UX Portfolio Project Design Document
(Author's Website)

Project Objective

For this project I intend to build a website for mystery author Julia Spencer-Fleming. I decided on Spencer-Fleming as my author of choice because I am a particular fan of her Anthony, Agatha, and Macavity Award-winning The Rev. Clare Fergusson & Russ Van Alstyne Mysteries series. Furthermore, although Spencer-Fleming does take part in a shared blog with other writers, she does not already have an official site established.

An author's website is an important source of information, including an author's backlist, recent and upcoming releases, scheduled events, social media links, and in some cases even a blog. If an author is lacking a site, users have to search various sources on the internet (like Goodreads or Facebook) for facts or news, which may or may not be accurate.

For my target user, in this case a reader (either current or potential), I want to create a centralized source of information on the author's work and the author as a whole. By doing so I hope to help users find whatever information they are looking for, whether it is a release date for an upcoming book or an "About Me" of the author. I think the project could be counted as a success if users who visit the site are interested enough to go out and borrow or buy Julia Spencer-Fleming's books.

Design Methodology

I plan to utilize a modified waterfall approach, combining the structure of a pure waterfall approach with some of the fluidity and iterative processes of an agile approach. I think it's the best option for my project because after an initial planning process, it allows me to work through the define, design, and develop phases while allowing changes to my design before deploying my final project. For instance, within the design phase I'll be able to test my wireframes with users and take into account user feedback.

I might find some challenges in picking an interview method and conducting quality stakeholder interviews, since I have a lack of experience in that. It might also be challenging to produce high-fidelity wireframes in a short amount of time. Overall it will be interesting to work on a design project individually as opposed to working in a small team.

User Groups

My two User Groups are Potential Readers and Current Readers of Julia Spencer-Fleming. Potential Readers are interested in finding something new to read and want personal insight into the author to see if they want to read one of her books. Their age range is between their 20s-40s, and they find books to read based on recommendations from others (friends, Goodreads, etc.). They read both hard copy and digital books, and buy them online and from bookstores. They have never heard of Julia Spencer-Fleming before, but like a variety of genres of books and so are open to recommendations and finding out more about the author.

Current Readers also want to learn more about the author as well as keep track of new releases. They also want to know more about Spencer's books, such as which book they need to read next in the series. Current Readers' ages range from the 20s-40s, and they read digital books (on tablets, computers, etc.) as well as printed books. They buy Spencer's books online or borrow them from friends or the library. For Current Readers mystery and suspense are their favorite book genres.
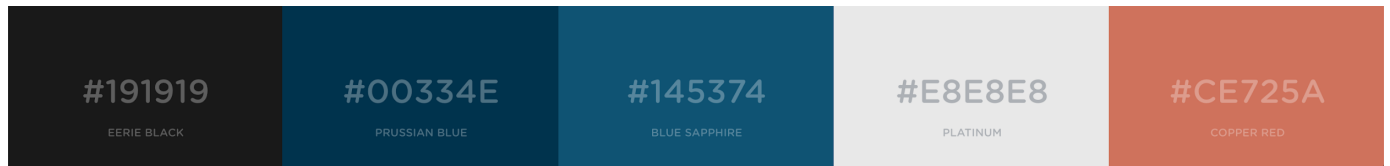
My User Groups' primary goal and motivation behind visiting the site will have the largest impact on how they would interact with the site as a whole. While a Potential Reader initially wants to learn more personal information about the author, a Current Reader may already know that information and might be more interested in the author's newest release instead. Therefore for Potential Readers the author's Bio page would be the most important to them, whereas it is crucial to provide information about new releases and Spencer's books as a whole for Current Readers.

Project Stakeholders

Name	Stakeholder Interview	Usability Test	Comments
Allison	10/29/19 6:00PM	11/15/19 7:00PM	✓ completed SUS survey
Taft	11/1/19 8:00PM	11/14/19 6:30PM	✓ completed SUS survey
Isobel	10/30/19 12:00PM	N/A	Unable to due to time conflict
Brandon	10/30/19 7:30PM	11/16/19 11:00AM	✓ completed SUS survey
Tiffany	11/1/19 5:30PM	11/16/19 1:00PM	✓ completed SUS survey

Visual Design

Color Palette:

#191919	#00334E	#145374	#E8E8E8	#CE725A
EERIE BLACK	PRUSSIAN BLUE	BLUE SAPPHIRE	PLATINUM	COPPER RED

Because I am designing a website for an author who writes murder mysteries I wanted my color palette to evoke a sense of mystery, suspense, and seriousness. Therefore I picked an eerie black and dark blues for my primary colors and a platinum grey color than can be used for secondary text. I also chose an orangey copper red that can be used to highlight certain text or links and draw attention to buttons. I picked this as my accent color because orange is complementary to blue on the color wheel and would stand out amongst the darker colors on a page and create contrast.

Fonts:

1. Source Sans Pro (in bold):

   ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890

2. Open Sans:

   ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890

3. Lato (in light):

   ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890

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Both Source Sans Pro and Open Sans are sans serif with a subtle curve which makes them ideal for legibility on web screens. I picked these fonts because they pair well together, especially when Source Sans Pro is used for a different level of hierarchy of text. For instance, Source Sans Pro can be used in bold for headings or titles such as:

JULIA SPENCER-FLEMING
Julia Spencer-Fleming

By using a bigger font size and a heavier font weight for the headings and titles in Source Sans Pro I can utilize proportion and make that text distinct from regular text in Open Sans.

