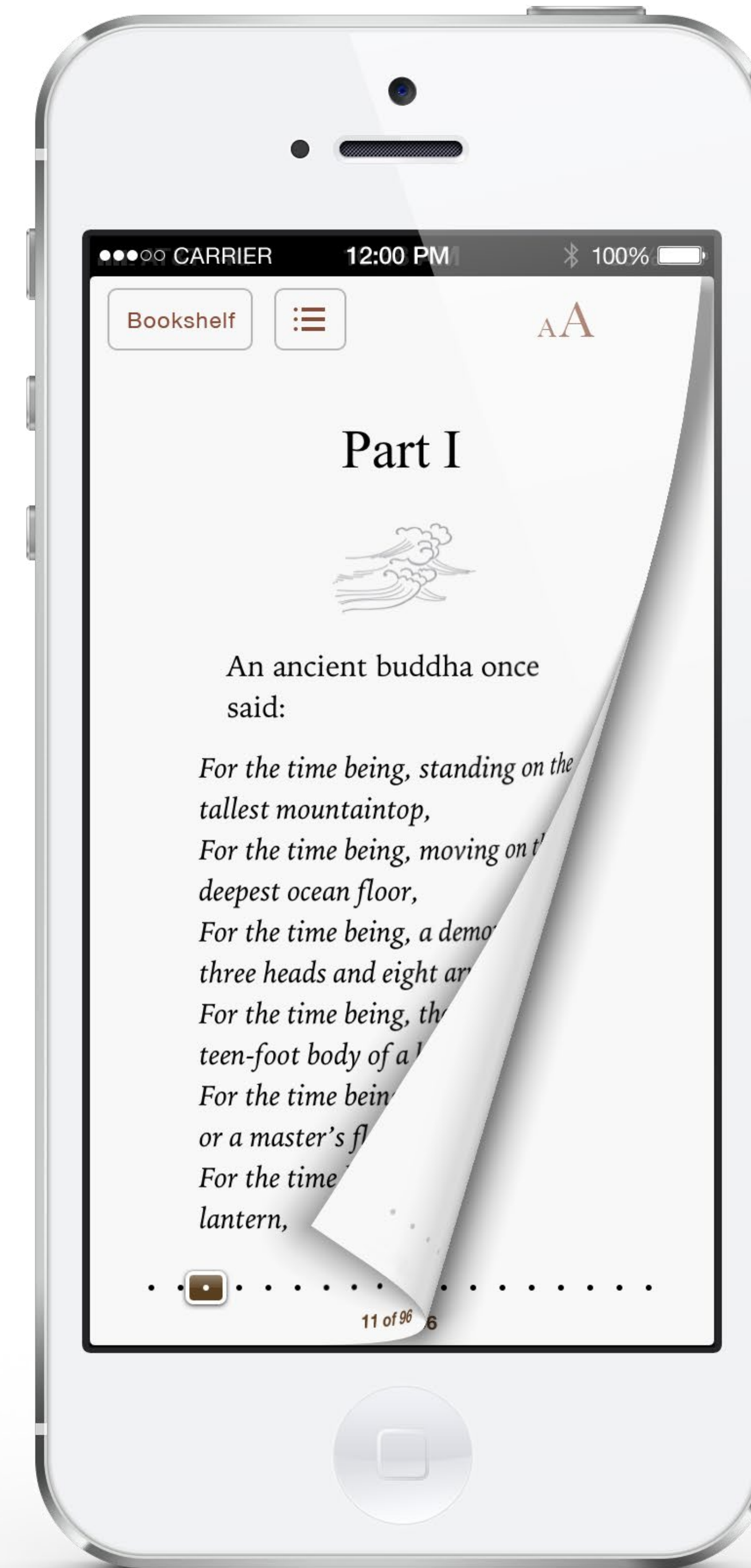


IPHONE APP

COVER



PAGES





NAME: Veronica

AGE: 47

OCCUPATION: Management Assistant at Chevron

MARITAL STATUS: Married

CHILDREN: 2

WHAT I LIKE ABOUT EBOOKS:

I enjoy reading eBooks because they are a lot easier to read if someone has poor eyesight. The contrast of the page and the text is really nice. Even though I only find time to read in the evening, it's always very refreshing to have some free time.

WHAT I LIKE ABOUT DIGIBOOKS CAFE:

I really like that I go there and read, watch a movie from Netflix, and read magazines all under the same subscription. It is a lot easier to use this than having many different memberships from other companies.

