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# GOODREADS WEBSITE REDESIGN

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ICM 514: Understanding Your Audience

# EXECUTIVE SUMMARY

This report focuses on evaluating and redesigning Goodreads, a popular book-tracking and recommendation site that, despite its large user base, feels outdated and cluttered. While it seems to be a go-to platform for readers and authors, it has major usability issues, from confusing navigation to a lack of personalization in book recommendations. Many users find the homepage overwhelming, the "My Books" section dull and text-heavy, and the reading challenge feature glitchy. Plus, for a site owned by Amazon, it's surprising how many irrelevant pop-up ads show up instead of more useful content.

When comparing Goodreads to its competitors, it's clear that StoryGraph is at the top of the list. It offers a sleek design and AI-driven recommendations. While LibraryThing and BookSloth aren't as polished, they still provide better organization in some areas. Goodreads still dominates in terms of users, but that won't last if the experience doesn't improve.

To get a better understanding of how people use the site, this report looked at different types of users, from hardcore book lovers to casual readers and authors trying to promote their work. Surveys and interviews showed that people like Goodreads for tracking their reading and joining challenges but find the layout messy and unintuitive. A card-sorting exercise helped figure out a better way to organize the site, and usability testing confirmed that while experienced users could navigate it, new users found it confusing.

# EXECUTIVE SUMMARY

To be clear, Goodreads needs a redesign. A cleaner homepage with a dedicated “Trending Now” section would make finding new books easier. Book recommendations should be smarter, using AI to tailor suggestions. The review filtering needs improvement, and features like friend activity tracking and author Q&As should be more user-friendly and easier to find. Fixing issues across devices and getting rid of unnecessary ads would also go a long way. With these changes, Goodreads could stay on top and actually make book tracking, recommendations, and browsing a more enjoyable experience for everyone.

# CHAPTER 1: A DETAILED DESCRIPTION OF THE SITE

*A brief summary on Goodreads and initial findings.*

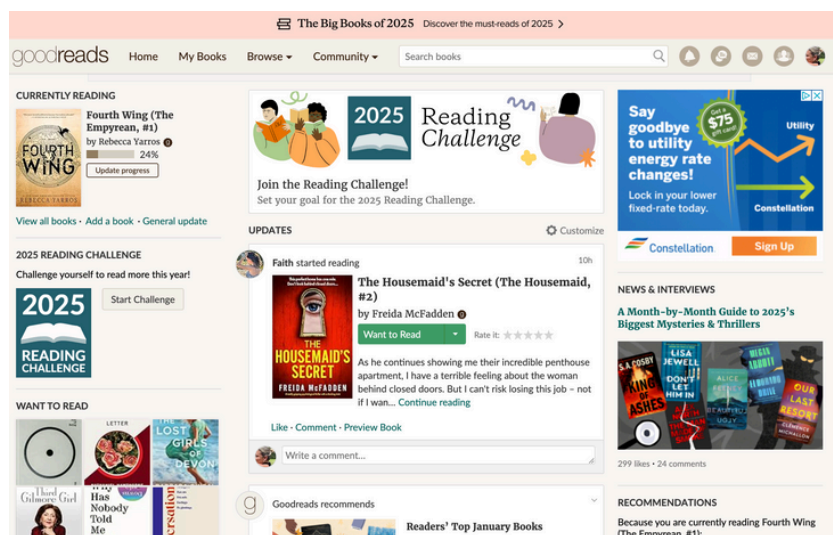
# WHAT IS GOODREADS?

Goodreads is a popular website owned by Amazon and used by readers who like to keep track of the books they read. The website and application allow you to make lists, browse books, and even add friends which appear on your dashboard when they post updates on their reading schedule. You can make lists of books you have read, books you want to read, and books you are currently reading. It's useful for people interested in reading more or those who already read a lot, and need somewhere to keep track of their reading history. Authors also use Goodreads to communicate with readers and promote their books. While some features have proven useful, many have found the platform to be organized, cluttered, and outdated.

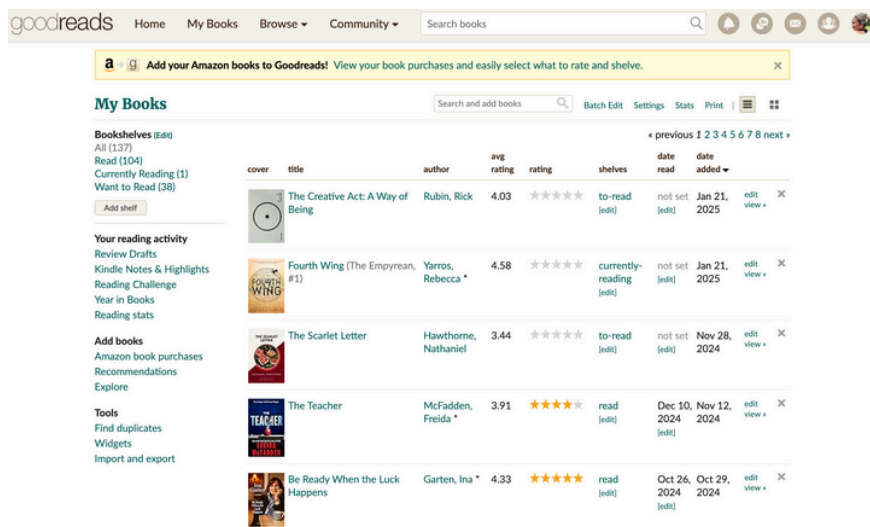
The logo for Goodreads, featuring the word "good" in a lowercase, thin, sans-serif font, followed by "reads" in a lowercase, bold, sans-serif font. The "d" in "reads" has a unique design with a vertical line extending from the top and bottom.

# SITE EVALUATION

On the landing page, the site appears messy. All the features that the platform offers is displayed on one page, which feels cluttered and confusing. The website would benefit from a cleaner design and a better navigation center.

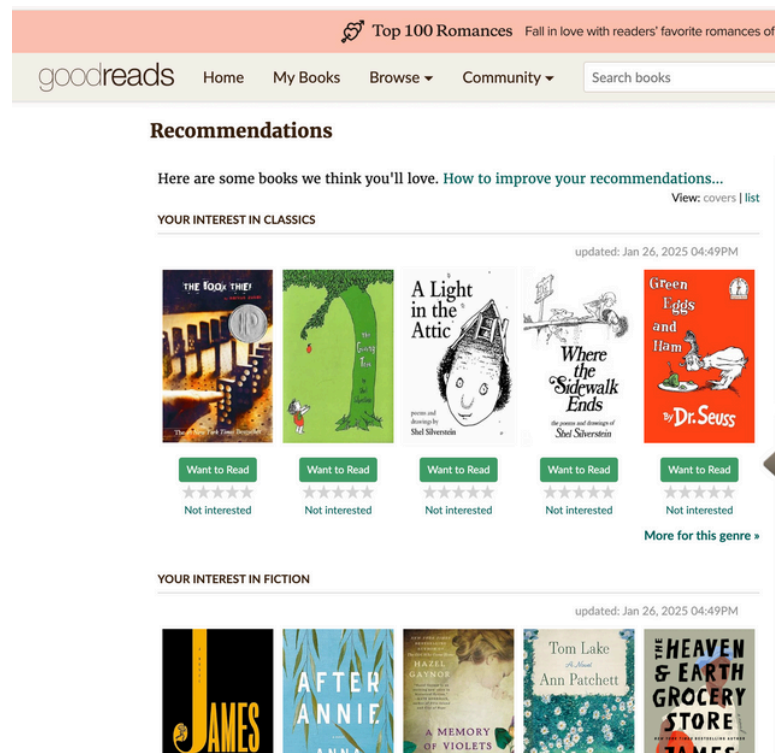


When moving to the “My Books” tab, the user is encouraged to keep their lists updated. This page is filled with words and no graphic design elements, which it would benefit from. It’s reminiscent of an old Wikipedia page and is the complete opposite of the landing page, which is busy and colorful.



