CORNER STONE

UI Case Study

Book Club

Brief

Corner Stone is a mobile platform for learners to focus on the same reading. Users can create a profile, connect with other users, and participate in discussions. Users can also create a book club and invite other users to join. Corner Stone offers a unique yet universal experience design.

Brand Analysis

- Corner Stone is a mobile platform for learners to focus on the same reading.
- Corner Stone is a universal platform for all ages.
- Corner Stone is a unique platform for all ages.

Mission
Corner Stone is a mobile platform for learners to focus on the same reading.

Target Audience
Adult Learners (Ages 18-35) Students and Professionals of Reading

Personality Traits
Intelligent, Curious, Knowledge Curious

Tone
Intelligent and Knowledge

Persona

Meet the Readers

Alex D'souza

Occupation: Student
Personality: Introvert
"I prefer to read alone in my room."

Needs
- Knowledge enhancement
- Finds a way of reading in reading
- Wants to be a part of a community
- Discuss their views on the books
- Discover of which books to read
- Wants to be a part of a community

Challenges
- Time management
- Discover of which books to read
- Wants to be a part of a community

Kris Fernandez

Occupation: Software Engineer
Personality: Extrovert
"I like to read books and watch movies."

Needs
- Knowledge enhancement
- Discuss about books
- Wants to be a part of a community

Challenges
- Wants to be a part of a community
- Wants to be a part of a community

Why a Book Club?

Reading is a social activity.
Many people find it difficult to read through online stories.
Reading is a time-consuming.
Reading is a time-consuming for busy physical books.
Encouragement of reading leads reader to read a lot.

What Corner Stone Book Club aims to do:
- Help people find the right reading material
- Help people find only the books and knowledge more book lovers
- Encourage people to go to the library to get the books

References

Furniture

Lifestyle

Knowledge

Nostalgia

Rustic

Moodboards

Colours

Primary Colour: Selective Yellow

#FFD700 Cardboard Gold

#FFB04A Primary Orange

Nostalgia
The 80's is back. Celebrate the colourful nostalgia.

Knowledge
Yellow is associated with intelligence and the color of knowledge.

Rustic
The autumn season is warm and cozy.

Fortune
Yellow is the fortune. Yellow is associated with enjoyable nature in English.

Secondary Colour: Indefinite / Tend Blue

#FFB7D5 Indefinite Pink

#FFFAFA Tend Blue

Rose
The rose is a symbol of love and friendship.

Tertiary Colour: Polished Pine / Luminal

#3D7C47 Polished Pine

#8F9F9F Luminal Aluminum

Gold
Knowledge is the most valuable thing in the universe. Gold is the color of knowledge.

Contrast
Complementing nature. Complements contrast.

Error Colour: Harvard Crimson

#DA291C Error / Warning

Calligra
Calligra is the Greek word for kindness.

Logo Design

Sketch

The logo is **inspiration** design

The illustration and logo takes inspiration from the symmetry of the playing cards.

The intricacies of the book is mixed with the design symmetry of the playing cards.

The curve is taken from the Corner Stone Typeface's curve of Michael Bell's designs.

Logo Variants

Dark

Icon

Icon by inspiration from the name and reference pictures.
The following icons were created.

The following icons were created, but not used in the prototype.

Typography

Roxora
ABCDEFGH
IJKLMNOP
QRSTUVW
XYZ

Montserrat
ABCDEFGH
IJKLMNOP
QRSTUVW
XYZ

Used for Headers
Elegant
Sophisticated
Identity

Used for Body Copy
Readable
Elegant
Approachable

Mobile Font Size

Heading 1
Roxora 36px

Heading 2
Roxora 24px

Body Content 1
Montserrat 18px
Lato Regular
Body Content 2
Montserrat 16px
Lato Regular
Body Content 3
Montserrat 14px
Lato Regular

Reception Bold 20px
Reception Medium 20
Reception Medium 18
Montserrat Medium 12
Montserrat Medium 10
Montserrat Bold 12
Montserrat Medium 8
Montserrat Regular 8

UI Elements

Buttons

- Normal
- Active
- Disabled

Placeholders

- Book Categories
- Book Carouel
- Notifications
- Content Sections

Bottom Navigation

Book Labels

Screens

Home Page

Books

Events

Library Card