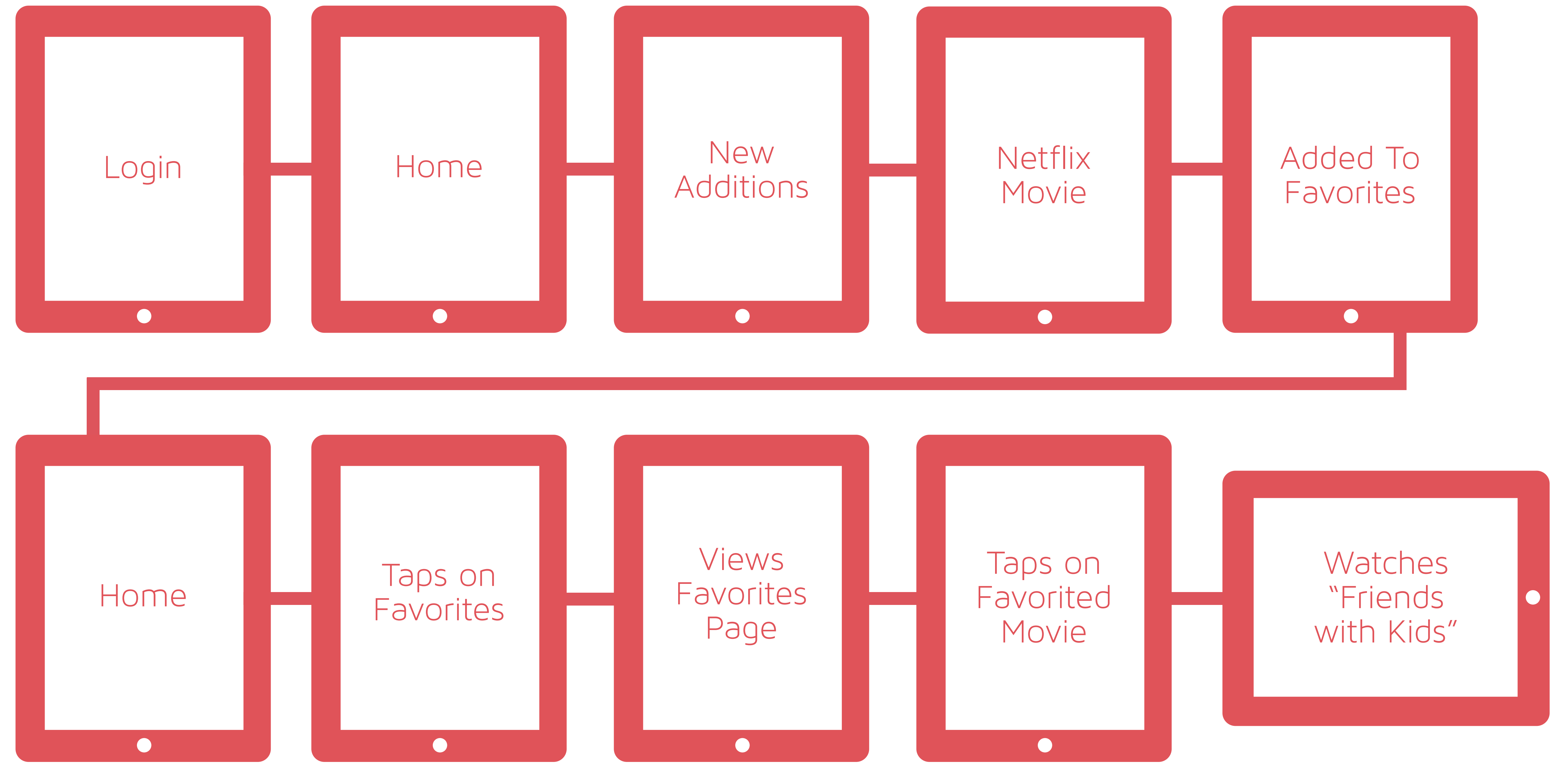


NAME: Veronica

DEVICE: iPad 3

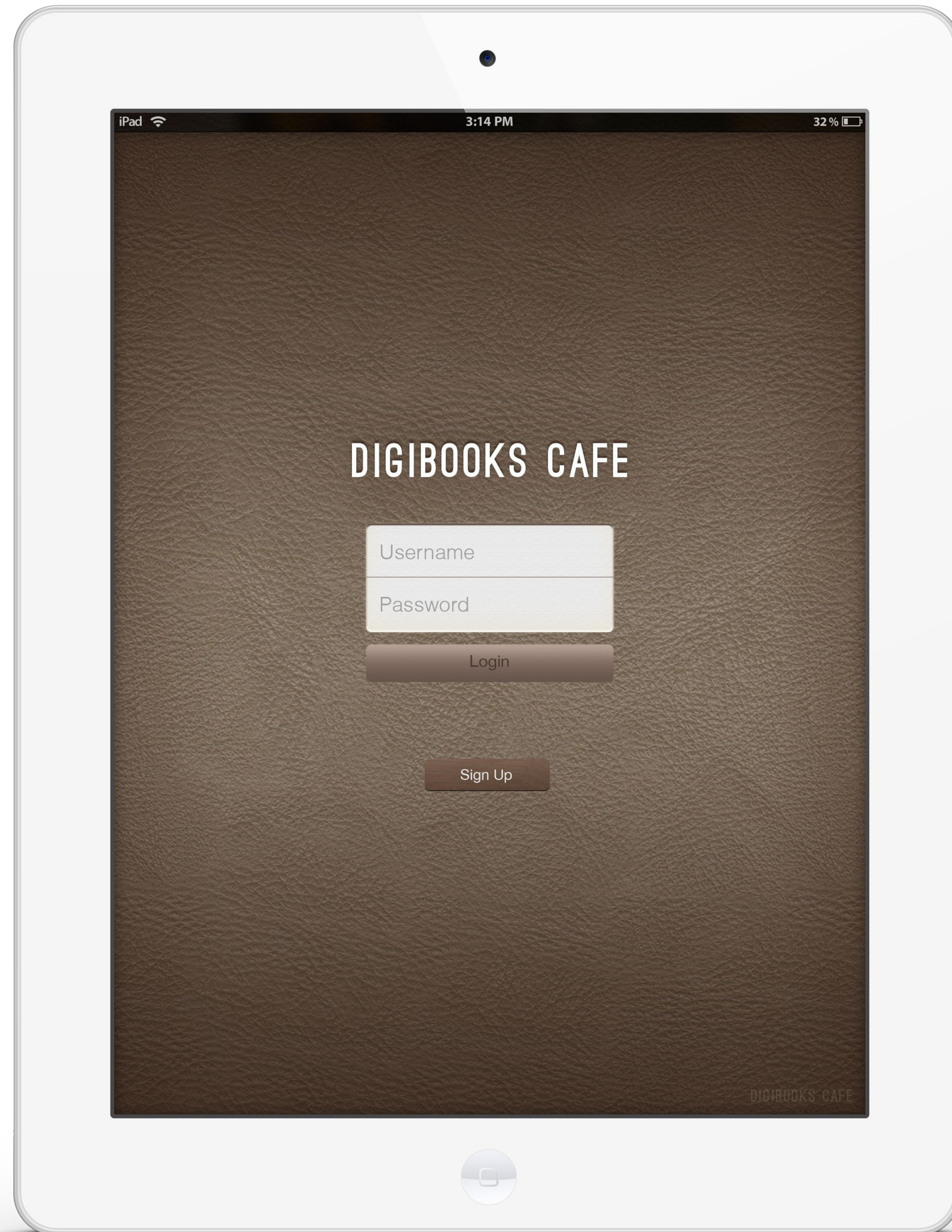
HOW SHE USES DIGIBOOKS:
Music, Movies

HOW VERONICA USES THE DIGIBOOKS CAFE APP:

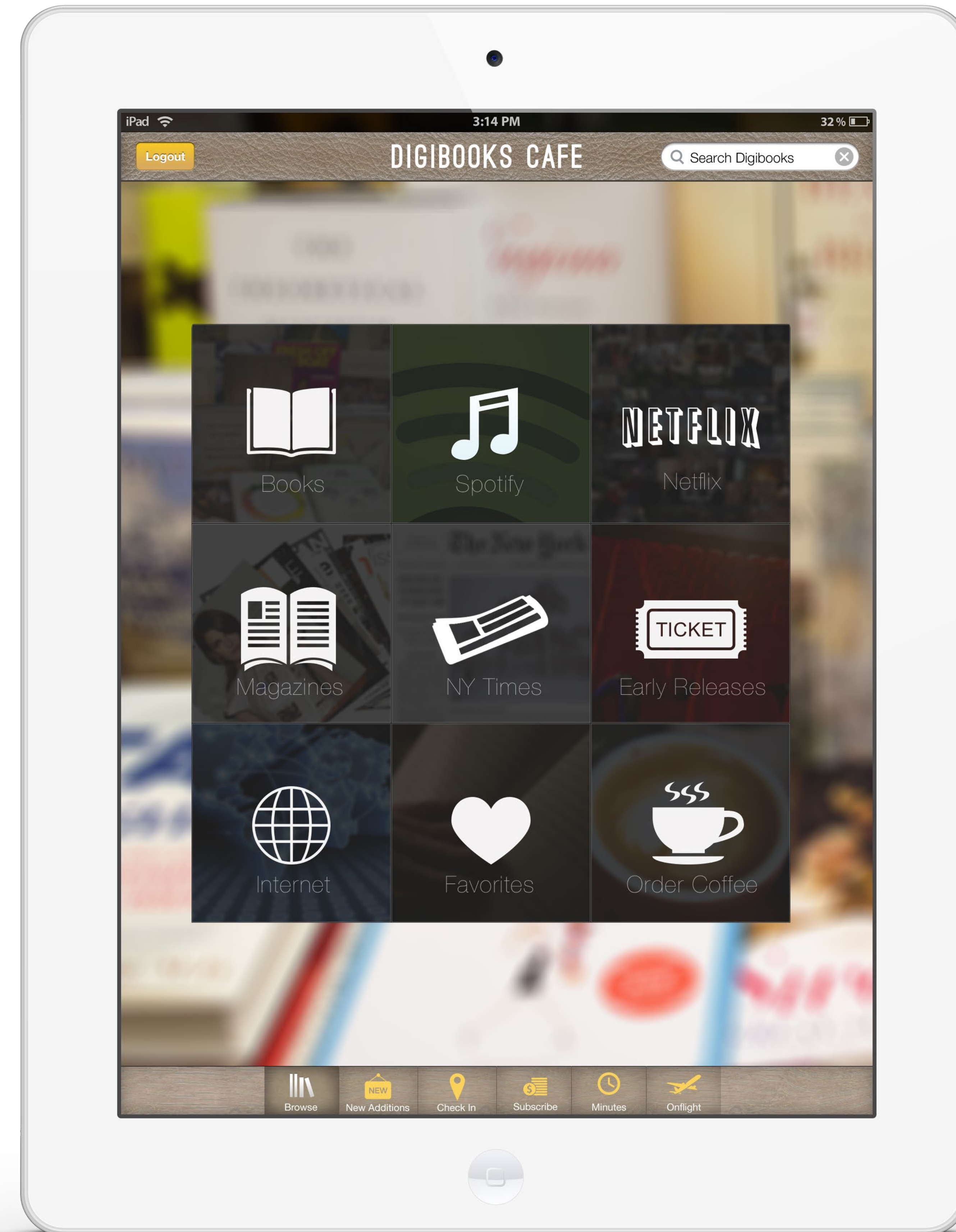


[CLICK HERE TO VIEW VERONICA'S USERFLOW](#)