Lato is another sans serif font that pairs well with Source Sans Pro and Open Sans. By using Lato in light and in all capitals for headings or subheadings I can contrast the other two fonts. For instance:
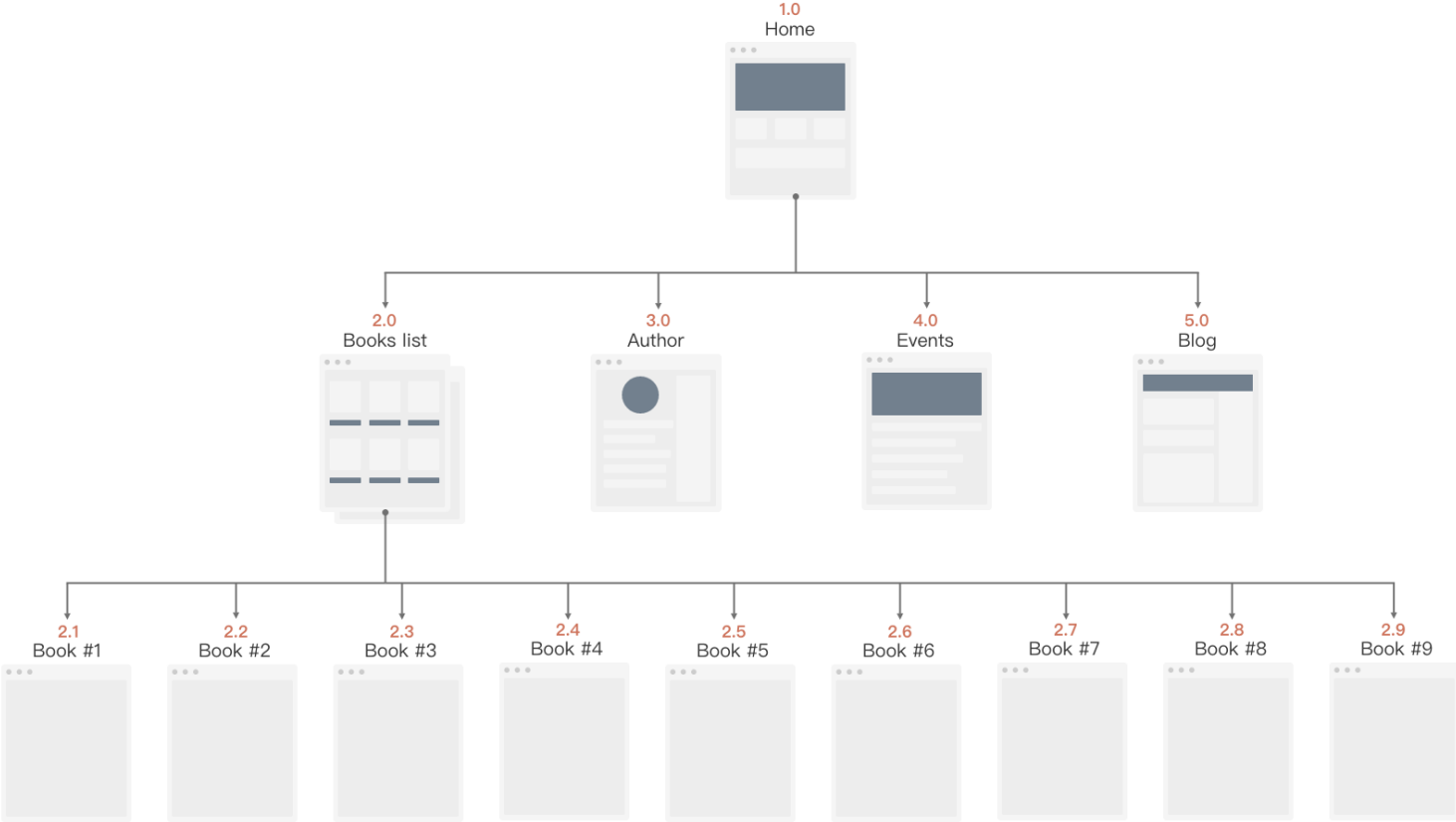
Heading
SUBHEADING

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Overall I wanted to pick sans serif fonts that not only provide optimal readability but also match the author's overall brand. Because Spencer-Fleming writes a series of murder mystery novels I did not want to use something extravagant like a super stylized font or a feminine script. Source Sans Pro, Open Sans, and Lato are neat and neutral fonts that are ideal for designing a mystery author's website.
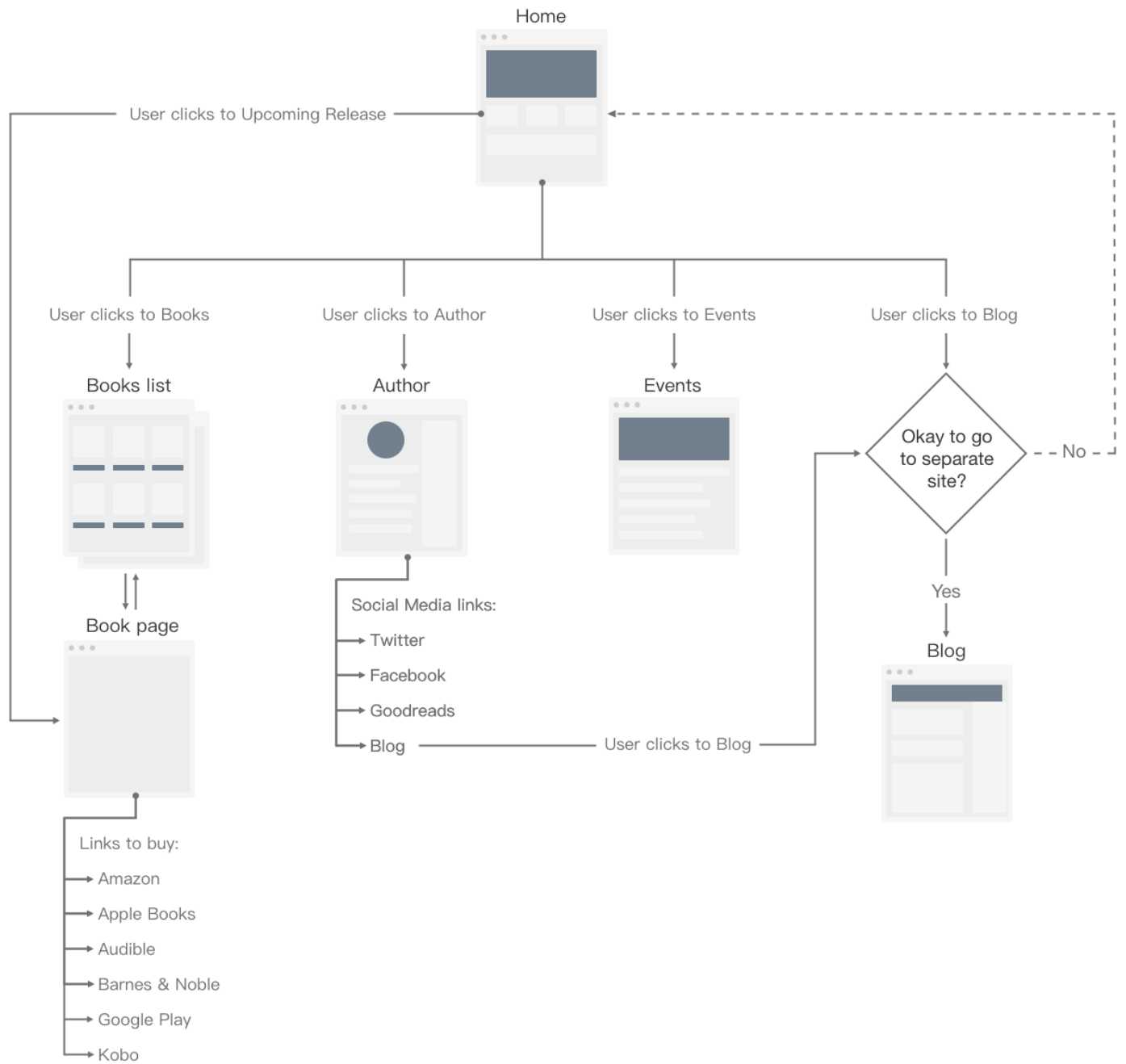
Sitemap and User Flow

