

SOCIAL READING

A Design by Jenny Yu (jy865), Jillian Beck (jlb574), Manvi Gupta (mg2249), and Nicole Tian (nt259)

BACKGROUND, GOALS, AND MOTIVATION



Problem: Academic and Professional obligations disincentivize Cornell students from leisure reading

Goal: Foster social, leisure, reading experiences for Cornell students to promote long-term mental & social well-being.

Social reading yields the following benefits:

- Improved well-being/engagement
- Productive, rich reading experiences cultivate interests
- Fosters connections between people

METHODS AND INSIGHTS

Contextual Interviews

Interviewed students who read and those who don't in their favorite reading spaces

Insights: The atmosphere of a reader impacts their efficiency and motivation to read

Co-Design Sessions

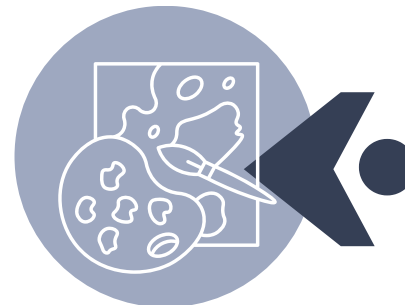
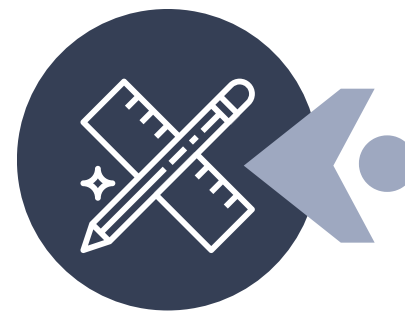
Tasked participants to create a mood-board depicting their ideal social reading experience

Insights: (1) Participants are more likely to read when they feel they have no other obligations. (2) Participants feel more engaged and accountable when they can discuss a book's content with someone else

Experience Design Theater

Acted out scenes depicting initial design of geocaching book excerpts and audio recordings placed around campus

Insights: (1) Participants feel motivated to read when it's an option rather than a mandate. (2) Participants don't wish to be bombarded with club responsibilities during the school day



DESIGN CONCEPT

“Cornell Book Club on the Go:” Book excerpts read aloud on the TCAT and large community book outside Olin

- Encourages social interactions but also allows for individual engagement
- Allows communal annotations
- Offers reading opportunities where users have no other obligations (e.g transportation)
- Fosters reading motivation since participants will be intrigued by monthly book content around campus