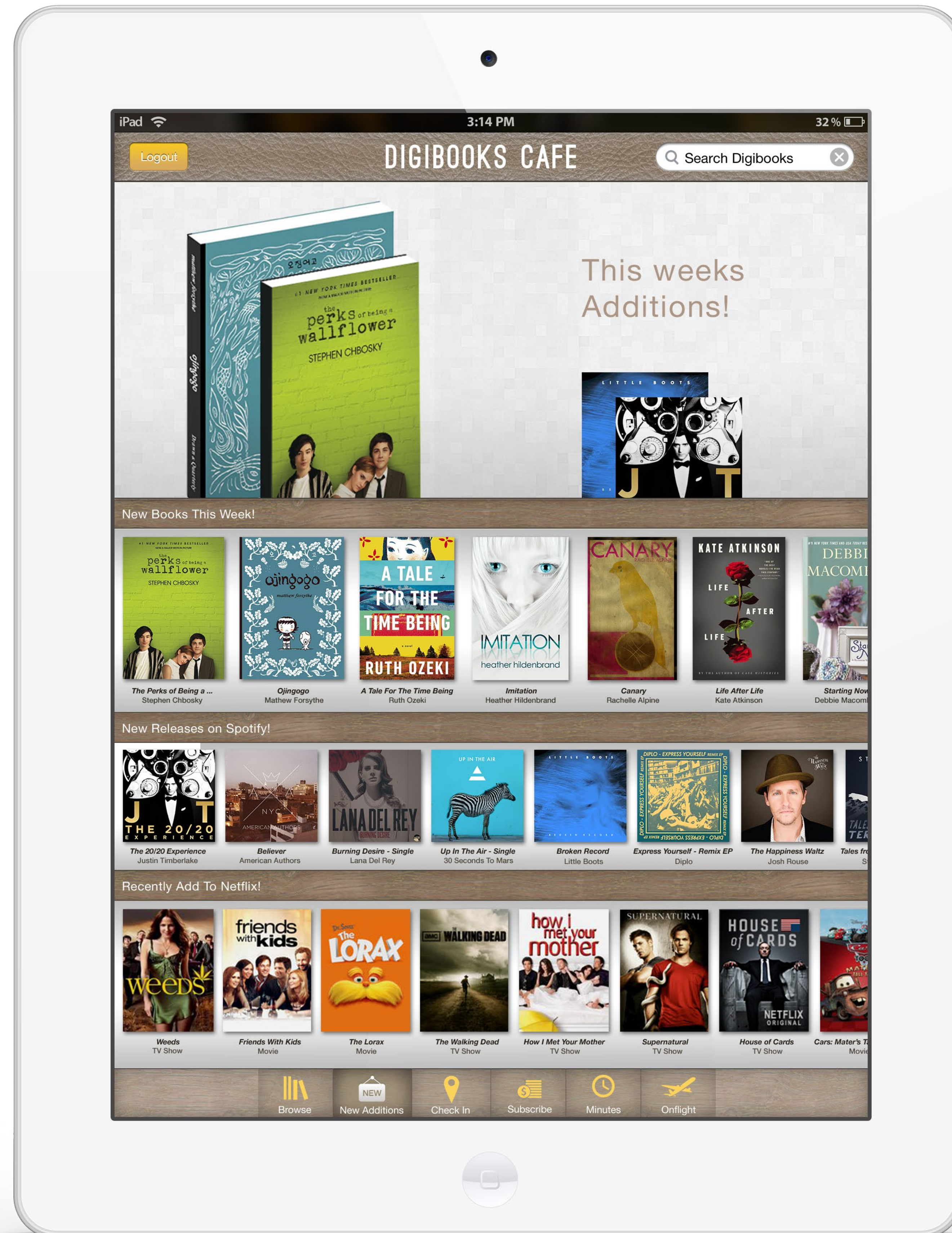
LOGIN



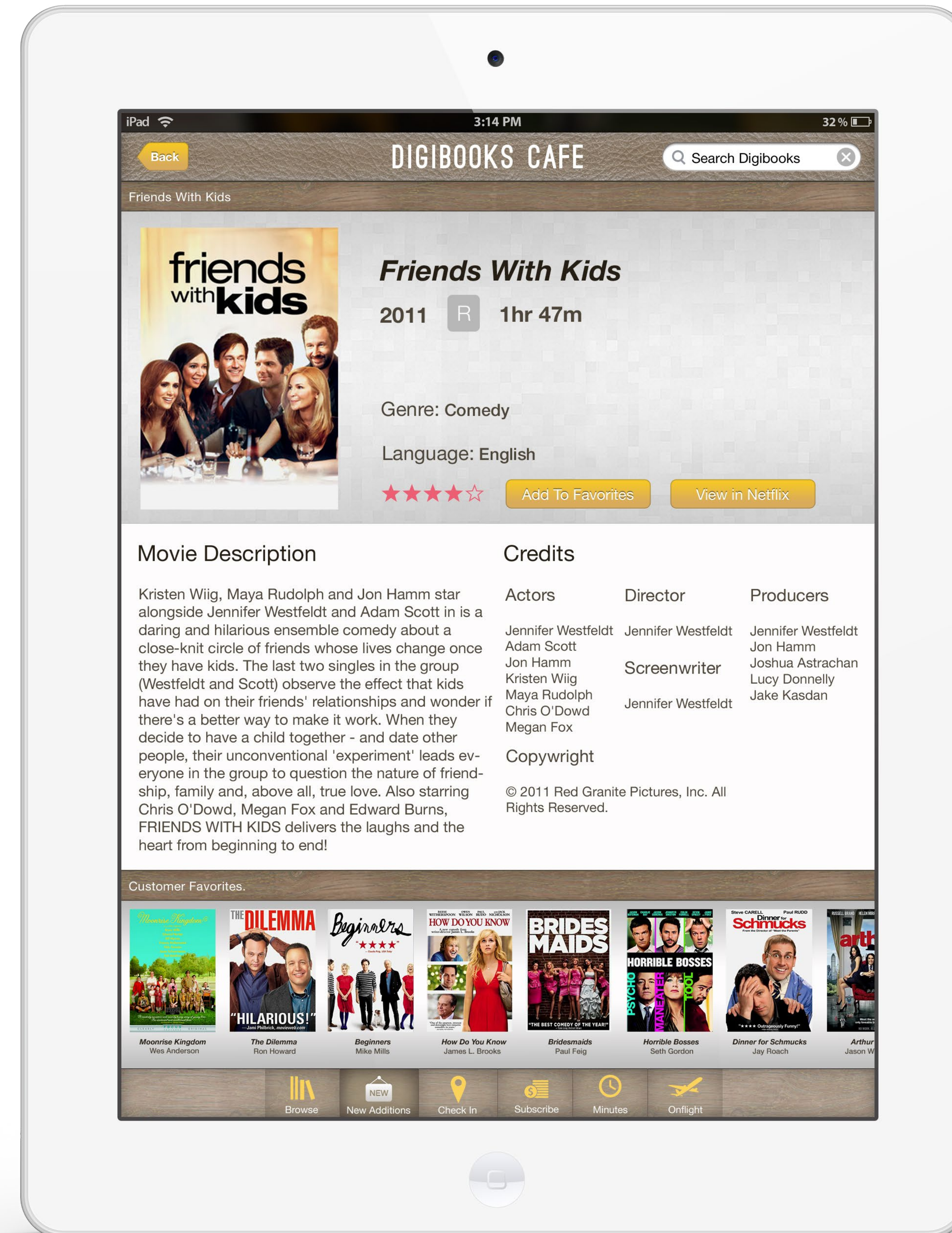
HOME



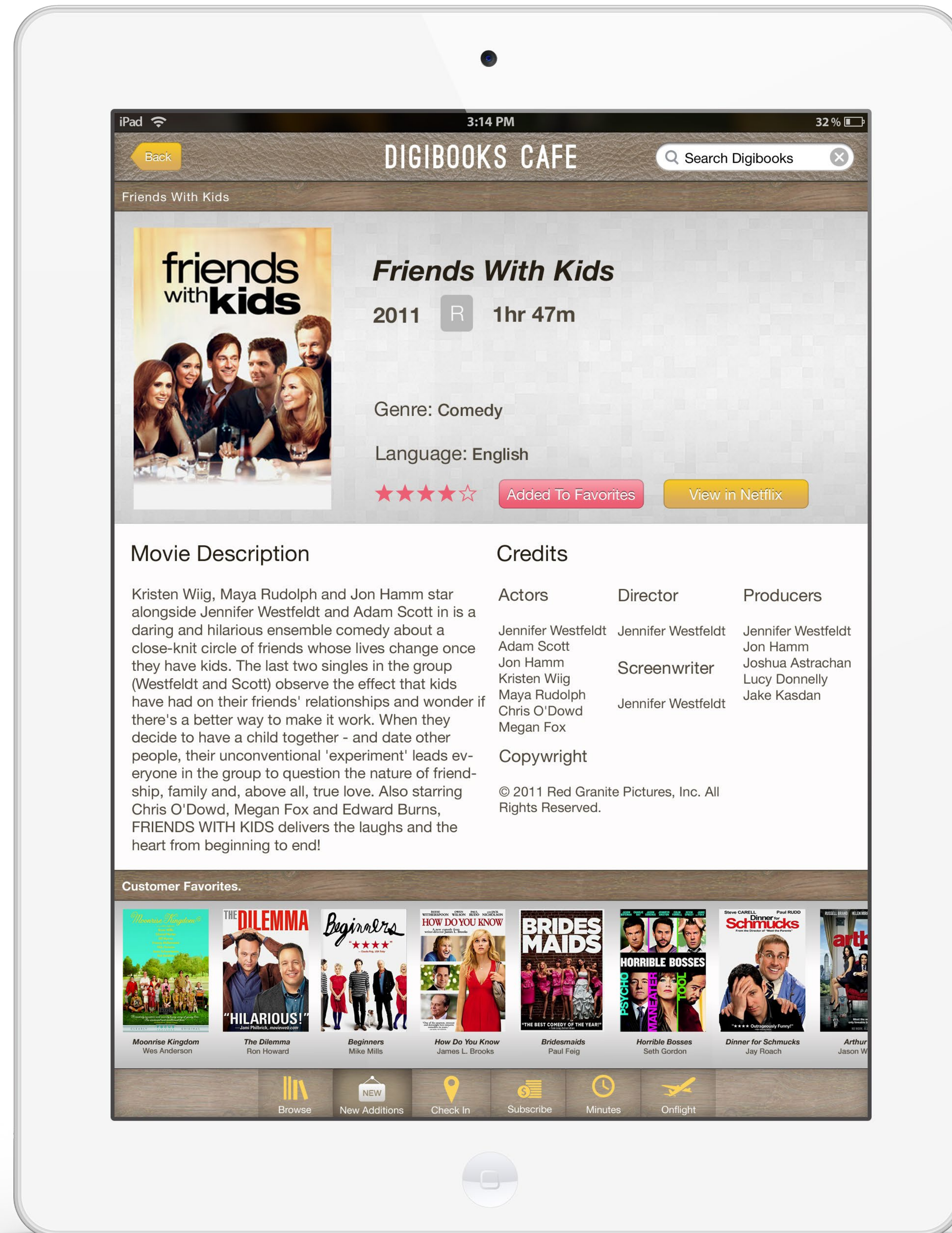
NEW ADDITIONS



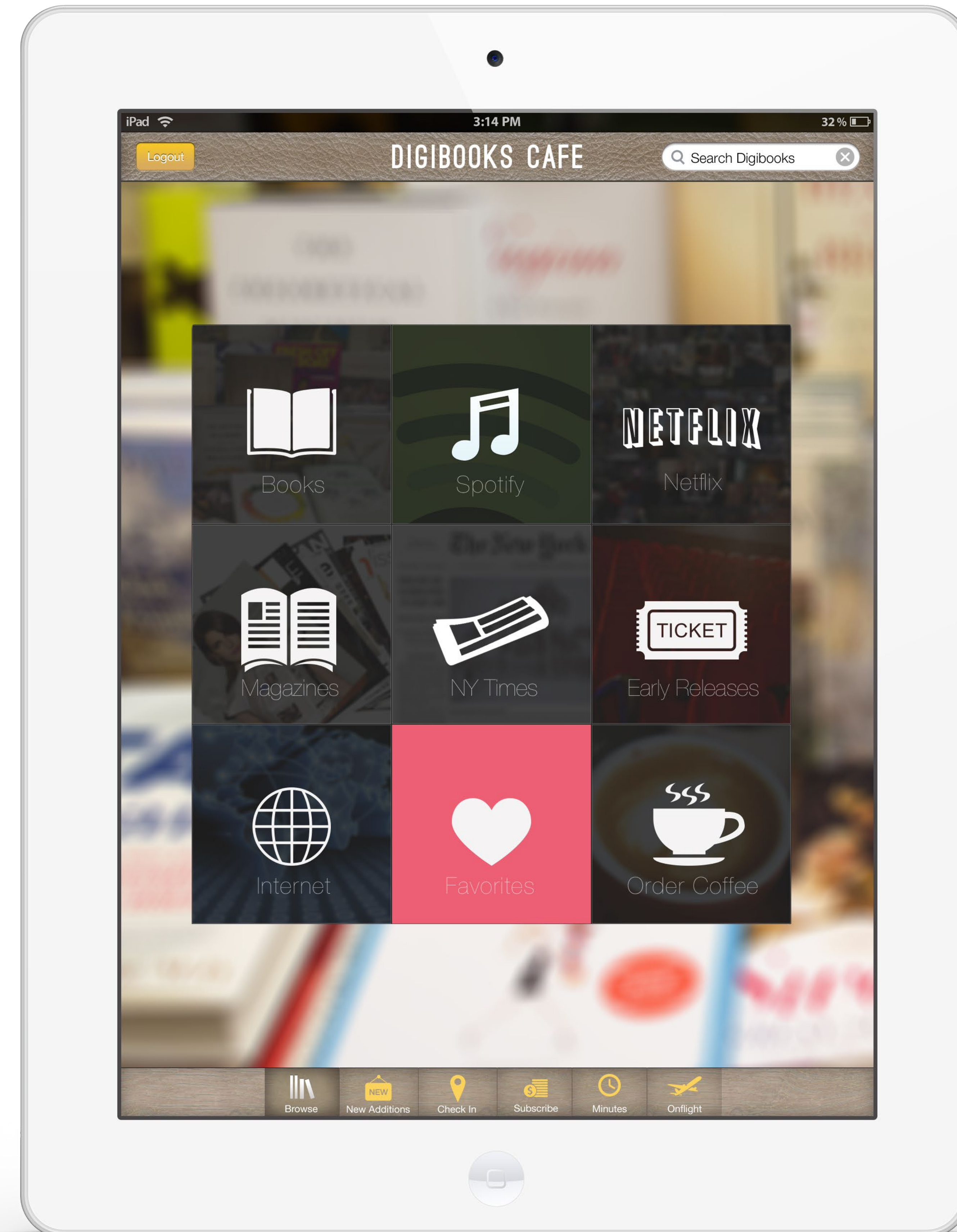
NETFLIX MOVIE



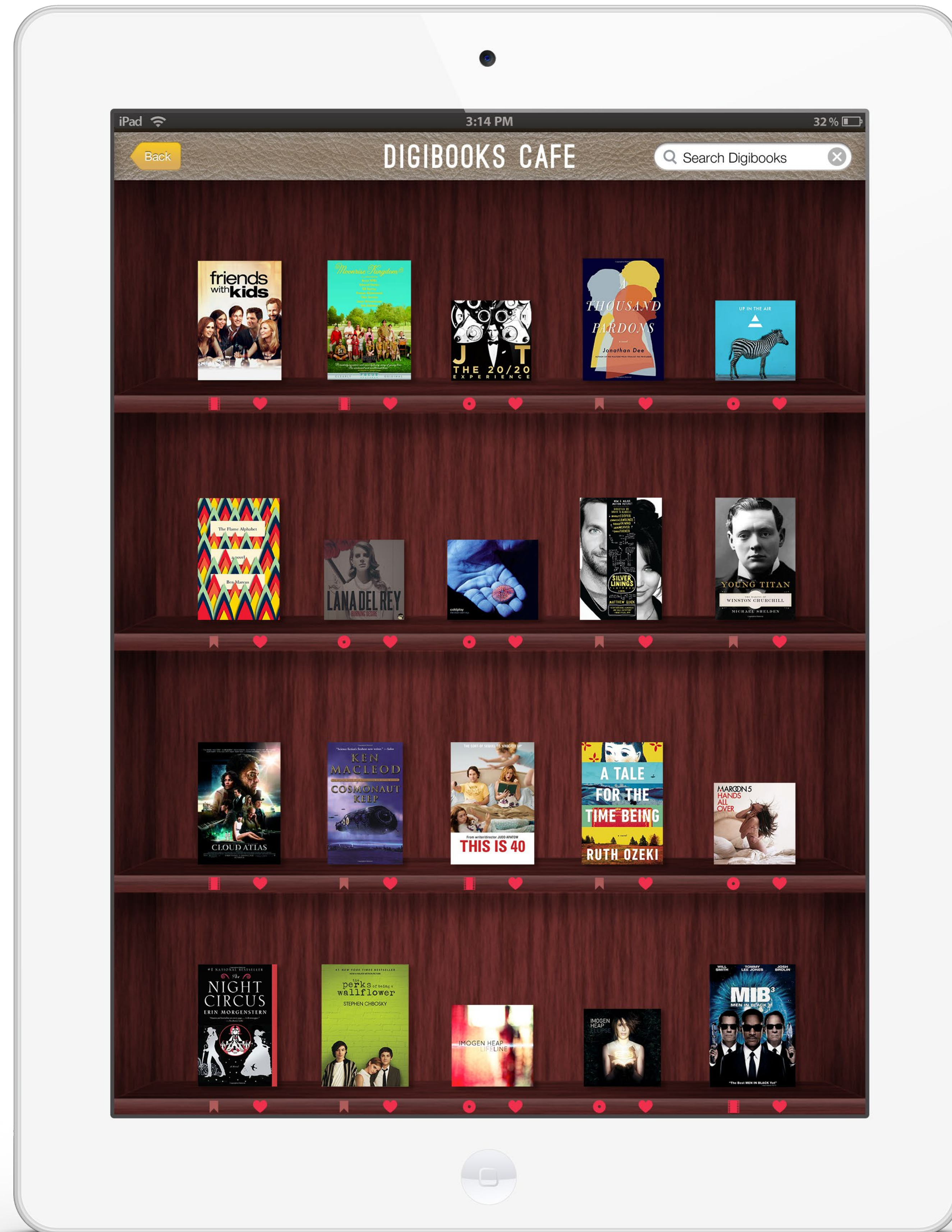
ADD TO FAVORITES



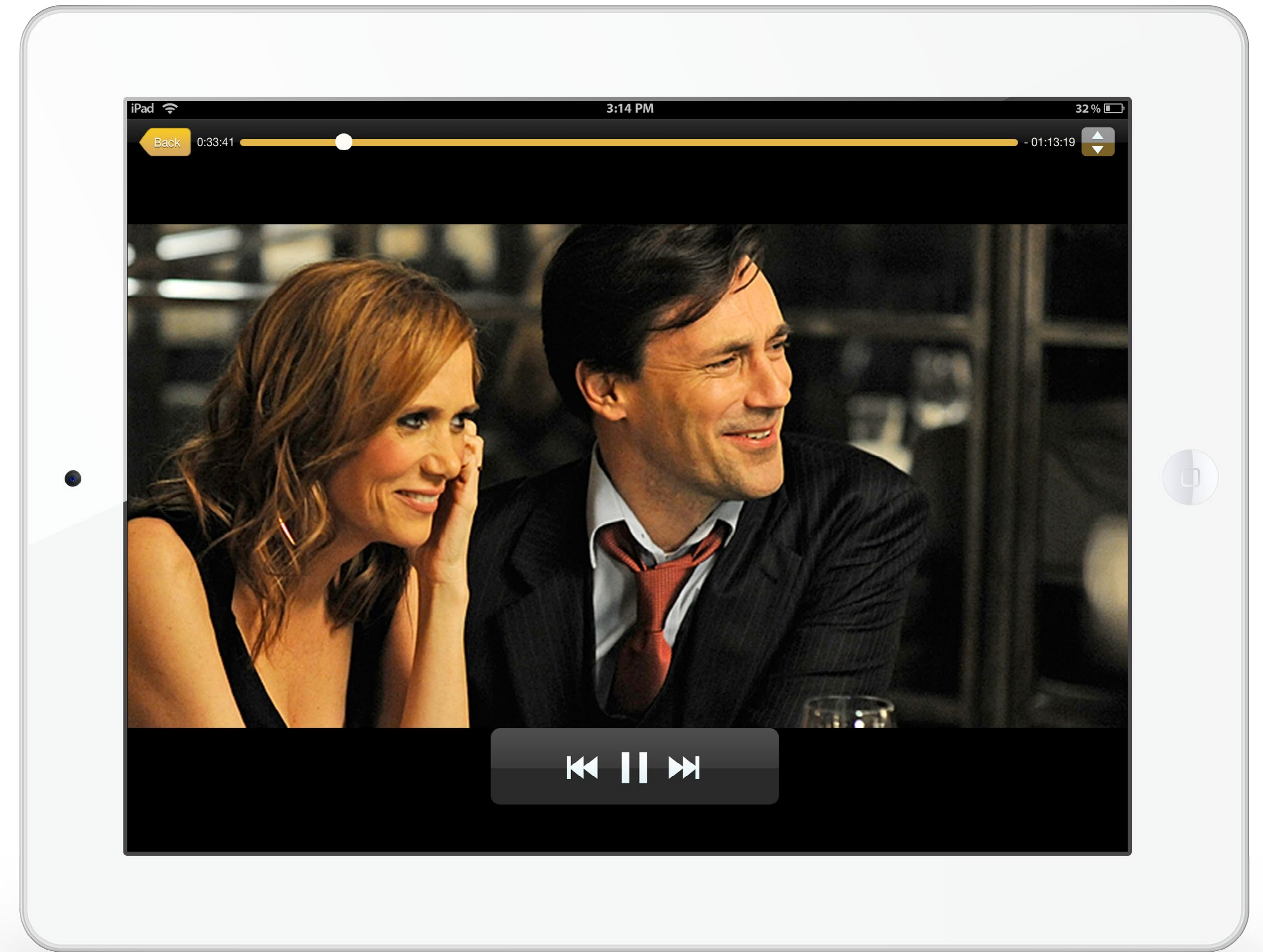
TAP ON FAVORITES



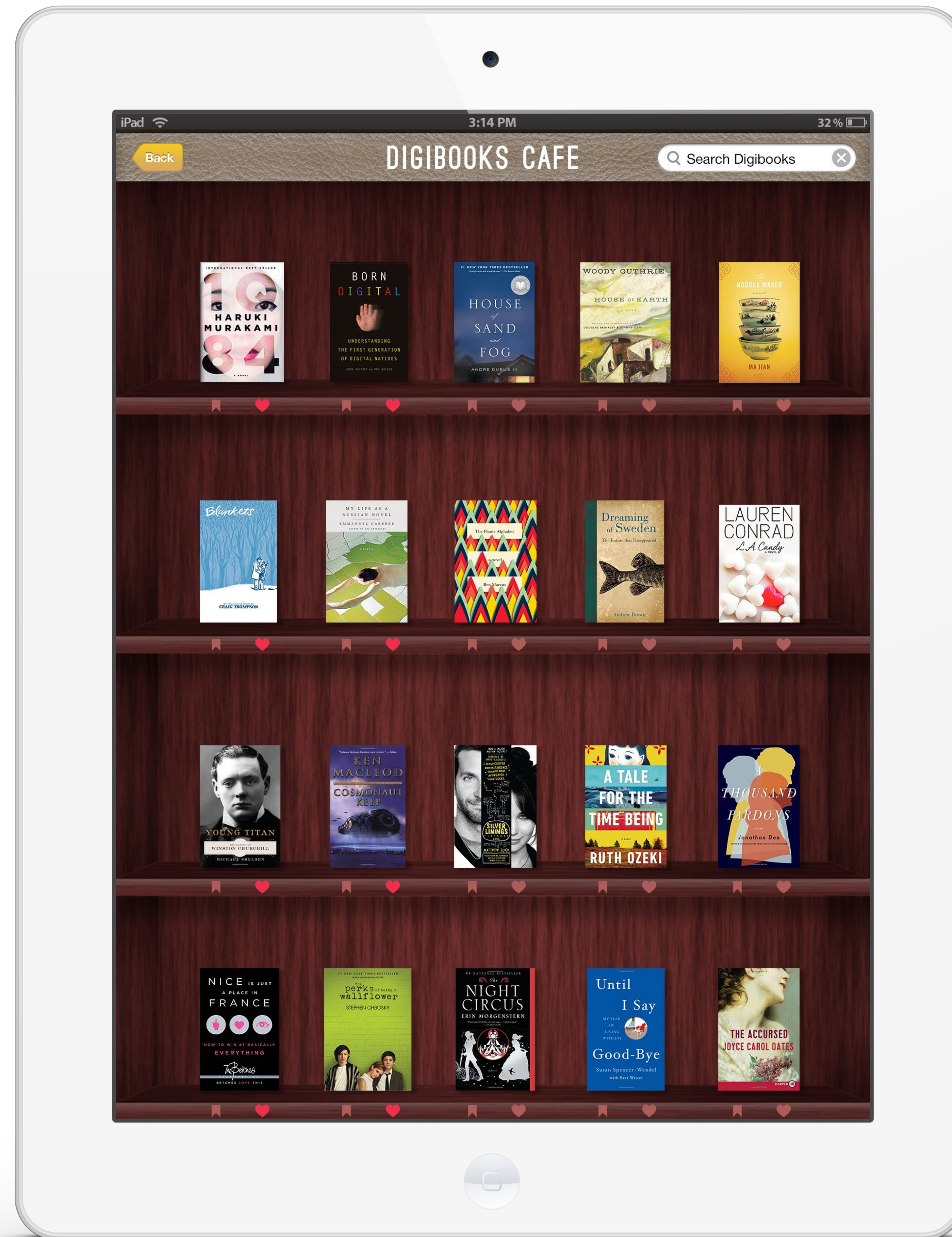
VIEW FAVORITES



WATCHES "FRIENDS WITH KIDS"



BOOKSHELF



PERSONAS



NAME: Akemi

AGE: 28

OCCUPATION: Student at SFSU

MARITAL STATUS: Single

CHILDREN: 0

WHAT I LIKE ABOUT EBOOKS:

I like reading eBooks because as a student, I can take all my books with me where ever I go. I don't have to worry about the weight of a book at all. I also like that I can bookmark certain texts on pages and come back to it later when I am using those particular notes as reference for for an essay. I simply think that eBooks make a lot of my work so much easier.

WHAT I LIKE ABOUT DIGIBOOKS CAFE:

I love that there is a place that I can go and study. I don't have to worry about finding places to read anymore because this cafe offers a wide variety of things that I can use for my projects.