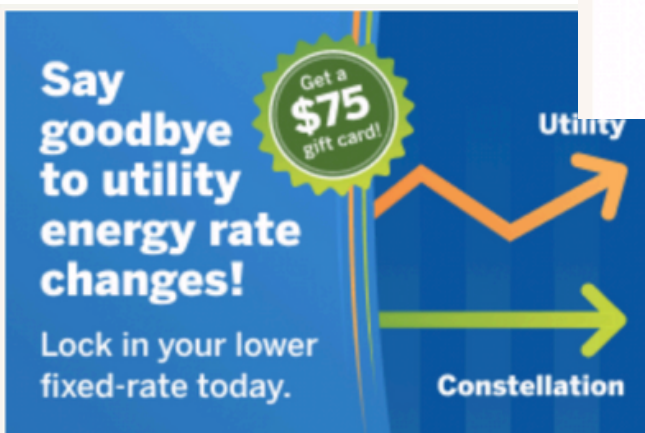
## SITE EVALUATION (CONT.)

On the “Recommended Page,” the reader is given 5 auto-generated books that the website thinks they’ll like. On this page, there’s a complete lack of context. The website also offers a community element, besides having the ability to add friends and see what they’re reading. You can join groups and discussions that are similar to Facebook groups, but only to discuss books. It’s useful for readers who have questions about certain stories, but it feels too cluttered. It is also confusing because it seems that where most people like to discuss the books is in the review section of the website, which is different than the discussion or group postings. All in all, there’s too much information everywhere. The website should look cleaner, condense information, and function in a more organized and streamlined fashion.



## SITE EVALUATION (CONT.)

The main goal of Goodreads is to encourage readers to stay organized, to read more, and to discuss books with others who also enjoy reading. It allows users to research book recommendations and find suggestions. Since it's owned by Amazon, owning a Kindle is encouraged throughout the website. If users own a Kindle, they can integrate Goodreads, which *should* automatically update how much you've read in your current book. What I found interesting was that the pages are covered in pop-up ads, unrelated to books or reading. One would assume that a site owned by Amazon would put more effort and money into making sure there aren't irrelevant ads on their site. In other words, advertising something like Kindles might be more efficient— rather than pop-up ads relating to saving money on energy usage or buying jewelry.





# A FEW COMMON ISSUES

## **Reading Challenge Glitches**

In the app store, users often complain that the app's "Reading Challenge" element has changed and they can't see where your friends are in the challenge. There are also complaints about the interface, books being counted twice in lists, issues with logging in, and the community aspect of Goodreads, which some feel doesn't exist because of so many bugs and clutter.

## **Too Focused on Marketing to Authors**

Goodreads seems to market mostly to authors. They encourage authors to use it to promote their books and run giveaways to get exposure. Authors can also run Q&A sessions and write blogs to connect with their audience. They're focused too much on the "marketing to authors" element and not thinking much about audiences and readers using their platform.

## **Synchronization Problems**

Some users have noticed that their Goodreads app isn't properly synchronizing throughout their devices. In addition, users have experienced issues with shelving books/adding to lists, where titles aren't showing up or in the correct lists.

## CHAPTER 2: COMPETITOR ANALYSIS

*In this chapter, research was conducted to figure out who Goodreads' competitors are. The researcher compared similarities and differences and analyzed what features were most and least important to users.*

# GOODREADS VS. COMPETITORS

	GOODREADS	STORYGRAPH	LIBRARYTHING	BOOKSLOTH
UNIQUE FEATURES	<ul style="list-style-type: none"><li>• Reading challenges</li><li>• Ability to see what your friends are reading</li></ul>	<ul style="list-style-type: none"><li>• Incorporates mood and reading habits for personalized recommendations</li><li>• Add live reactions to certain parts of the book without spoilers</li></ul>	<ul style="list-style-type: none"><li>• Add books, movies and music from Amazon, plus access to the Library of Congress and more</li></ul>	<ul style="list-style-type: none"><li>• Use badges to rate books</li></ul>
STRENGTHS	<ul style="list-style-type: none"><li>• Ability to connect readers with authors</li></ul>	<ul style="list-style-type: none"><li>• Uses AI</li><li>• Looks clean, designed well</li><li>• Claims to be the “Amazon-Free Goodreads”</li><li>• Goodreads lists can be moved to StoryGraph</li></ul>	<ul style="list-style-type: none"><li>• Librarian-friendly</li></ul>	<ul style="list-style-type: none"><li>• Connects you with other readers who have similar taste</li><li>• Design appears clean and simple</li></ul>
WEAKNESSES	<ul style="list-style-type: none"><li>• Bad UX/UI</li><li>• Possible negative connotation because it’s owned by Amazon</li></ul>	<ul style="list-style-type: none"><li>• Less of a community feel</li><li>• Some claim it may not have every book</li></ul>	<ul style="list-style-type: none"><li>• Outdated website, unsure about the app</li><li>• Visually unappealing</li></ul>	<ul style="list-style-type: none"><li>• No mobile app, even though they say they have one on their website</li><li>• Unable to see friends’ reading</li></ul>
CUSTOMER BASE	150 million users	2 million users	2.6 million users	Unknown

# CORE FEATURES

	GR	SG	LT	BS
BOOK ORGANIZATION	✓	✓	✓	✓
COMMUNITY ASPECT	✓	✗	✗	✓
BOOK RECOMMENDATIONS	✓	✓	✓	✓
MOOD-TRACKING, HABIT-TRACKING, AND AI	✗	✓	✗	✗
BOOK REVIEWS	✓	✓	✓	✓

# COMPETITOR TAKEAWAYS

After researching Goodreads' competitors, it seems that StoryGraph is their main competition. StoryGraph has the second-highest customer base and brings a different aspect to book organization and recommendations. It seems unique and much more up-to-date than Goodreads because it incorporates AI to understand your reading preferences. Both LibraryThing and BookSloth aren't as visually appealing as StoryGraph and are more like Goodreads. LibraryThing has the worst design out of them all. Goodreads has everyone trumped on customer base. Millions more people use Goodreads than any other platform. Their strength lies in the age of the platform as well as their affiliation with Amazon. Goodreads must re-design its platform sooner rather than later because it's not clear that they're trying to empathize with users. They aren't putting the readers first. Users are disappointed with how it looks and how it's working.