Sitemap:


```
                              1.0
                             Home

        2.0           3.0           4.0           5.0
     Books list      Author        Events         Blog

  2.1      2.2      2.3      2.4      2.5      2.6      2.7      2.8      2.9
Book #1  Book #2  Book #3  Book #4  Book #5  Book #6  Book #7  Book #8  Book #9
```

Link to PDF: Site Map.pdf

User Flow:

Link to PDF: User Flow.pdf

Stakeholder Interviews and Topline Report

As part of my goal to design a website about mystery author Julia Spencer-Flemings I interviewed a group of five stakeholders who represent potential readers of Spencer-Flemings' books or users who might buy or recommend her books to others. I wanted to learn more about why they would visit an author's website and what kind of information they look for.

Some of the questions about my users I hoped would be answered included:

- What is the main reason people visit an author's website?
- What do potential readers look for on a website for an author they are interested in?
- Is there common content they look for?
    - What is the most important information on an author's website to them?
- What features or types of functionality of an author's website are important or necessary?
- What kind of elements do they dislike seeing on an author's website?
- How do they find books to read in the first place?
- How do they read books?
    - Do they buy online? Borrow from the library?
- Do they read mostly Ebooks or physical hard copies?

Methodology:

My group of stakeholders included teenagers, a college student, a college graduate, and a retired working professional. For the interviews that I was not able to complete in-person I was able to do over the phone with additional follow up questions over email.

The main questions I asked revolved around using author's websites, such as:

- What do you do to find out more information about an author?
- Why would you visit an author's website, and what kind of information do you look for?
- What are the key things you need to see on an author's home page or website in general?
- How frequently would you check an author's website, and what would drive you to visit the website more than once?
- What would motivate you to learn more about an author and read his or her books?

I also asked them about some of their reading and book buying habits:

- How do you find books to read? (Recommendations, Goodreads, Online searches, Social media, etc.)
- How do you read books?
    - Do you borrow from the library? Borrow from others? Buy online?
    - Do you read mostly paper copies or ebooks?
    - Do you read on a computer? Or Ebooks on a tablet or mobile device? Or do you primarily read printed books?
- Where do you go to buy books?

Finally I had my stakeholders visit the websites for several competing authors: Agatha Christie (https://www.agathachristie.com/), Charles Todd (https://charlestodd.com/), and Kendra Elliot (https://www.kendraelliot.com/home/) and give me their opinions on what they did and didn't like on their sites. Some of my stakeholders also walked me through the website of a favorite author of theirs or of an author's website that stood out to them.

Summary:

While my stakeholders reported using Google, Goodreads, Wikipedia, and book jacket covers to learn more about an author, having an official author's website was the preferred source of information.

Overwhelmingly, my stakeholders said that the main reason they visit an author's website is to find out more personal information about the author via their biography section. They want to see who the author is, what they've written, what inspires them, and why they write the way they do. They are interested in personal insight into the author such as personal stories that may connect to their literary works. In addition, another reason my stakeholders visit an author's website is to get updates on an author if what they write is interesting to them and find out more about the author's current and upcoming books. One of my stakeholders also said that another thing she looks out for is if the author is involved with any other side projects besides writing books, such as hosting a podcast.

Overall the most important information on an author's website to my stakeholders is the author's bio. This was a surprise to me as I thought information about the author's books themselves would be the most important. However, based on the insights from my interviews I need to make the biography section a priority of my design.

Some common content my stakeholders look for are a bio, picture, basic background information, a list of what the author has written, any accomplishments or awards the author has received, and news on what is coming up next from the author. These are all important elements that can be part of the "Author" page of my site.

Other features that were deemed important or necessary include links to buy books, images of book covers, and a search bar. I found that images of book covers are especially important because besides hearing recommendations from others, attractive cover design is one major factor of what motivates my stakeholders to read a book and learn more about the author. Therefore, I plan to include pictures of Julia Spencer-Fleming's book covers on my website's home page and make them a major feature on the "Books" page.

There were several elements my stakeholders reported that they dislike seeing on other author's websites. The first major problem can be with a site's overall design -- if the aesthetic doesn't match the author or is too distracting or if the layout and color scheme are off-putting. The second problem they have is if the images or fonts being used are too small or if there are too many different fonts being used. These affect the readability of a site and my stakeholders said an unappealing design discourages them from reading the rest of the site. An additional small feature one of my stakeholders has major issues with is an automatically scrolling carousel (of books, recent news, etc.) -- she said the timing is never right and she prefers to click through them at her own pace. I think these are all important thoughts to keep in mind when designing my own site.