PERSONAS USER FLOW

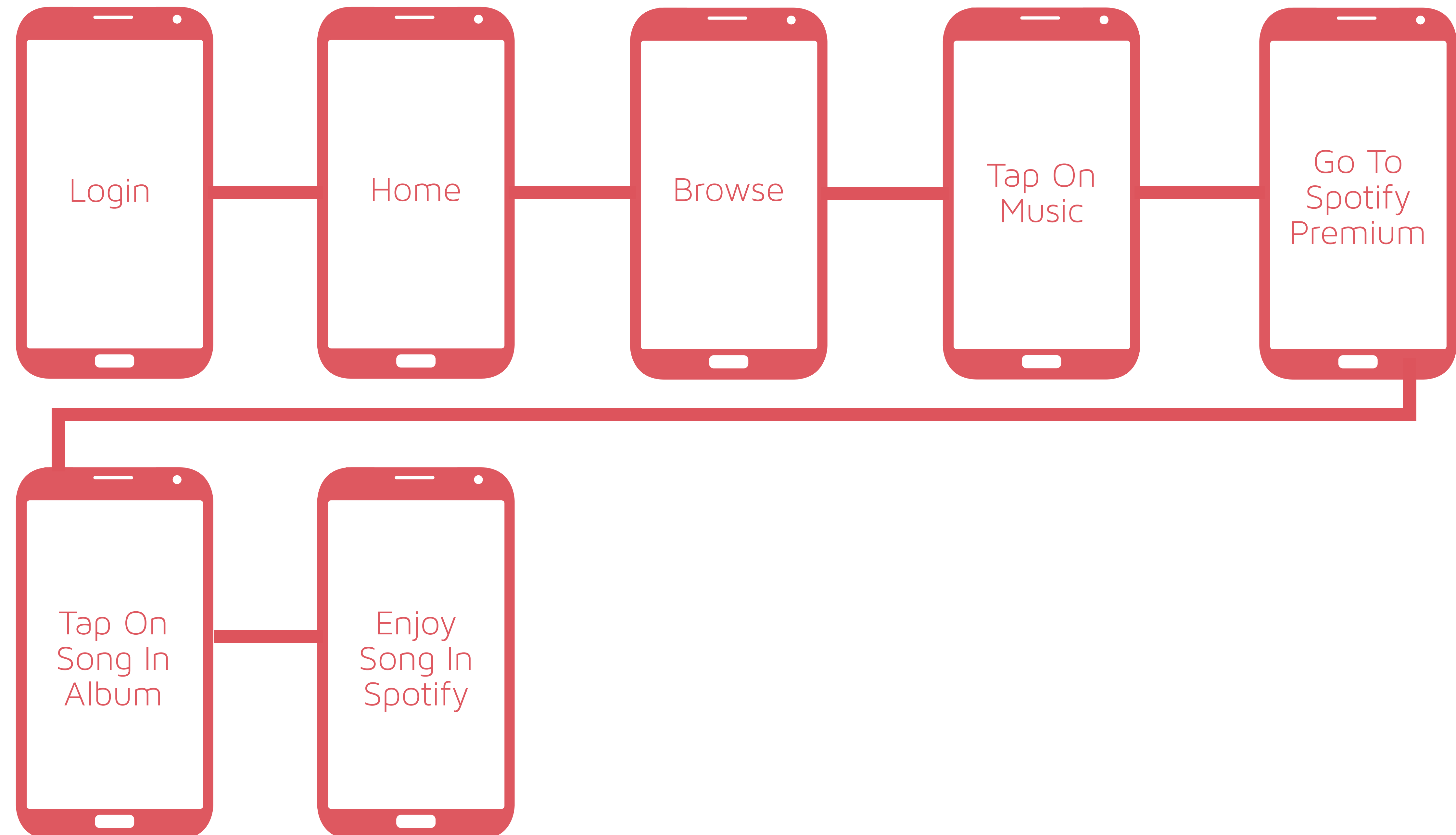


NAME: Akemi

DEVICE: Galaxy Note 2

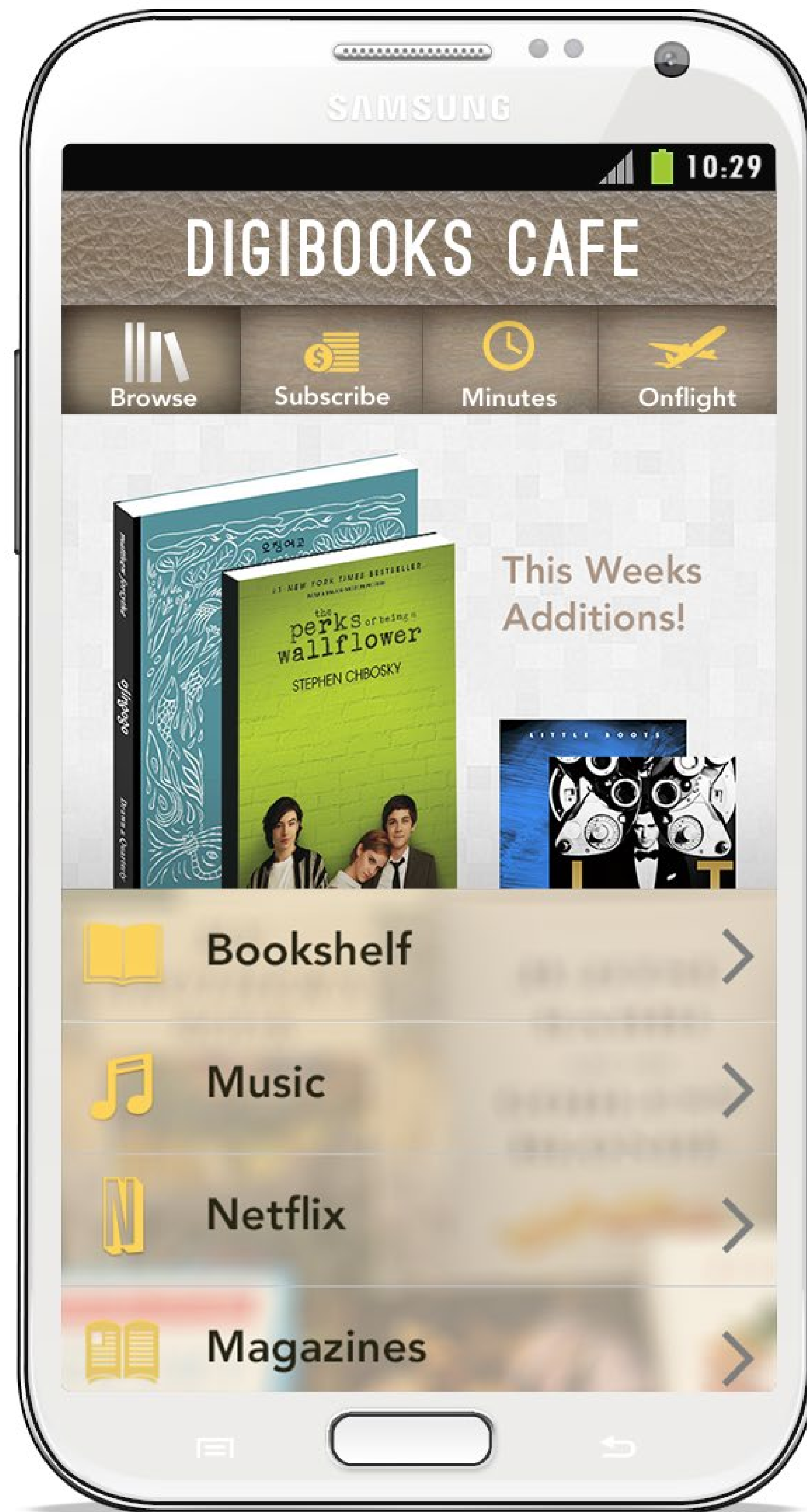
HOW SHE USES DIGIBOOKS:
Music, Books

HOW AKEMI USES THE DIGIBOOKS CAFE APP:

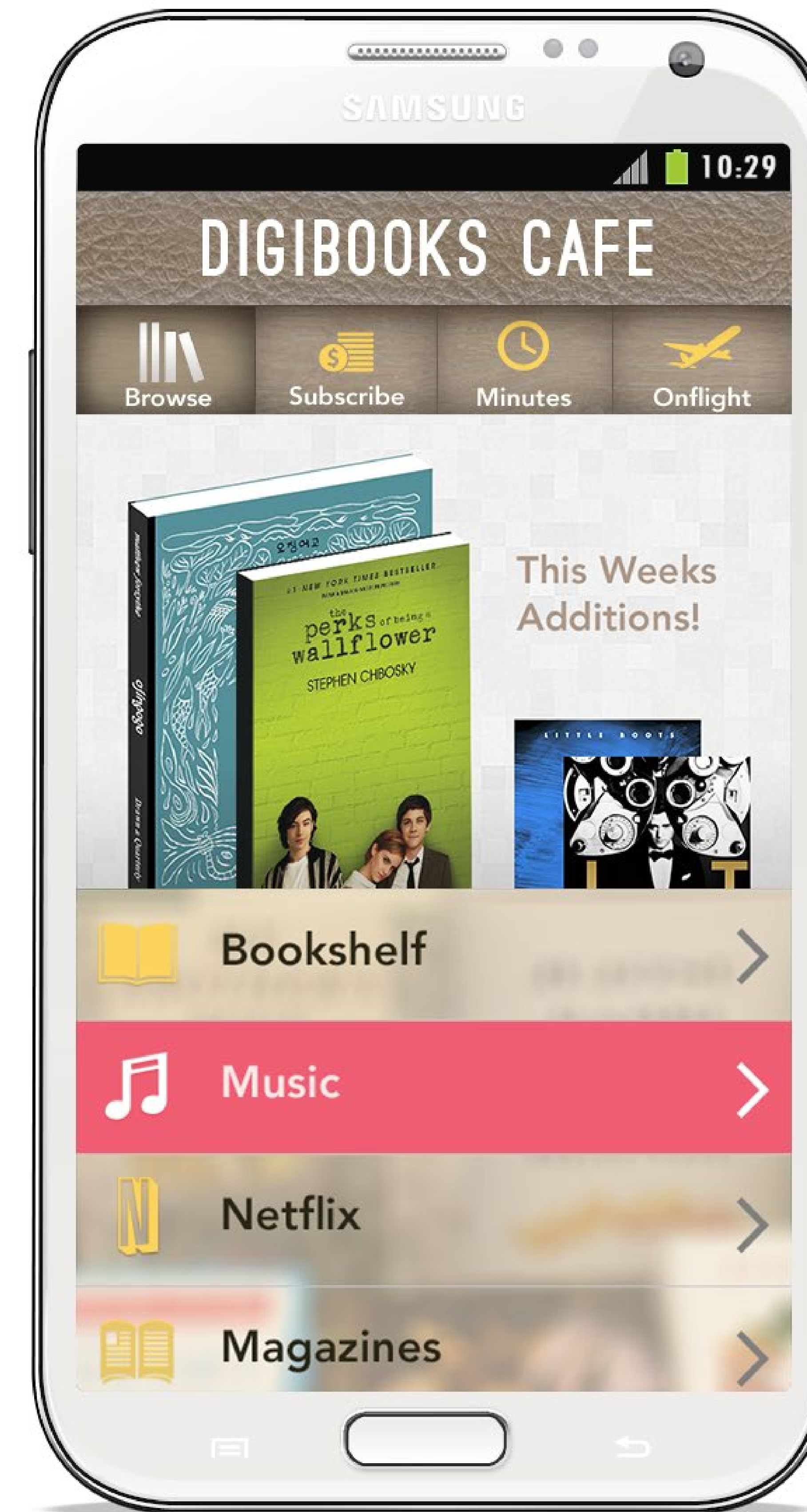


GALAXY NOTE APP

HOME

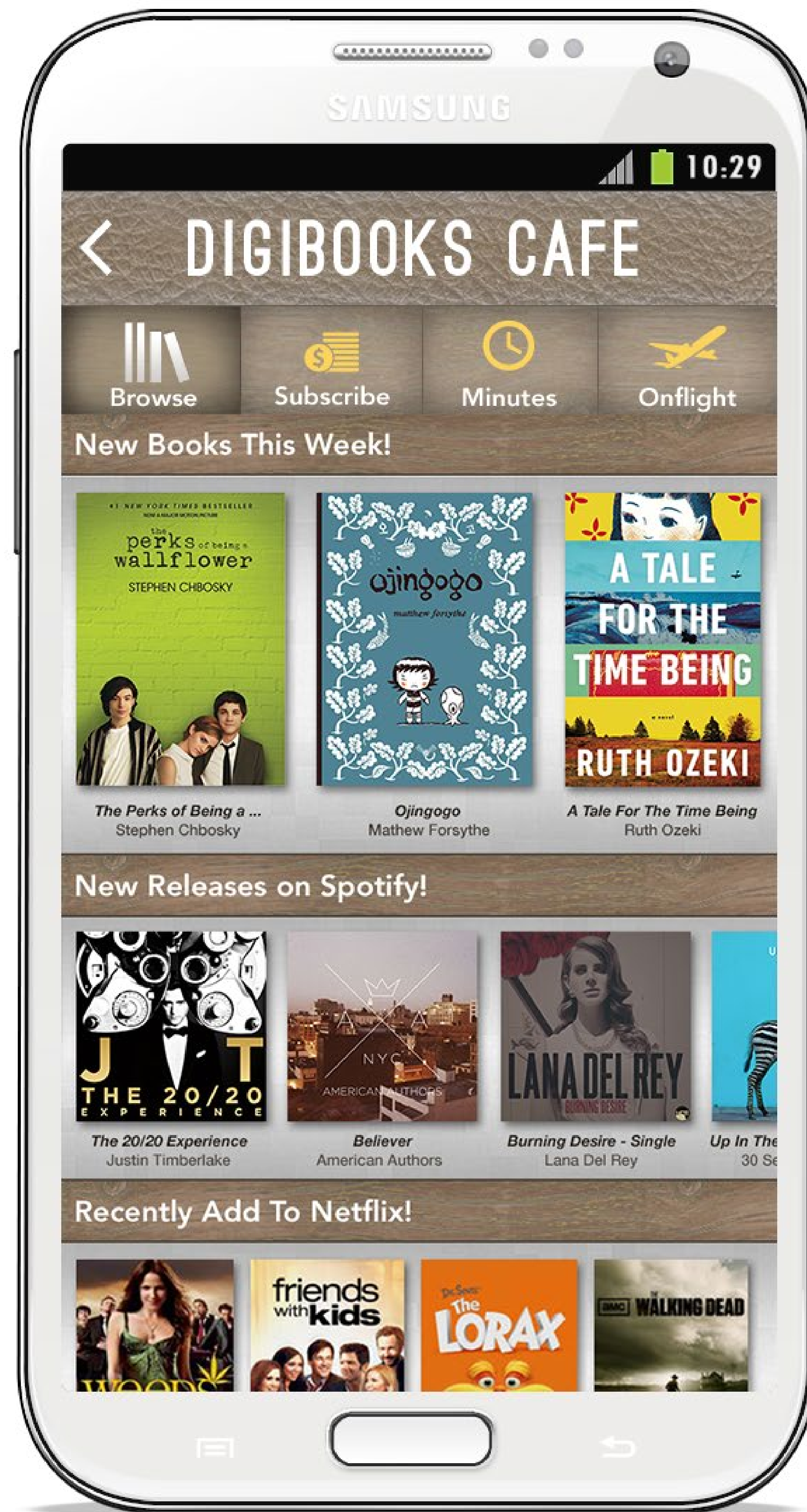


TAP
MUSIC

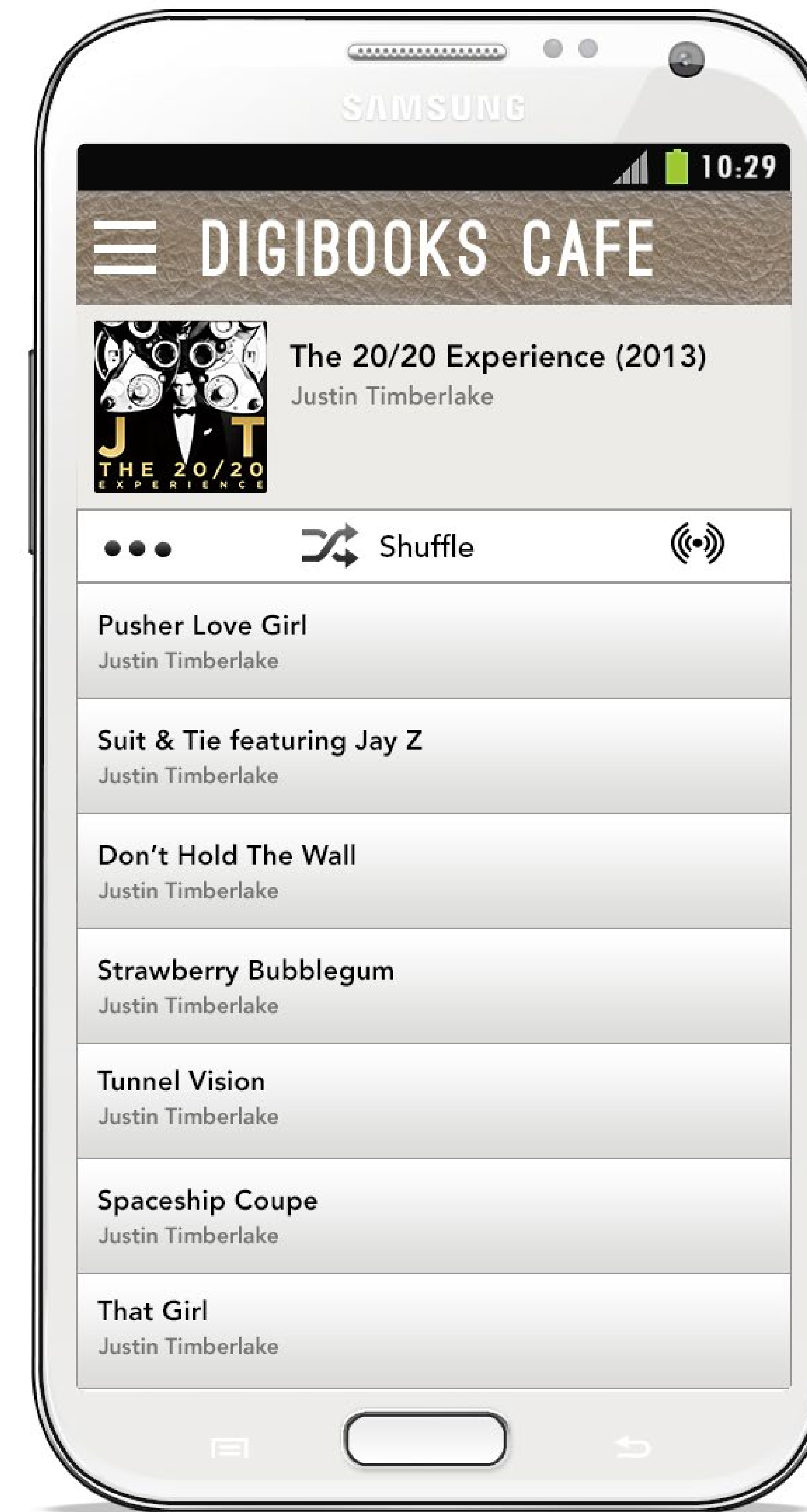


GALAXY NOTE APP

BROWSE MUSIC