## CHAPTER 3: PERSONAS & SCENARIOS

*In this chapter, personas were created to encourage thoughts around the types of people who use Goodreads. What kinds of people use the website? What might they be looking for?*

# PERSONA #1: SAM CLARK

**AGE:** 28

**GENDER:** Female

**LOCATION:** San Diego, California

## ABOUT

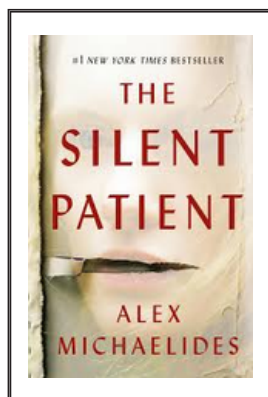
Sam takes her reading seriously. She's an avid reader and reads 50+ books per year. She likes romance, psychological thrillers, and fantasy. Sometimes, she'll read non-fiction. She loves to talk about books with friends or others who have similar interests.



## DETAILS

- Sam strives to read as much as she can. She loves to read in her free time and even runs her own book club.
- She wants to delve into other genres and currently uses Goodreads to help her with recommendations.
- Sam likes to keep track of her reading with Goodreads. She's been using it for a few years and has heard about other platforms but is overwhelmed with the thought of transferring her books to another app. She also loves how her Kindle and Goodreads are integrated and stay updated in real time.
- Even though she doesn't love the Goodreads website, she likes how they offer reading challenges every year. She strives to read 1 more book each year than the previous year. Goodreads usually allows her to see how much she's read over the years (when the platform is working). She can also see what her friends are reading!

## CURRENTLY READING



## PERSONALITY

Creative



Outgoing



Organized



## PERSONA #2: JOSH DAVIS

**AGE:** 21

**GENDER:** Male

**LOCATION:** Boston, Massachusetts

### ABOUT

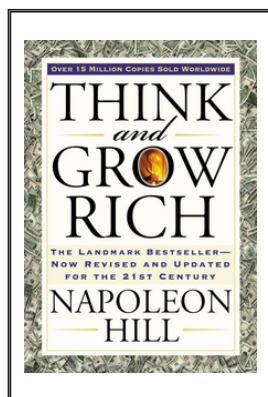
Josh is a busy college student. He enjoys reading from time to time, but it's not something he prioritizes. He likes going to the gym, watching TV, and listening to music. He mostly enjoys non-fiction and self help books.



### DETAILS

- Josh downloaded the Goodreads app because his girlfriend suggested it. He mentioned he might want to read more but wasn't sure where to find recommendations. It's hard for him to prioritize reading with school, assignments, and his other hobbies.
- Josh reads about 5 books per year. He has goals to read more and is thinking about starting a reading challenge on Goodreads. He doesn't really plan on using the app much and could take it or leave it.
- Josh finds the Goodreads app somewhat useful for recommendations but boring to use. He thinks he might try to use it more during summer break.
- He's had the same book on his shelf for a long time, and keeps going back to it every few weeks.

### CURRENTLY READING



### PERSONALITY

Analytical



Diligent



Problem-Solving



# PERSONA #3: ELIZABETH JONES

**AGE:** 62

**GENDER:** Female

**LOCATION:** Raleigh, North Carolina

## ABOUT

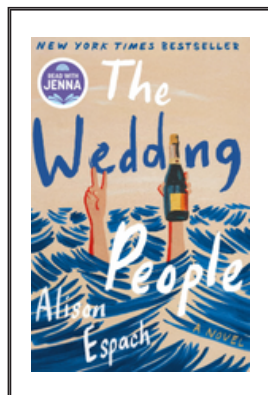
Elizabeth is a semi-new author who uses Goodreads to promote her books. She's coming out with her second book and had much success with Goodreads the first time around when it came to communicating with her audience. She loves the sense of community it gives.



## DETAILS

- Elizabeth isn't very tech-savvy, so she hired a team to help her with her online presence. She has experience working with Goodreads to promote her books. She also enjoys writing blogs here and there to share insights into her life and her writing.
- The news spoke about her last book on The Today Show with Jenna Bush Hager. Jenna has a book club on Goodreads where she included Elizabeth's last book, and it increased sales tremendously.
- Elizabeth knows that it's important to have an online presence nowadays, but she's leaving the details up to her team. She also enjoys visiting stores like Barnes & Noble to do in-person book signings.
- Elizabeth doesn't know much about other platforms she can use to promote her books online, besides social media in general.

## CURRENTLY READING



## PERSONALITY

Old-Fashioned



Hard-Working



Caring





## CHAPTER 4: INTERVIEWS

*In chapter 4, an interview was drafted in order to record more information on Goodreads users, in a casual way. These questions were open-ended and intended to understand users better.*

# INTERVIEW DESIGN

In the design process, interviews are used to understand users better. Interviews can be done 1-on-1 or with a group and are most often an organized conversation performed by a researcher. This interview script was drafted to research users of the Goodreads website to make their experience better.

It revolves around the following research question:

*How can we improve the Goodreads interface so users have a better and more organized experience?*

## Introduction

*My name is Mia Krysa, and I'm researching on behalf of Goodreads. Thank you for agreeing to sit down with me today. I understand that you use Goodreads for book recommendations, to connect with authors, and to organize and review books. We're aware of some of the troubles that users have experienced when using our platform and want to take the time to learn what might make our website better. If it's okay with you, I'm going to record this interview should I need to review some questions. This will allow me to be fully present during our conversation right now. I do not work for Goodreads, nor will they see this interview. You can be completely honest during our conversation, as the goal here is to understand how to improve the Goodreads platform.*

*Nothing you say will make me uncomfortable or hurt my feelings. If you're unsure how to answer a question or don't have an answer, just let me know, and we can move on to the next one. To be sure you understand how this information will be used, I'll ask you to please sign a non-disclosure agreement. You may not talk about this information until the website is redesigned. You are free to leave at any time. Please stop me if you have questions.*

## **Warm-Up**

*Before we jump into the interview questions, I'd like to know more about you.*

- *Would you call yourself an avid reader?*
- *What are your favorite genres of books to read?*
- *How long have you used Goodreads?*

*Now that I know a little more about you, I'd like to ask a few more general questions before we talk about the website.*

## **Body**

1. First, think about your favorite websites. What do you like most about them?

- What are your favorite features?
- What makes you inclined to visit the website?

2. How long have you used Goodreads?

- Have you had an account for months or years?
- Are you a new user?

3. How do you feel about the appearance of the website?

- Does it appeal to you?
- Do you feel like anything should be changed or added?

4. When do you visit the site, and what prompts you to visit?

- Is it only when you finish a book?
- Is it daily?

5. How do you use Goodreads?

- Are there any functionalities you think should be improved?
- How do you benefit from using Goodreads?

6. Have you experienced any glitches or technical issues when using the site?

- Any reading-challenge tracking issues?
- Feed issues?

7. Is Goodreads being owned by Amazon a factor in your usage?

- Did you know this?
- Does it make you more inclined to use it or less inclined?

8. Are you a member of any of the groups or discussion boards on Goodreads?

- If so, which ones?
- If not, why?

9. Do you only have experience with the website, or the app, too?

- Which do you like using better?
- Which one feels easier to use?

Do you find Goodreads to be reliable as far as recommendations and reviews?

- If yes, how?
- If not, why? What would make recommendations and reviews better?