All in all I was told varying reasons that would drive my stakeholders to visit an author's website more than once. One person told me that they would check a website frequently (up to once a week) if they found what the author wrote interesting to them. Another said that if they read one book and was hooked and wanted to see what else the author was writing they would go back to an author's site. Yet another said they would visit a site multiple times if they had forgotten the books they've read so far or what is next on the list of books they wanted to read. I was also told that if they knew the author was involved in other projects (like fundraisers or podcasts) they would check frequently to get updates on that.

As far as reading habits go, I found that for the most part my stakeholders found books to read based on recommendations from others (both in-person and on sites like Goodreads) or by browsing in bookstores or libraries. They mostly buy books online (Amazon and Apple Books) or borrow from others or from the library. While they all preferred reading paper books, only two people said they strictly read hard copies while the rest said they appreciate the convenience of eBooks that they read on their Kindles, iPads, and computers. I used this information to build my user personas.

User Personas

Persona #1

Karen Roberts

A Potential Reader

BIO

After getting home from class Karen loves to unwind by settling down with a new book. A voracious reader, she is always trying to find new authors to read as well as keeping up with new books from her favorite authors. She mainly reads paper books and buys them online from Amazon or in person at bookstores. Karen loves binge reading through a good series and re-reading some of her favorite books. She likes a variety of different genres and so is open to suggestions from friends and family about what to read next.

GOALS

- Learn more about the author
- Discover new books to buy
- Keep up with the author's upcoming releases

PAIN POINTS

- Outdated look of websites suggest the information is untrustworthy and not up-to-date
- It's off-putting when the site's aesthetic is too busy or doesn't match the author
- Font that is too hard to read or images that are too small are annoying and discouraging

DEMOGRAPHICS

Age: 26
Occupation: Graduate student
Family: Lives with boyfriend
Education: Undergraduate degree
Location: Austin, TX

I'm nosy – I want to know more about the author. What makes them write the way they do? What else are they involved in?
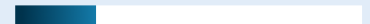
How She Finds Books:

Online searches

Goodreads

Recommendations

Social Media

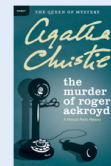Browsing Bookstores/Libraries

How She Buys or Borrows Books:

- Buys online (Amazon, Apple Books, etc.)
- Buys at bookstore
- Borrows from library
- Borrows from others

How She Reads Books:

- Printed book (Hardcover/Paperback)
- On mobile device (Kindle, iPad, etc.)

Favorite Books

Persona #2

Maria Tyler
A Current Reader

📖 **BIO**

As a busy stay-at-home mother, Maria doesn't have a lot of free time to browse bookstores to find new books to read. She relies on Goodreads, Google, or recommendations from friends for new authors to check out. She prefers to read physical copies of books but appreciates the convenience of buying an eBook online and reading it on her Kindle or iPad immediately. A big fan of murder mysteries, Maria has read all of Julia Spencer-Fleming's books so far and wants to keep track of the series she is reading.

👤 **DEMOGRAPHICS**

Age: 32
Occupation: Stay-at-home mom
Family: Husband and two children
Education: College degree
Location: Cincinnati, OH

❝
I want to know more about the series I'm reading – are there any other books planned? When is the next one coming out?
❞

🖼 **GOALS**

- Keep up with the author's new releases
- Learn more personal insight about the author
- Wants to know more about the series she is reading

👎 **PAIN POINTS**

- It can be difficult to find accurate information when the author doesn't have an official website
- Keeps forgetting the launch date for the next book
- Hard to keep track of whether or not more books in the series are planned

How She Finds Books:
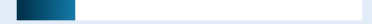
Online searches

Goodreads

Recommendations

Social Media

Browsing Bookstores/Libraries

How She Buys or Borrows Books:

- Buys online (Amazon, Apple Books, etc.)
- Borrows from others
- Borrows from library

How She Reads Books:

- On mobile device (Kindle, iPad, etc.)
- Printed book (Hardcover/Paperback)
- On computer

Favorite Books

Link to PDFs: User Personas.pdf

MVP

Feature	Description
Navigation Bar	This is where I can provide links to the other sections of the site -- Author, Books, Events, and Blog. It is essential that this is consistent across all pages.
Footer with Social Media links	A static footer across all pages with the author's social media links (Facebook, Twitter, Goodreads, etc.) as well as an input field for the user to enter their email to subscribe to receive updates.
Twitter Feed	A list of some of the author's recent tweets.
Author's Blog	I can display some of Julia Spencer-Fleming's recent blog posts on the home page as well as link to her blog site, http://www.jungleredwriters.com/, in the nav bar.
Links to Buy Books	A group of icons representing the different sites the user can buy Julia's books from (Amazon, Apple Books, Google Play, etc.) will be on each book's detailed page.

I chose these features based on the feedback from my stakeholder interviews. Having easy and consistent navigation is crucial for any good website, so I plan to provide a static navigation bar with links to navigate around the rest of the site. Similarly, having a static footer across all pages allows me to display the author's social media links.

Since my stakeholders said that the main reason they visit an author's website is to find out more personal information about the author, I plan to feature Julia Spencer-Fleming's recent tweets through the site. A link to her blog will also be included, because it helps give the users insight into her personal life and what she's been working on.

Promoting Julia Spencer-Fleming's books and encouraging users to buy them is another major function of the website. Therefore I plan to include links to buy her books on each book's page.