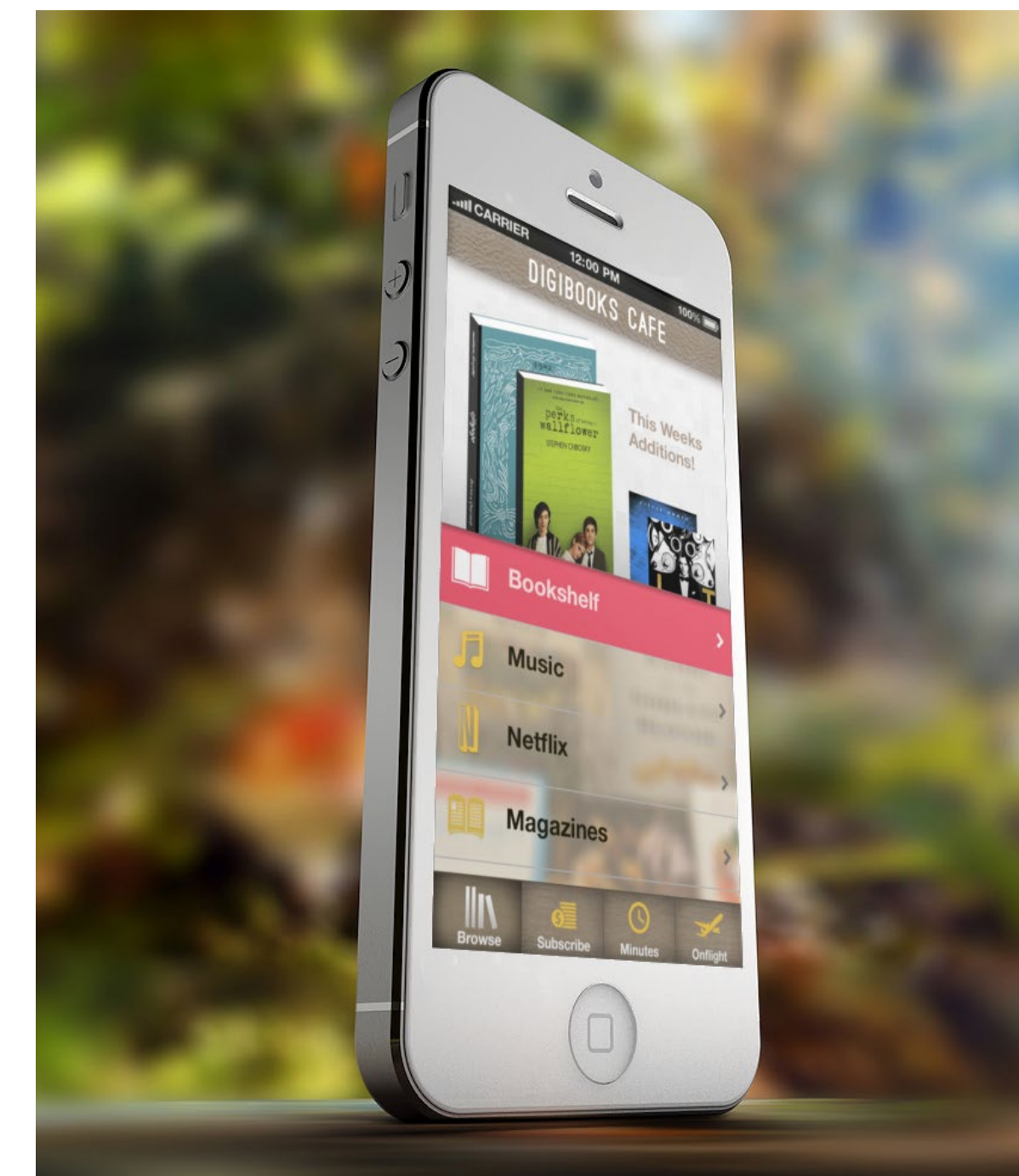
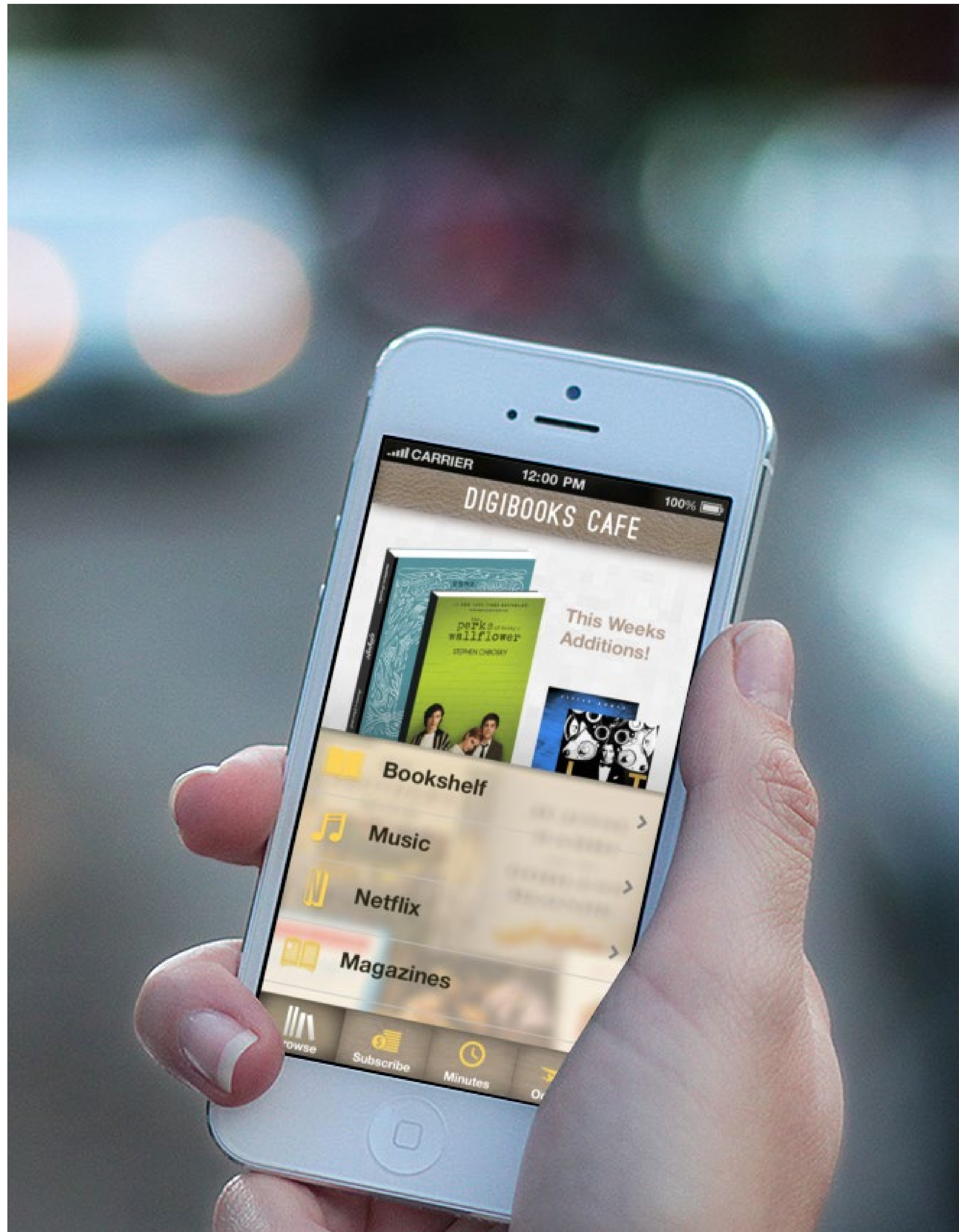
VIEW ALBUM



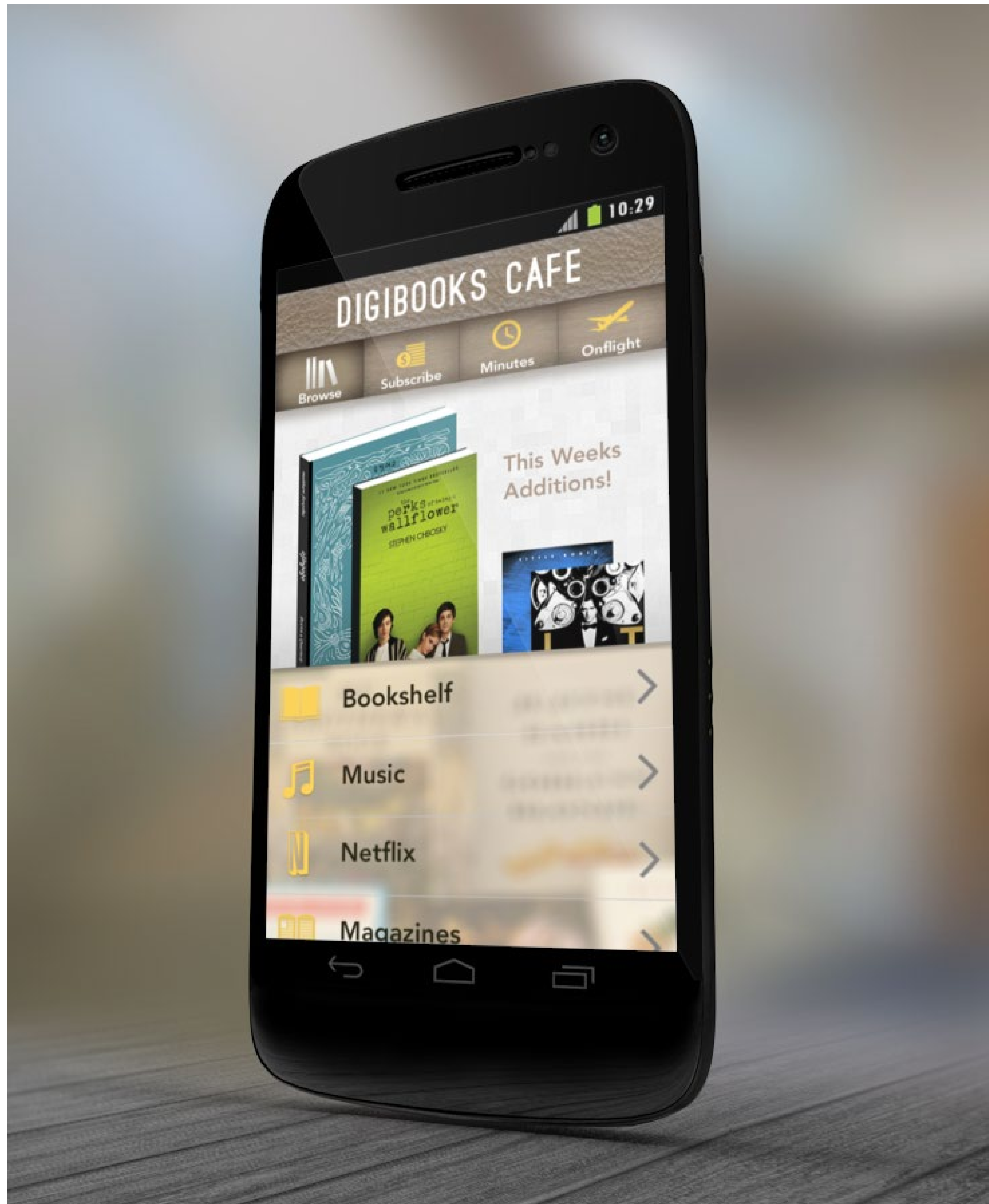
BRANDNG PLACEMENT



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THANK YOU