## Cooling-Off

*Thank you so much for all of your thoughts. They were helpful and insightful. Is there anything else you'd like to comment on or add about your experience with Goodreads? Is there anything I could've done that would've made this interview better?*

## Wrap-Up

*Since the interview is over, I will be turning off the recording now. Again, thank you for taking the time to speak with me!*

## CHAPTER 5: SURVEYS

*In this chapter, surveys were created with reasoning for why each question was asked. The survey was designed to better understand users and their interactions with Goodreads, as well as what could be improved or changed on the website.*

# SURVEY DESIGN

Welcome to the Goodreads Website Survey. This survey was designed to better understand Goodreads' users and their goals in interacting with the platform.

## Goodreads Site

### Link to the Live Survey

1. What is your age?

- a. Under 18 years
- b. 18-29 years
- c. 30-49 years
- d. 50-65 years
- e. Over 65 I wanted to ask this question to understand which age group most prominently uses Goodreads.

*All age ranges read books, but which age range most uses a platform to organize and share their reading? We can then design with that age group in mind.*

2. What is your gender?

- a. Male
- b. Female
- c. Other \_\_\_\_\_
- d. Prefer not to say

*This question helps us understand which gender uses Goodreads most. Is it more popular among females or males? Colors, language, and the way information is relayed are all things that men and women may view differently while navigating a website.*

## SURVEY DESIGN

3. How many books do you read per year?

- a. 0-10 books
- b. 11-20 books
- c. 21-30 books
- d. 31-40 books
- e. 41-50 books
- f. 50+ books

*This question helps distinguish the types of readers using Goodreads. Do they range from readers who read 0-5 books per year or readers who read 50+?*

4. How do you use Goodreads?

- a. As a reader
- b. As an author

*The two types of people who use Goodreads are readers and authors. I want to see if it's more popular among readers or for authors to promote their work. This will help us figure out if our design should continue to be geared towards readers or add more elements for authors. How do they want to view the platform?*



# SURVEY DESIGN

*5. How often do you use Goodreads over the course of one year?*

- a. Daily*
- b. Weekly*
- c. Monthly*
- d. Quarterly*
- e. About once a year*
- f. Less than once a year*

*As a Goodreads user, how often do people log on? With this question, I wasn't sure of the best way to separate segments of time.*

*6. How long have you been a member of Goodreads? (You can find the month and year you joined on your profile.)*

- a. MM/YEAR\_\_\_\_\_*

*I'm curious to know how long Goodreads users have been active. Are people still creating accounts like they were in 2006-2007 when it launched? Has the creation of new accounts slowed down?*

*7. What are the reasons you use Goodreads? Select all that apply. a.*

*It's the most popular among users*

*b. I prefer it over other websites*

*c. I haven't researched other similar platforms*

*d. It connects to my Kindle*

*e. To connect with like-minded people*

*f. Other \_\_\_\_\_*

*I wanted to ask this question to understand why people gravitate towards Goodreads and why they continue to use it. The answer choices can apply to both authors and to readers who use the platform.*

# SURVEY DESIGN

8. What feature on the website is most important to you?

- a. Reviews
- b. Reading Challenges
- c. Discussions/Groups
- d. Recommendations
- e. Making lists/Organizing

9. What feature on the website is least important to you?

- a. Reviews
- b. Reading Challenges
- c. Discussions/Groups
- d. Recommendations
- e. Making lists/Organizing

*Both of these questions seek to uncover what users love most about Goodreads. What do they repeatedly go to Goodreads for? What could they do without? What makes the website most useful?*

10. How do you browse Goodreads?

- a. Only Phone
- b. Only Desktop
- c. Both, and the content is the same
- d. Both, and the content is different

*I asked this question because I want to know if people visit the website on their desktop or use the mobile app more. If more people use the app, maybe this is why the website has been neglected. Where should our focus be?*

# SURVEY DESIGN

11. Have you experienced any of these issues when using Goodreads? Select all that apply.

- a. Glitches with Reading Challenges
- b. I can't see my friends' activity
- c. Mobile app crashing
- d. Issues with signing in
- e. Other \_\_\_\_\_
- f. None

*For this question, I researched reviews on the Apple app store. I went through countless reviews and found the main reasons (with bugs/software) people don't like the app. I want to see if everyone is experiencing the same bugs/glitches, and focus on what needs to be fixed first.*

12. Does Goodreads' appearance affect how much you use the platform? (i.e. design, graphics, aesthetic are nice, clean, and organized...making you want to use the platform more, for example.)

- a. Yes
- b. No

*The appearance of the website/app was one of the main reasons I gravitated towards Goodreads for this project. I felt it was extremely cluttered, outdated, and lacked flow. I'm curious to know if other users notice the same issues.*

## SURVEY DESIGN

13. Do you ever browse Goodreads auto-generated lists and/or recommendations?

- a. Yes
- b. No

*I think it would be a good idea for Goodreads to re-vamp their auto-generated lists. Other platforms, like StoryGraph, uses AI to give accurate recommendations to their readers based on their mood or frequently read genres. The following question is related to question 11. I think users could get more out of Goodreads if the software actually paid attention to users' likes and dislikes.*

14. If you answered yes to question 11, do you feel like the lists and recommendations are accurate according to your interests?

- a. Definitely
- b. Somewhat
- c. Not really
- d. Not at all

# SURVEY DESIGN

15. How often do you browse the “News & Interviews” tab on Goodreads?

- a. All the time
- b. Sometimes
- c. Never

*I asked this question because I feel like a lot of the content on Goodreads is spread out into different tabs and pages, when a lot of the content could be combined. The “News & Interviews” tab is extremely similar to the “Lists” and “Explore” pages. The “News & Interviews” pages could easily be rebranded as a “Blog” page to differentiate itself. There’s just so much info that could be streamlined. If the “News & Interviews” tab is never used, there’s an opportunity to condense everything into one or two tabs. Maybe blogs and interviews are scattered among lists and recommendations.*

16. Are you a member of any of the discussions and/or groups on Goodreads?

- a. Yes (this includes being a member of 1 or more groups and/or discussions).
- b. No (none at all).

*I find that many people do enjoy the social aspect of Goodreads. But how many people are actually present in groups and/or discussions? I find that a lot of people discuss books on other platforms like Instagram or Facebook. In the re-design, is the social element something we must prioritize?*

## SURVEY DESIGN

17. Do you like to see what your friends are up to on Goodreads?

- a. Yes. I like the live feed element on Goodreads and to see their progress.
- b. No. It doesn't really matter to me.
- c. I don't have friends on Goodreads.

*This question helps identify if people are using the Goodreads app because they can see what their friends are reading. In my opinion, it's motivating to see what others are reading, and I enjoy seeing their progress and ratings throughout a book.*

18. Do you find the 5-star rating method to be effective in reviews on Goodreads?

- a. Yes, I don't think it needs to be changed.
- b. No, it's not effective. I think it would benefit users to have a ½ star rating method.

*When researching Goodreads' competition, a lot of users brought up the fact that Goodreads doesn't have an option to rate something a ½ star. This skews many reviews because people have to round up or down a star on their reviews. This helps make reviews more accurate.*

## SURVEY DESIGN

19. How likely would you be to recommend Goodreads to a friend?

- a. I wouldn't
- b. Not likely
- c. Likely
- d. Very likely

*This question was asked to understand if Goodreads would be recommended to other possible users (or not).*

20. Have you ever thought about using an alternative to Goodreads?

- a. Yes (something like StoryGraph, LibraryThing, or Booksloth).
- b. No, I haven't considered anything else.