Wireframes

Home Page:

Author   Books   Events   Blog

Coming Soon: Book Title

Released: Release Date

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Links to Buy:

Latest News

Tweet
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DATE

BLOG POST TITLE

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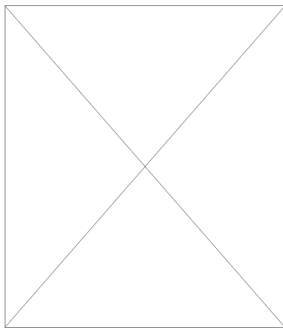
Link to Blog

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Author Page:

Julia Spencer-Fleming
Subheader

Bio

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Recent Tweets

Tweet
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Upcoming Events

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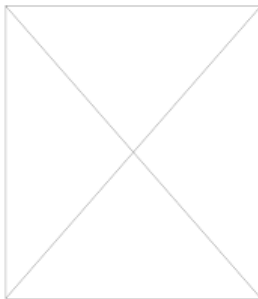
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Books Page:

Series Title

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Book Title
Book #1

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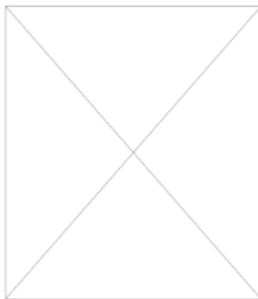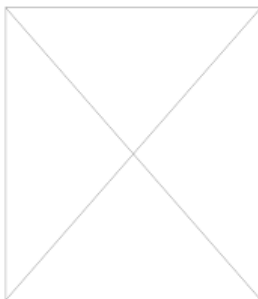
More Info →

Book Title
Book #2

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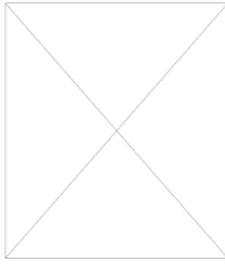
More Info →

Book Title
Book #3

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More Info →

Book Title
Book #4

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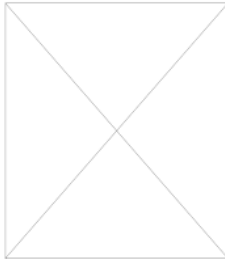
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Book Title

Book #5

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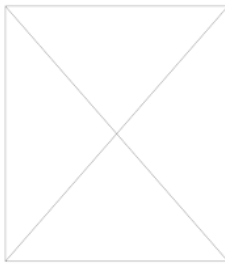
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Book Title

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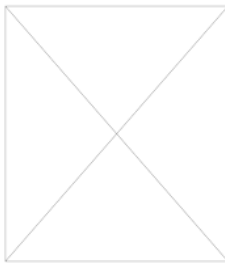
More Info →

Book Title

Book #7

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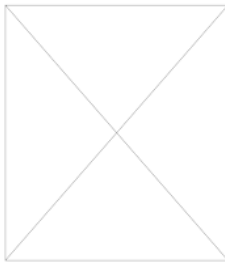
More Info →

Book Title

Book #8

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More Info →

Book Title

Book #9

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More Info →

Connect with Julia

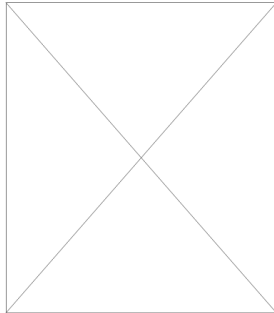Subscribe to Julia's newsletter

Email Address   OK
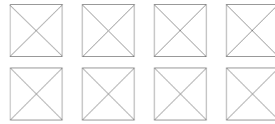
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Book Detail Page:

Book Title

Released: Release Date

Links to Buy:

Synopsis

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Preview

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Reviews

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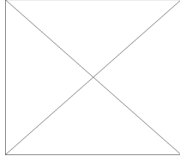
Connect with Julia
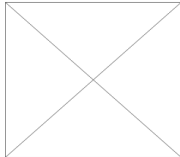
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Events Page:

JULIA SPENCER-FLEMING

Author   Books   Events   Blog

Upcoming Events

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News

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🕐 *Date*	🕐 *Date*	🕐 *Date*

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Link to PDF: Julia Spencer-Fleming Wireframes V1.0.pdf

User Testing and Design Validation

Task script:

When conducting my user testing, I used the following script:

Hi, thank you again for taking the time to participate in testing this website. Before we begin, I'm going to give you a brief overview of the test and how it will work.

This session is pretty straightforward — I'll be giving you a list of tasks to complete. Before I tell you the task, I'll be giving you a little bit of context behind it, such as why you might be doing it and what you hope to achieve. I'm interested in seeing how you, as the user, navigate around and interact with the site.

It's really important to know that I'm only testing the site, not you. You can't do or say anything wrong here. Please feel free to let me know at any time if there's something you like, dislike, if you're confused, etc. I promise you won't hurt my feelings. You can also stop the test at any time if it makes you feel uncomfortable.

Also, I'd like you to "think aloud" as much as possible. By that, I mean that I'd like you to speak your thoughts as often as you can. For example, you may be looking at a page, suddenly see something you didn't see before and want to click on it. In that case, saying something like "this caught my eye so I'm going to see what it is" would be very useful.

If at any point you have questions, please don't hesitate to ask.

Along with this list of tasks for the user to complete:

1. You're interested in finding out more about the author, Julia Spencer-Fleming. From the home page, navigate to her bio to find out more personal information about her, and click on the link to her twitter page.

2. From the home page, go to Julia's bio, and click on an upcoming event.

3. You're a current reader of Julia Spencer-Fleming's mystery series. Starting from the home page, navigate to the books page, go to the author's latest book, and find the link to buy it.

4. From the home page, navigate to the author's bio page, and find the link for Julia's blog.

I had four of my stakeholders click through the screens of my wireframes and then complete a Google Form SUS survey.
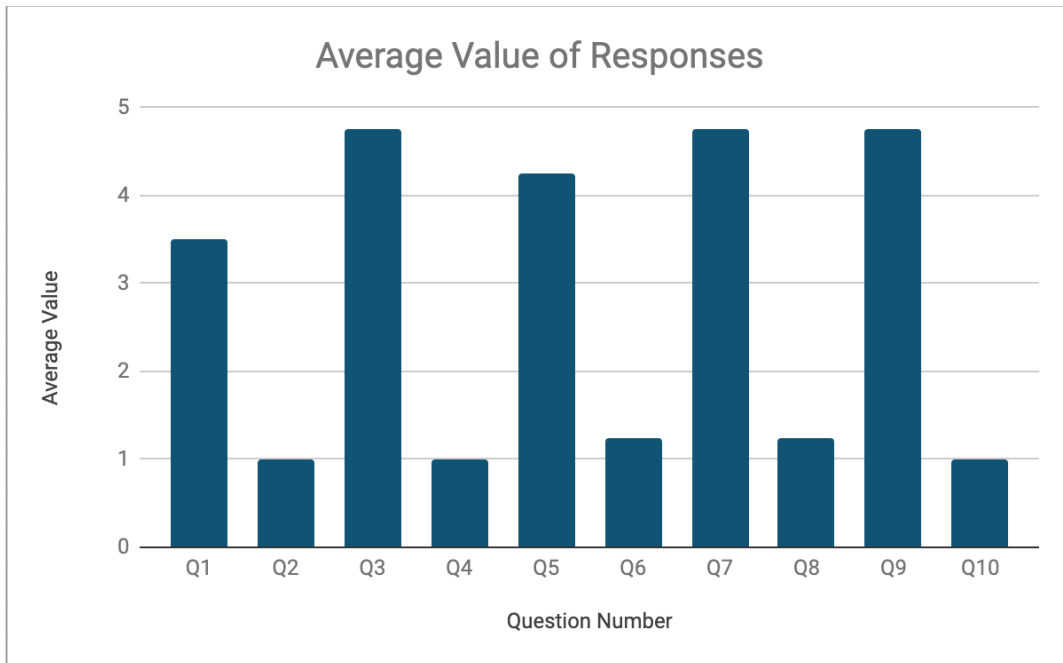
Results:

I received the following responses:

Participants	Q1 I think that I would like to use this system frequently	Q2 I found the system unneccessarily complex	Q3 I thought the system was easy to use	Q4 I think that I would need the support of a technical person to be able to use this system	Q5 I found the various functions in this system were well integrated	Q6 I thought there was too much inconsistency in this system	Q7 I would imagine that most people would learn this system very quickly	Q8 I found this system very cumbersome to use	Q9 I felt very confident using the system	Q10 I needed to learn a lot of things before I could get going with this system
					External Stakeholders					
1	4	1	5	1	5	1	5	1	5	1
2	4	1	4	1	3	2	4	2	4	1
3	3	1	5	1	5	1	5	1	5	1
4	3	1	5	1	4	1	5	1	5	1

I then made a chart representing the responses for each participant (where each color represents a different participant), as well as a chart representing the average value of the response for each question.

Average Value of Responses
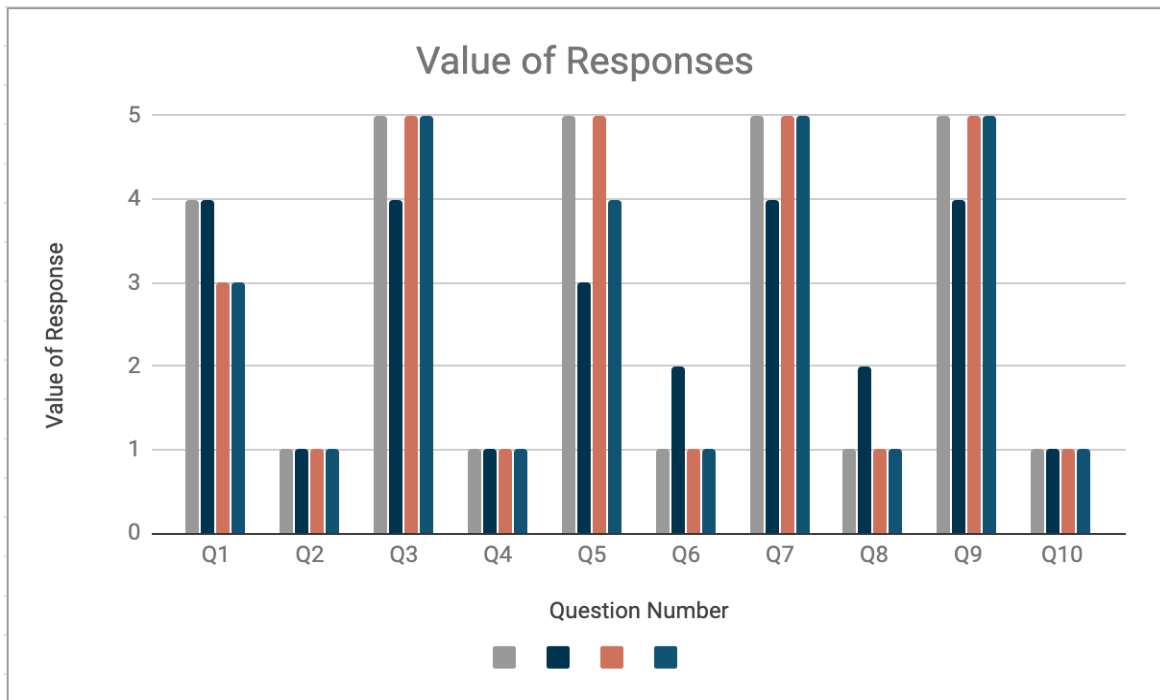
Overall, my testing resulted in an average SUS (System Usability Scale) score of 91.25, as shown below.

| | Scales | | |
Odd items	Even items	SUS score (/100)	Grades
19	20	97.5	A
14	18	80	B
18	20	95	A
17	20	92.5	A
	Average score	91.25	A

For the most part I received positive responses about the layout of the web pages and the navigation between them -- overall the users thought the system was easy to use and felt confident using it, and did not think they had to learn a lot before using the site and did not think the site was unnecessarily complex.

Three of the tasks were completed without help, whereas one user needed help with the task to find the link to buy Julia's latest book. He was a little confused about the use of a placeholder box for an icon, not realizing that it represented the link to buy the book. This means that for the next version of my design, I need to make sure the icons are large enough to display the company logos clearly or even use text labels instead.

Another user made an error when completing this same task about finding the link for the author's latest book. Although she was able to complete the task without help, she initially tried to click the first book on the "Books" page where the correct link was on the last book

on the page. She was unsure at first if the book listed at the top of the section (labeled Book #1) was the most recent book or not, and said that she was expecting the latest book to be at the top of the page. After discussing this once the test was over, a solution that the user approved of was listing the books as Book #_ of 9. Doing something as simple as this would make a big difference in making it clear whether Book #1 is the latest book or not.