*I asked this question to see how likely Goodreads users are to stray to a different platform. This will give us insight into how Goodreads can diversify from its competitors.*

21. Overall, how satisfied are you with the Goodreads platform?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extremely dissatisfied	Moderately dissatisfied	Slightly dissatisfied	Neutral (neither satisfied or dissatisfied)	Slightly satisfied	Moderately satisfied	Extremely satisfied

*This question was asked at the end of the survey to determine user satisfaction or dissatisfaction with Goodreads overall.*

## CHAPTER 6: CARD SORTING

*Card sorting is a technique used when researching how people think content should be named and organized. In this case, respondents were given the names and descriptions of different pages found on the Goodreads website and asked to categorize them.*



# CARD SORTING

Card sorting is a technique used when researching how people think content should be named and organized. In this case, respondents were given the names and descriptions of different pages found on the Goodreads website and asked to categorize them. Respondents did not have the option to create their own categories, but had to place them into categories that were already made. This is called a closed-card sort. The main goal was to see if respondents categorized cards in a way that meant we could condense information on the Goodreads website.

The website used for the card sort is [uxtweak.com](https://uxtweak.com). The free version of the site offers a maximum of 20 cards, not including the categories. I would have liked to create more cards, but didn't have the option to as I wanted to keep this as free as possible. I tried to describe and include the most important information on the cards, so the respondents had some context.

The main question that the cards seek to answer is:

*How can the information/pages on the Goodreads website be condensed to offer a more clean, stream-lined navigation center?*

# CARD SORTING

## PARTICIPANTS

This card-sorting exercise includes 4 respondents, from different backgrounds, ages, and familiarity with Goodreads. All participants are friends and family of the head researcher.

- 1 full-time middle school student, age 13, female, semi-familiar with Goodreads
- 1 full-time life sciences executive and mother, age 57, female, new to Goodreads
- 1 full-time nurse, age 26, female, familiar with Goodreads
- 1 full-time shipping and logistics manager, age 24, male, not familiar with Goodreads

The participants were given the card-sorting link via SMS and the exercise was done remotely

# CARD SORTING

## SCRIPT

### **Intro:**

*Hello! Thank you for taking the time to participate. This activity shouldn't take more than 10 to 15 minutes to complete. Your response will help us better understand how people perceive the various contents of the Goodreads website.*

*Here's how it works:*

- 1. You will be presented with a list of cards.*
- 2. Drag and drop the cards into the categories you think they fit the most.*
- 3. If you change your opinion, feel free to move the cards between the different categories until you're satisfied.*
- 4. Once done, click Finish to complete the card sort.*

### **Wrap up:**

*All done! Thanks again for your participation. Your feedback is incredibly useful in helping us understand how people perceive the various contents of Goodreads, so that we can make the website easier to use. You may now leave this webpage or close the website.*

# CARD SORTING

## RESULTS

### Respondent 1

Time taken: 4:33 m

No experience with Goodreads, 24 y.o, male

#### Respondent 1 sorted:

- 2 cards in the Contact category
- 5 cards in the Browse category
- 6 cards in the Community category
- 4 cards in the Home category
- 2 cards in the Authors category
- 1 card in My Books category

### Respondent 2

Time taken: 4:26 m

2 years experience with Goodreads, 13 y.o. female

#### Respondent 2 sorted:

- 2 cards in the Contact category
- 3 cards in the Browse category
- 5 cards in the Community category
- 4 cards in the Home category
- 1 card in the Authors category
- 5 cards in the My Books category

# CARD SORTING

## RESULTS

### Respondent 3

Time taken: 11:09 m

6 months experience with Goodreads, 57 y.o. Female

#### Respondent 3 sorted:

- 2 cards in the Contact category
- 3 cards in the Browse category
- 2 cards in the Community category
- 6 cards in the Home category
- 2 cards in the Authors category
- 5 cards in the My Books category

### Respondent 4

Time taken: 3:53 m

2 years experience with Goodreads, 26 y.o. female

#### Respondent 4 sorted:

- 1 card in the Contact category
- 6 cards in the Browse category
- 5 cards in the Community category
- 5 cards in the Home category
- 2 cards in the Authors category
- 1 card in the My Books category

# CARD SORTING

## ANALYSIS

Since I used uxtweaks.com, I found the analysis portion of this week's assignment very difficult. The website makes you pay if you want to see the data from your card-sorting experiment in an organized form. I did not have access to the raw data!

## SIMILARITY MATRIX

Cards	Home	My Books	Browse	Community	Contact	Authors
Book Shelves (includes a user's to be read, c...	50%	50%	0%	0%	0%	0%
Reading Challenge (set a goal to read more e...	50%	50%	0%	0%	0%	0%
Recommendations(i.e. "Here are some books...	50%	0%	50%	0%	0%	0%
Lists (featured lists -- i.e. kindle unlimited rec...	50%	0%	25%	25%	0%	0%
My inbox (private messages from friends or a...	50%	0%	0%	0%	50%	0%
News & Interviews (i.e. articles like "9 New B...	25%	0%	25%	25%	0%	25%
Choice Rewards (Reader's favorite books of t...	0%	50%	25%	25%	0%	0%
Favorite Genres (includes lists of books withi...	25%	50%	25%	0%	0%	0%
Kindle Notes & Highlights (this is a feature fo...	25%	50%	25%	0%	0%	0%
Explore (This page includes blog titles, and li...	25%	0%	75%	0%	0%	0%
Book reviews (open-ended reviews and ranki...	0%	25%	50%	25%	0%	0%
Giveaways (Enter to win free books sponsore...	25%	0%	50%	0%	0%	25%
New Releases (new books from authors on y...	25%	0%	50%	0%	0%	25%
Discussions & Groups (discussions can be he...	0%	0%	0%	100%	0%	0%
Updates on friends reading, reviews, challen...	0%	0%	0%	100%	0%	0%
People (a list of all Goodreads users. This is s...	0%	0%	0%	75%	25%	0%
Quotes (all popular or highlighted quotes fro...	25%	25%	0%	50%	0%	0%
Company information (about us, careers, etc)	25%	0%	25%	0%	50%	0%
Connect links (Goodreads' instagram, facebo...	25%	0%	0%	25%	50%	0%
Ask the Author (this page brings you to a for...	0%	0%	0%	0%	0%	100%

# CARD SORTING

## RESULTS MATRIX



# CARD SORTING

## RESULTS

- "Ask the Author" was placed exclusively under Authors by all four participants.
- "Discussions & Groups" and "Updates on friends" reading, reviews, and challenges were both placed under Community.
- "People" was also mostly categorized under Community (3/4).
- "Favorite Genres" was mostly placed in My Books (2/4) but also appeared under Home and Browse.
- "Kindle Notes & Highlights" only appeared in My Books and Home but not in other categories.
- 3 respondents placed "Explore" in Browse, but one person placed it under Home.
- "Recommendations" was evenly split between Home and Browse.
- "New Releases" and "Giveaways" appeared under Browse but also showed up in Home and Authors.
- "Company Information" was placed in Home, Browse, and Contact, showing uncertainty about where it best fits. This makes sense, as information about company contact can mostly be found on the footer of websites since it's general information rather than information specific to one page.



# CARD SORTING

## KEY TAKEAWAYS

- Users generally agreed on social and community-related features, grouping them under Community.
- My Books mostly contained personal reading-related features.
- Features related to discovering new books were mostly placed under Browse but some users put them under Home.
- Some navigation elements, like company info and social links, were not placed consistently, suggesting potential confusion about their ideal location.

# CARD SORTING

## POSSIBLE SOLUTIONS

- Based on the information from the card-sorting exercise, it's clear that there must be a differentiation between the Home and My Books tabs. Users placed both the "Book Shelves" and "Reading Challenge" in both of these categories, so there needs to be a clearer distinction. The home tab should contain updates, recommendations, and new releases, and not updates on others' reading, which is what Goodreads currently offers.
- While people love the community aspect of Goodreads, there should be a way to differentiate between someone's own reading and others' reading. This is where the Community tab comes in. The Community tab should include things like discussions & groups, as well as updates on friends' reading, and the "People" page, which shows all users on Goodreads.
- Instead of information being scattered throughout the website on various pages, the Browse tab should hold all discovery features on Goodreads. This includes the recommendations page, new releases, lists, and giveaways.

## CHAPTER 7: DIARY STUDIES

*Diary studies are studies done to collect data about users over a longer period of time. Diary studies are most often structured studies with a set of questions for users to answer. Users can self-report and leave unbiased information. In this case, a mock diary study was made to attempt to answer how well Goodreads performs.*

# DIARY STUDIES

Goodreads is a website that encourages users to organize and track their reading habits. Their tagline is: “Meet your next favorite book”. While we’ve conducted interviews and surveys to collect information on how users interact with the site, this diary study will seek to uncover if using Goodreads encourages users to read more. We also want to look into the quality of the recommendations that Goodreads gives users. Goodreads’ competitors use AI to give personalized recommendations based on users’ moods and reading habits, whereas Goodreads only uses the reader’s history to give recommendations. Will you really meet your next favorite book?

What questions does this diary study attempt to answer?

- “How effective is the Goodreads website at encouraging users to read more?”
- “How accurate are Goodreads book recommendations?”

# DIARY STUDIES

**What questions/tasks are you expecting your participants to do?** Participants will be asked to complete one entry per month. Assuming that average readers read about 1-5 books per month, this will give them time to read enough books per month so they can form an opinion. If a user wants to enter more data than once a month, they will have the option to do so. If a user did not visit Goodreads (or use Goodreads to find their next book to read), there will be a question that addresses that.

- Did you use Goodreads this month to find your next read?
- How many books did you read this month?
- Are you participating in the 2025 reading challenge?
- Did you find any new books outside of Goodreads this month?
- Did you add more books to your “To-be-read” list this month?
- How often did you use Goodreads to look at reviews/ratings for your next read?
- Did you take suggestions from Goodreads “recommended page”?
  - If so, how accurate was Goodreads' recommendation to your taste?

*These questions establish if users visited the Goodreads website that month. It also established whether or not they used Goodreads' recommended feature, as well as the reviews/rating pages to find their next book. These questions are open-ended so users have the opportunity to explain whether or not Goodreads' did an accurate job in predicting their next favorite read, as well as encourage them to read more.*

# DIARY STUDIES

## **How many people will you include in your sample?**

This study will include 20 people. Each person must submit at least one entry per month. If they want to add more data, they will have the option to do so. Any more than 20 people might give an overwhelming set of data to review. If every reader were to read 5+ books a month, they might be interacting with Goodreads at least 100 times per month or more.

*20 people ensures that there will be enough diversity among the group. It also takes into consideration the variety of people's reading habits, spending habits, and use of the site.*

## **How will you choose your sample (sample type?)**

Assuming that users have access to Goodreads, means they most likely have access to the internet on a desktop or on their phone. Users will be invited to participate in the study through a pop-up when they log onto Goodreads. The user must agree to participate in the study for 3 months. The user will first be given a free book of their choice for entering the study. Each month they participate, they'll be given one credit—but they must answer the required questions. One credit equals one free book purchase through Goodreads (either a physical copy or on their Kindle). This means that the users have the opportunity to receive 4 free books over the course of 3 months.

*Using the pop-up method to encourage participants to join the study is helpful because it's users who are already using Goodreads. We aren't asking anyone to begin using it for the study.*

# DIARY STUDIES

## **What kind of method/format will you use and why?**

We will invite users to apply to the study through the pop-up, but they will make entries in a form over email. E-mails are an effective and fast way to communicate. Participants will receive monthly emails to complete their monthly questions, as well as reminders and an option to add additional information if they want to. Conducting this study online will also avoid any issues with mail or illegible handwriting. Participants must provide an email to join the study, so everyone participating must have access to their email.

*Email seems to be the easiest way to communicate with participants. It's free, fast, and accessible to almost everyone. If users forget to submit their entries, we can also send reminders through email.*

## **What are the potential benefits and drawbacks of this method?**

Benefits:

- Email is free, fast, and accessible.
- No need to decipher handwriting
- Instant submissions

Drawbacks:

- Not everyone is good about checking their email
- Some may not know how to fill out forms online or click attachments in an email
- We will miss out on participants who don't use their email

*The explanation above also applies here!*

# DIARY STUDIES

## How long will the study last?

The study will last over a period of 3 months. One entry per month ensures that users won't get burnt out or bored with the study. Users must participate every month for 3 months. They will also be reminded of the free-book incentive that allows them to receive 4 free books over the course of the study!

*3 months gives us enough time to evaluate people's reading habits and their interactions with Goodreads. One month, they might read 1 book, whereas the next month, they might read 5. This length of time allows for variety. Even if users read 1 book a month for the next 3 months, that's enough data to help us figure out if Goodreads played a role in finding their next read.*

## How will you analyze the results?

The data will be observed every day to check for abnormalities. When analyzing the data over time, we will use the Affinity Diagram method. Affinity diagrams are quick, useful, and helpful because you can visually see the data in front of you. Key points will be taken out of participants' open-ended answers and written on index cards. The index cards will then be shuffled and placed onto a wall, where they must be grouped together by similar findings. It's useful because researchers can actually visualize the data. Using this method encourages new ideas and open-mindedness throughout the research team.



# DIARY STUDY MOCKUP

## SCRIPT

### Introduction

*Hello and thank you for participating in this diary study. The purpose of this study is to gain insight on the ways users are using Goodreads, as well as how often, and what we can do to improve the website. You will be asked to submit 3 required diary entries over the course of 3 months, as well as having the option to submit more “pop-up” entries throughout the 3 months (if you wish). In the diary entries, we’ll ask you to provide a detailed summary explaining your experience with Goodreads. You will remain completely anonymous throughout.*

*Each entry should take approximately 15-30 minutes, depending on how much information you want to include.*

*This study will happen over a 3 month period. If you’re reading this, it means you’ve already agreed to participate, which means you’ve been given a free book of your choice for entering the study. If you complete the 1 required entry over the next 3 months, you will receive 3 more free books of your choice. Additional entries are encouraged and accepted. We will communicate over email and remind you to complete your entry each month.*

*The study will begin on February 1st, 2025, and run until May 1st, 2025.*

# DIARY STUDY MOCKUP

## QUESTIONS

1. Did you visit the Goodreads website this month?
  - a. Yes
  - b. No
  
2. If so, what did you visit the website for?  
*(Open-ended response)*
  
3. Were you able to find the information you were looking for?
  - a. Yes
  - b. No
  - c. Other *(please explain)*:
  
4. Explain the steps you took to find the information you were looking for.  
*(Open-ended response)*
  
5. Did you need to use any other sources?
  - a. Yes
  - b. No
  
6. If yes, what are the sources? If no, please ignore this question.  
*(Open-ended response)*
  
7. On a scale of 1-10, please rate how successful you were when visiting the Goodreads site this month (1 being not successful at all, to 10 being extremely successful).