I received other valuable qualitative feedback from my stakeholders. One user said on the banner on the home page she was looking for a hyperlink for the author's bio page on the picture of Julia. Although she said that was her personal preference, I think it makes sense to add this to future versions of my design, especially since I was planning on adding links to each book using the book covers on the banner. Another user suggested adding links to Julia's Twitter page from her individual tweets under the "Latest News" section of the home page. I think this would be a good feature to add to the home page, as well as the tweets on the Author page.

Link to PDF:
https://drive.google.com/file/d/1WtNYwNy3I4Z6yMc5VB7k0rEH1zHiK1Wy/view?usp=sharing

Look and Feel Designs

Design #1:
For this conservative design I implemented the color scheme I picked earlier, using prussian blue and blue sapphire for the nav bar and the footer, eerie black for the background of the banner on the home page, and platinum for the background for the body of the page. I used blue sapphire to color the headings of the various sections (Latest News, Bio, Upcoming Events, etc.) and copper red to highlight the links on the page. I used the font Source Sans Pro for the headings and titles and Open Sans for the body text for screen legibility and to match the sans serif font Julia Spencer-Fleming uses on her new book cover. Overall my users liked the layout of my wireframes so for the most part I kept the layouts the same while adding more functionality my stakeholders asked for, such as having the author's picture on the home page link to her Author page.

Design #2:
I also kept this design fairly conservative. I added a gradient to the banner on the home page to give it a little more depth. Instead of using Source Sans Pro, I tried using Noto Serif for the site's title to help it stand out from the rest of the navigational links and to match the serif font the author uses on her new book covers. I switched to using Lato in Light and Bold for my headings in order to create more of a contrast to the Open Sans font used in the body text. In addition, instead of using my contrast color to highlight links on the site, I used it to border sections of content (tweets, news, etc.) and used blue sapphire to highlight links. I also changed the background of the site back to white which was more pleasing to my users. On the Author page I changed Julia's picture as well as the social media icons to circles to keep it consistent with the circular picture of her on the home page.

Design #3:
This was my "out of the box" design — I centered the site title and links in the nav bar and used a picture of the Adirondack Mountains as the background for the site (since the author's mystery series takes place in that region). I did this to create a more dramatic and interesting visual design. I also removed the author's picture from the home page because it looked out of place, and used my contrast color for the site title and for the links to pre-order the book on the home page. I used text buttons instead of icons in order to make it more clear to the user where they could buy the book from.

Look and Feel Design #1:

JULIA SPENCER-FLEMING

Author   Books   Events   Blog

—— AUTHOR OF THE AWARD-WINNING ——

The Rev. Clare Fergusson & Russ Van Alstyne Mysteries Series

COMING SOON: Hid From Our Eyes
Release Date: April 7, 2020

1952. Millers Kill Police Chief Harry McNeil is called to a crime scene where a woman in a party dress has been murdered with no obvious cause of death.

1972. Millers Kill Police Chief Jack Liddle is called to a murder scene of a woman that's very similar to one he worked as a trooper in the 50s. The only difference is this time, they have a suspect. Young Vietnam War veteran Russ van Alstyne found the body while riding his motorcycle and is quickly pegged as the prime focus of the investigation.

More Info → [3]

Links to Pre-Order:

Latest News

Julia Spencer-Fleming Retweeted
Catherine Bruns @WritesMystery · Nov 16
I'm guest blogging today over at @junglereds about goals and National Novel Writing Month. Stop by and say hello! #NaNoWriMo #WritingCommnunity bit.ly/2QpPLXN

    💬   ⇄ 12   ♡ 7

Julia Spencer-Fleming @JSpencerFleming · Nov 16
HID FROM OUR EYES is coming in ApriL - but you want a chance to read it now! Head to #BookishFirst for a chance to win 1 of 100 print ARCs. Hurry - the raffle ends Sunday! @BookishHQ @MinotaurBooks
bookishfirst.com/books/trace-of…

    💬 3   ⇄ 3   ♡ 9

Julia Spencer-Fleming @JSpencerFleming · Nov 16
Today on @junglereds, How @WritesMystery got her new release done and found an agent thanks to #NaNoWriMo (+ 8 months rewriting & 4 months editing! jungleredwriters.com/2019/11/nation…

    💬   ⇄   ♡

SATURDAY, NOVEMBER 9, 2019

Fast Five For Friday…On Saturday

Kathy Reel is the winner of a copy of BOXING THE OCTOPUS by Tim Maleeny! Kathy, please give Tim your mailing address; you can reach him at Tim at Tim Maleeny dot com.

JULIA SPENCER-FLEMING: It's another crazy weekend for the Reds, dear readers. Half of us are at Crime Bake, New England's premiere mystery writing conference, where Hallie is receiving the Lifetime Achievement Award! Rhys is on deadline and Jenn is promoting both her holiday rom-com A CHRISTMAS KEEPER and her upcoming stand-alone, PARIS IS ALWAYS A GOOD IDEA. (Did you catch the cover reveal? You can see it and find out more on Jenn's Facebook!) In short, things are a bit frantic around here. Which means it's time for a Fast Five.

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1. Link to Author page
2. Links to each book's detail page
3. Link to the book's detail page
4. Links to pre-order the book
5. Link to the author's blog site
6. Social media links

JULIA SPENCER-FLEMING

A *New York Times* bestselling author of mystery fiction.