## CHAPTER 8: HEURISTIC EVALUATION

*In this chapter, the researcher created a heuristic evaluation on Goodreads. This is a method used to rank a website's "user-friendliness". In this case, how easy was it to find a new book to read?*

# HEURISTIC EVALUATION

A heuristic evaluation is a way to see if a website, app, or product is user-friendly. Instead of asking real users, a few usability experts go through it and look for issues based on a set of best practices (called heuristics). The most common set of heuristics comes from Jakob Nielsen and includes things like keeping things consistent, making navigation clear, and helping users recover from mistakes.

The following pages will explain each heuristic and rank Goodreads on a scale of 0-4 when tasked with finding a new book to read, 0 being *no severity* and 4 being *catastrophic*.

# HEURISTIC EVALUATION

SEVERITY: 0 – NO PROBLEM | 1 – COSMETIC | 2 – MINOR | 3 – MAJOR | 4 – CATASTROPHIC

HEURISTIC	RANKING	EXPLANATION
1. Visibility of system status: the design should always keep the user informed about what's going on	1	When searching for a new book on Goodreads, I might click on Browse > Recommendations. The user is immediately brought to a recommendations page with books that Goodreads thinks they will like. If the user types in a book title or author, the search bar will offer suggestions.
2. Match between the system and the real world: the design should use words, phrases, and concepts familiar to the user	1	When searching for a new book, one might also click on New Releases or Explore. All titles, articles, and lists are easily digestible and often witty or trendy.
3. User control and freedom: users need a clearly marked "emergency exit"	2	There are no "back buttons" throughout the Goodreads website. Users are forced to hit the back button on the website browser instead, which might be annoying or make them lose their place.
4. Consistency and standards: users should not have to wonder whether different words, situations, or actions mean the same thing	3	Goodreads is guilty of being repetitive throughout their entire website. Page names or categories are repetitive and often mean the same thing, but are named differently. Or, similar pages can fall under the same one, rather being separate. I.e. new releases and/or explore.

# HEURISTIC EVALUATION

SEVERITY: 0 – NO PROBLEM | 1 – COSMETIC | 2 – MINOR | 3 – MAJOR | 4 – CATASTROPHIC

HEURISTIC	RANKING	EXPLANATION
5. Error prevention: eliminate error-prone conditions	0	Through my research on Goodreads, users have many issues when interacting with the website and app as far as organization and software. However, there aren't many issues that come up when it comes to finding a new book to read. If a user makes a spelling mistake in the search bar for example, Goodreads will still populate what it thinks the user meant to say.
6. Recognition rather than recall: Minimize the user's memory load by making elements, actions, and options visible	0	If anything, Goodreads does this too well. When searching for a new book to read, regardless of what tabs or pages the user clicks through, there will almost always be more links or pages suggested. Goodreads is cluttered with information, but in this instance, it helps with minimizing the user's memory load. They can just keep clicking.
7. Flexibility and efficiency of use: shortcuts – hidden from novice users, may speed up the interaction for the expert user	0	Similar to the scenario in the above heuristic, Goodreads users are inundated with information, links, and pages to click on. When finding a new book to read, there are many shortcuts and links, available for both inexperienced and experienced users, so efficiency is not a problem.

# HEURISTIC EVALUATION

SEVERITY: 0 – NO PROBLEM | 1 – COSMETIC | 2 – MINOR | 3 – MAJOR | 4 – CATASTROPHIC

HEURISTIC	RANKING	EXPLANATION
8. Aesthetic and minimalistic design: interfaces should not contain information that is irrelevant or rarely needed	4	Goodreads is not minimalistic. This was one of the main issues that drew me towards it for this project. It doesn't prioritize any content over the other. Users are overwhelmed with info. All of the information <i>could</i> be deemed useful, but it could also be condensed and refined.
9. Help users recognize, diagnose, and recover from errors: error messages should be expressed in plain language, not error codes	2	I did not experience any errors or error codes when trying to find a new book to read, but have seen that other Goodreads users have, in other situations. 403 error Forbidden error codes have popped up in the past.
10. Help and documentation: it's best if the system doesn't need any extra explanation. However, it might be helpful to provide additional info should the user need help.	1	While the website is pretty intuitive to use, there aren't any "how-to's" to explain how a user should find a new book to read. There are so many ways and tabs to explore that, a user could intuitively click around to achieve their goal. Maybe for new users, there should be a "tour" around the website.

## CHAPTER 9: USABILITY TESTING

*Usability testing is a technique used in the design process where users are presented with tasks to determine how a website or product is used. There's no right or wrong way to go about usability testing – what matters is how each user interacts with a website. In this case, three users were presented with 5 tasks to complete on the Goodreads website to understand the usability of the site.*



# USABILITY TESTING

## INTRODUCTION

Goodreads is a website that users visit to research books, find recommendations, leave reviews, and keep track of their reading history. Three participants were asked to complete a usability test for the Goodreads site. All participants have varying experience with using the site. Each participant was given 5 tasks to complete and were encouraged to think aloud. Each test was conducted by researcher Mia Krysa over Zoom or in person. The participants were informed (and consented) that their tests would be recorded to provide the researcher with the ability to look back on details from each task. Participants were asked questions before and after the testing session to make them feel more comfortable and to get a general understanding of their internet usage and familiarity with different websites. Participants were also unaware of any of the tasks or questions asked before the test, to not skew any results.

# USABILITY TESTING

## TESTING OVERVIEW

The testing sessions were administered both over Zoom or in-person on the week of February 23, 2025. The tests were recorded and conducted in a quiet area with no distractions. Each participant was given and signed a consent form that stated their tests would be recorded and used for research purposes only. They were also informed that they were not being judged on their knowledge of the website, but the website's ability to offer effective usability. A copy of the consent form can be found at the end of this section.

Each session took approximately **30** minutes to complete, including warm-up questions and wrap-up questions. Participants 1 and 2 were already familiar with the Goodreads website, while Participant 3 had no prior interactions with the site.

# USABILITY TESTING

## METHODOLOGY

The participants were family and friends of the head researcher and were happy to provide their time for free. Their names have been kept confidential and will be referred to as Participants 1, 2, and 3. All of the participants were also used in the card-sorting study completed the previous week.

Throughout the process, participants were encouraged to use the “think-aloud” protocol to give the researcher a better understanding of their thought process in each task. In some instances, participants were loosely guided by the researcher (but not too much, so as to not skew results or individual thought processes). At the beginning of the test, the researcher reiterated that this test was to evaluate the website and not their abilities.

# USABILITY TESTING

## WARM UP QUESTIONS

Before jumping into the tasks, participants were asked the warm-up questions listed below.

1. What is your occupation?
2. Roughly, how many hours a week do you use the internet?  
This includes time related to your job/school, and free time.
3. How do you spend your time on the internet?
4. What are your favorite websites or apps?

## HOME-PAGE TOUR

Next, participants were given an overview of the homepage on Goodreads. If they already had a Goodreads account, they're encouraged to stay signed in if their information was saved. They were told not to click anything yet, but that they could scroll and form initial opinions. They were then asked what their initial thoughts were about the website.

# USABILITY TESTING

## TASKS

After an introduction to the homepage, participants were presented with one task at a time. They were not given all five at once as to not get overwhelmed. Participants were not allowed to hear the tasks before the testing session so they did not have time to prepare. While the tasks were being asked aloud, participants were also given a written copy of the task (in person), or the task was written in the chat over Zoom. Participants were asked to not use the search bar to complete the tasks.

Participants were asked to begin on the homepage for each task.

1. Imagine you're looking for a new book to read. You want to find out what's trending right now and what most people are reading in a genre that you're interested in.
2. Imagine you want to create a new list where you can keep track of the books you've already read. You've read a lot of books, and you'd like to know the exact number (for fun, and so you can make sure you don't re-read anything you didn't enjoy). Add a new book to the list.
3. Imagine you want to leave a review for a book you've just finished. You'd like to leave a star rating, and also type in some thoughts. Read other reviews.

# USABILITY TESTING

## TASKS

4. Imagine you want to see what your friend is currently reading. You're also interested in seeing if she's involved in the current reading challenge and want to know how many books she's read this year.
5. Imagine you want to submit a question to your favorite author about a book of theirs you just finished. You'd be interested to see what other questions people are asking as well.

## POST- TASK QUESTIONS

After completing the tasks, the participants were asked a few post-task questions to evaluate their overall impression of the website.

1. What is your overall impression of the site?
2. Is there anything that stands out to you that you would change?
3. Do you have any additional questions for me?

Participants were then thanked for their time and participation.

# USABILITY TESTING

## SCRIPT *Script template via Steve Krug*

*Hello! My name is Mia Krysa, and I'm going to be walking you through this session today.*

*You probably already have a good idea of why we asked you here, but let me go over it again briefly. We're asking people to try using a site that we're working on so we can see whether it works as intended. The session should take less than an hour. The first thing I want to make clear right away is that we're testing the site, not you. You can't do anything wrong here. As you use the site, I'm going to ask you as much as possible to try to think out loud: to say what you're looking at, what you're trying to do, and what you're thinking. Also, please don't worry that you're going to hurt our feelings. We're doing this to improve the site, so we need to hear your honest reactions.*

*If you have any questions as we go along, just ask them. I may not be able to answer them right away, since we're interested in how people do when they don't have someone sitting next to them to help. But if you still have any questions when we're done I'll try to answer them then. And if you need to take a break at any point, just let me know.*

# USABILITY TESTING

## SCRIPT

*If you would, I'm going to ask you to sign a simple permission form for us. It just says that we have your permission to record you, and that the recording will only be seen by the people working on the project.*

*Ok – before we jump into the test, I'd like to ask you a few questions.*

- *What is your occupation?*
- *Roughly, how many hours a week do you use the internet?*  
*This includes time related to your job/school, and free time.*
- *How do you spend your time on the internet?*
- *What are your favorite websites or apps?*

*Thank you for those answers. Now, let's take a look at the Goodreads homepage. You can scroll if you want, but don't click on anything yet.*



# USABILITY TESTING

## SCRIPT

*What strikes you about the homepage? Is there anything that immediately stands out? Can you tell what the website is for?*

*Thanks. I'm now going to give you task to complete, one at a time. I will read it aloud and give you a copy of the task written down. I'm also going to ask you to do these tasks without using the search bar. Again, please think aloud as much as you can as this will help us understand your thought process.*

*Thank you so much for your time. I just have a few more questions left for you and we can wrap up.*

- *What is your overall impression of the site?*
- *Is there anything that stands out to you that you would change?*
- *Do you have any additional questions for me?*

*We are all set! Thank you for your participation. Your perspective has been very helpful.*

# USABILITY TESTING

## PARTICIPANT INFORMATION

### Participant 1

- Test administered on February 28th in person
- Female
- 13 years old
- Student
- Uses the internet around 70 hours/week
- Types of sites browsed: Tiktok, Instagram
- Favorite site(s): TikTok, Instagram, WNBA stats

### Participant 2

- Testing administered on February 28th in person
- Female
- 57 years old
- VP of Data Management at a life sciences company
- Uses the internet around 30 hours/week
- Types of sites browsed: social media, cooking websites, shopping
- Favorite site(s): Instagram

### Participant 3

- Testing administered on February 28th over Zoom
- Male
- 24 years old
- Full time Amazon employee
- Uses the internet around 50 hours/week
- Types of sites browsed: Tiktok, Instagram
- Favorite site(s): Tiktok

# USABILITY TESTING

## TIME TAKEN TO COMPLETE EACH TASK

	Task 1	Task 2	Task 3	Task 4	Task 5
Participant 1	1:05	2:33	1:38	1:45	5:31
Participant 2	1:30	1:08	1:34	1:13	3:21
Participant 3	3:45	2:26	2:33	1:39	4:02

## CONCLUSIONS

Participant 1 was familiar with Goodreads on a very basic level. They didn't have issues with much of the website. This test was performed on a Macbook, which they weren't used to using, so that was one of the only issues that came up during the test. They found Task 5 to be the most difficult and tedious (which was to leave a question for the author). It took them a long time to find that option, even though it was located in the navigation bar. It didn't make sense to them that when visiting an author's page, there wasn't an option to ask a question. You had to specifically navigate to the "Ask the Author" tab.

# USABILITY TESTING

Participant 2 was already familiar with Goodreads and had a much easier time completing the tasks. They navigated the site efficiently but still noted that some categories, like trending books, could be better organized. They appreciated the platform's interactive and social aspects but suggested improved filtering options for reviews. While they acknowledged that newer users might struggle at first, they felt that Goodreads was intuitive for regular users.

Participant 3, a new user, found Goodreads a bit overwhelming. They struggled with navigation, especially when trying to find trending books and the author Q&A section. While they liked the social and community features, they felt that certain elements could be more streamlined, like having a dedicated "Trending Now" section on the homepage. Overall, they were able to complete all tasks, but it took them longer to find what they needed compared to more experienced users.

# USABILITY TESTING

## POSSIBLE SOLUTIONS

- Make trendy books easier to find
  - A dedicated "Trending Now" section on the homepage would save users from digging around to see what's popular. It would also shorten the process, as they wouldn't have to search around through different pages.
- Simplify the author Q&A process
  - Instead of making users hunt for the "Ask the Author" tab, there should be a clear option to submit a question directly from the author's page.
- Better review filtering options
  - Adding more filtering options for reviews would help users find the most relevant ones faster, whether they want top-rated, most recent, or more critical reviews.
- Clarify book list privacy settings
  - Some users weren't sure if their reading lists were public or private. A quick explanation when creating a list would clear up the confusion.
- Improve friend activity tracking
  - Making it easier to check out a friend's reading challenge progress or current reads would make the social aspect of Goodreads more user-friendly.