1

Bio

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Tweets from @JSpencerFleming   2

↻ Julia Spencer-Fleming Retweeted

Catherine Bruns @WritesMystery · Nov 16
I'm guest blogging today over at @junglereds about goals and National Novel Writing Month. Stop by and say hello! #NaNoWriMo #WritingCommnunity
bit.ly/2QpPLXN

    ↻ 12   ♡ 7

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Upcoming Events   3

APR	**HID FROM OUR EYES RELEASED**	United States &
7	Tuesday 12:00 AM EST	Internationally
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Connect with Julia

4

1. Social media links
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3. Link to Events page
4. Social media links

Look and Feel Design #2:

JULIA SPENCER-FLEMING

AUTHOR BOOKS EVENTS BLOG [1]

[2]

AUTHOR OF THE AWARD-WINNING

The Rev. Clare Fergusson & Russ Van Alstyne Mysteries Series

[3]

IN THE BLEAK MIDWINTER · A FOUNTAIN FILLED WITH BLOOD · OUT OF THE DEEP I CRY · TO DARKNESS AND TO DEATH · ALL MORTAL FLESH · I SHALL NOT WANT · ONE WAS A SOLDIER · JULIA SPENCER-FLEMING THROUGH THE EVIL DAYS

COMING SOON: HID FROM OUR EYES

RELEASE DATE: APRIL 7, 2020

1952. Millers Kill Police Chief Harry McNeil is called to a crime scene where a woman in a party dress has been murdered with no obvious cause of death.

1972. Millers Kill Police Chief Jack Liddle is called to a murder scene of a woman that's very similar to one he worked as a trooper in the 50s. The only difference is this time, they have a suspect. Young Vietnam War veteran Russ van Alstyne found the body while riding his motorcycle and is quickly pegged as the prime focus of the investigation.

MORE INFO → [4]

LINKS TO PRE-ORDER:

amazon apple books BARNES &NOBLE audible Rakuten kobo Google Play [5]

LATEST NEWS

[6]

⟲ Julia Spencer-Fleming Retweeted

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SATURDAY, NOVEMBER 9, 2019

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CONTINUE READING ON JUNGLEREDWRITERS.COM → [7]

[8]

BOOK RAFFLE

Ends November 19, 2019

St. Martin's Press and Minotaur Books have teamed up with Bookish to give away 100 Advanced Reader Copies of HID FROM OUR EYES! Head to https://www.bookishfirst.com/ books/hid-from-our-eyes to enter to win. Raffle ends November 19.

🕐 November 15, 2019

TO DARKNESS AND TO DEATH ON SALE!

Only $2.99 During the Month of November

November 14th is Russ Van Alstyne's birthday! And what better way to celebrate than by revisiting TO DARKNESS AND TO DEATH, which takes place, start to finish, on one long, explosive November 14th. Only $2.99 this month. Happy Birthday, Russ!

🕐 November 14, 2019

OUT OF THE DEEP I CRY ON SALE!

Only $2.99 During the Month of October

Just a reminder, now we're a little over half-way through October, that this month you can get the Edgar-Award-nominated OUT OF THE DEEP I CRY at all ebook retailers for only $2.99. Want to read it in paper? Head over to Goodreads, where you can win one of twenty-five copies.

🕐 October 17, 2019

CONNECT WITH JULIA

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RECENT TWEETS 3

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UPCOMING EVENTS 4

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UCI Division of Continuing Education

Look and Feel Design #3:

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Project Reflection

Description:
Over the course of this project I followed the steps of the UX design process, from gathering information to designing my final prototype. I interviewed stakeholders in order to learn more about why they would visit an author's website and what kind of information they look for. I then designed user personas based on two types of users -- Potential Readers and Current Readers of Julia Spencer-Fleming. To start thinking about the visual design of my project I picked a color scheme and fonts to use, and for the information architecture I created a site map and user flow. Next I came up with a list of MVP features before designing my wireframes. After usability testing with my wireframes I created three different Look and Feel designs before designing my final prototype.

Feelings:
I felt excited about the concept for my project and was looking forward to getting started. At first I was a little apprehensive at first about interviewing stakeholders but was able to get pretty valuable feedback from them and felt more confident moving forward. I was surprised to learn that an author's Bio page was the most important to my users. I was also pleasantly surprised by the positive responses I got about my user personas and wireframes, but was also happy to take into account helpful suggestions I received about changes to make to my MVP, wireframes, etc. I was happy with the feedback I received after user testing with my wireframes but was feeling a little more unsure about how to implement the visual design. I liked that I was able to see how three different Look and Feel designs turned out, but was having trouble deciding which aspects of each design to use in my final prototype. I was also a little frustrated when using Adobe XD to build the interactions within my prototype.

Evaluation:
It was good that I was able to get valuable feedback from both my users and my peers throughout this process. It was not ideal that I had to interview one stakeholder over email instead of in-person because my original stakeholder had to drop out, next time I would try harder to find someone to interview in-person. Overall it was good that positive feedback and constructive suggestions had me feeling confident from week to week.

Analysis:
I was able to take feedback from others in order to add or change features of my prototype that I otherwise would not have thought of. However, one reason I was frustrated with Adobe XD was because I thought I would be able to link to external URLs within my artboards when in reality I was only able to link from one artboard to another. While I liked the design aspects of Adobe XD such as the assets panel and repeating components, I felt a little restricted by its inability to handle dynamic panels, animations, etc. I would have liked to play around with embedding the author's twitter feed directly onto the Home and

Author pages, as well as embedding a Kindle preview of a book chapter on a book's detail page.

Conclusion:
Once I realized I would not be able to add a lot of interactivity or functionality to my prototype using Adobe XD I could have switched to using a different design tool such as Axure or Sketch. However, I felt that I simply did not have the time to start again from scratch and learn how to use a new design tool, especially since I already used Adobe XD to make my wireframes. Luckily I was able to upload images of my web pages I designed to InVision and add navigational links between the pages as well as links to external web sites (essential for social media links, links to buy the books, etc.).

Action Plan:
Next time, I would really think more about the kind of functionality I am planning for my prototype before picking a design tool. While I believe Adobe XD can be used to create consistent and beautiful design, it may not be the best choice for me if I want to test more aspects of functionality. For the future I think it is also important to learn more about the various design tools available and test them out in order to learn about the features and limitations of each so I am not caught by surprise again.

Final Prototype

InVision link:

https://meganring326232.invisionapp.com/overview/Julia-Spencer-Fleming-website-ck2zb6hp50i2t017hex1p1hum/screens?v=pQ92TNu0xDzqjP7DjH6%2Fig%3D%3D&linkshare=urlcopied