

User Interface Design



SVSU Library

App Proposal Research Book

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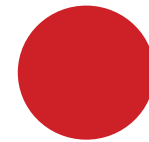
Client & Brand Foundations

Client Logo & Brand Colors

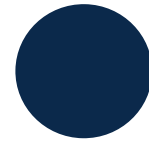


A modern and clean logo for the SVSU Library, featuring an open book with the Cardinal head integrated on its cover, paired with the text 'SVSU Library' for clear identification.

Primary:



Hex: CD001A
CMYK: 0, 100, 95, 5
Pantone: 3546C



Hex: 002B4E
CMYK: 100, 50, 0, 70
Pantone: 540C



Hex: F6B330
CMYK: 2, 32, 92, 0
Pantone: 143C

Second-



Hex: 335e80
CMYK: 86, 60, 31, 11
Pantone: 7546C



Hex: ffd98e
CMYK: 0, 15, 51, 0
Pantone: 155C



Client Interview Summary

The library mobile app is designed to give students fast, seamless access to the services they already use most: booking study spaces, finding trusted academic articles, managing accounts, and discovering campus events. By surfacing streaming media and digital resources like Kanopy and OverDrive, the app also highlights the library's role as both a cultural hub and an academic partner. These core features put the library in students' pockets—accessible anytime, anywhere.

Beyond convenience, the app strengthens community and guidance. With tools like curated job postings, event notifications, and even an AI-powered study assistant, students gain personalized support that commercial apps or AI platforms cannot provide. By combining exclusive library resources with modern, mobile-first design, the app reframes the library as a proactive partner in student success.

Competitor & App Analysis

Four Comparable Apps



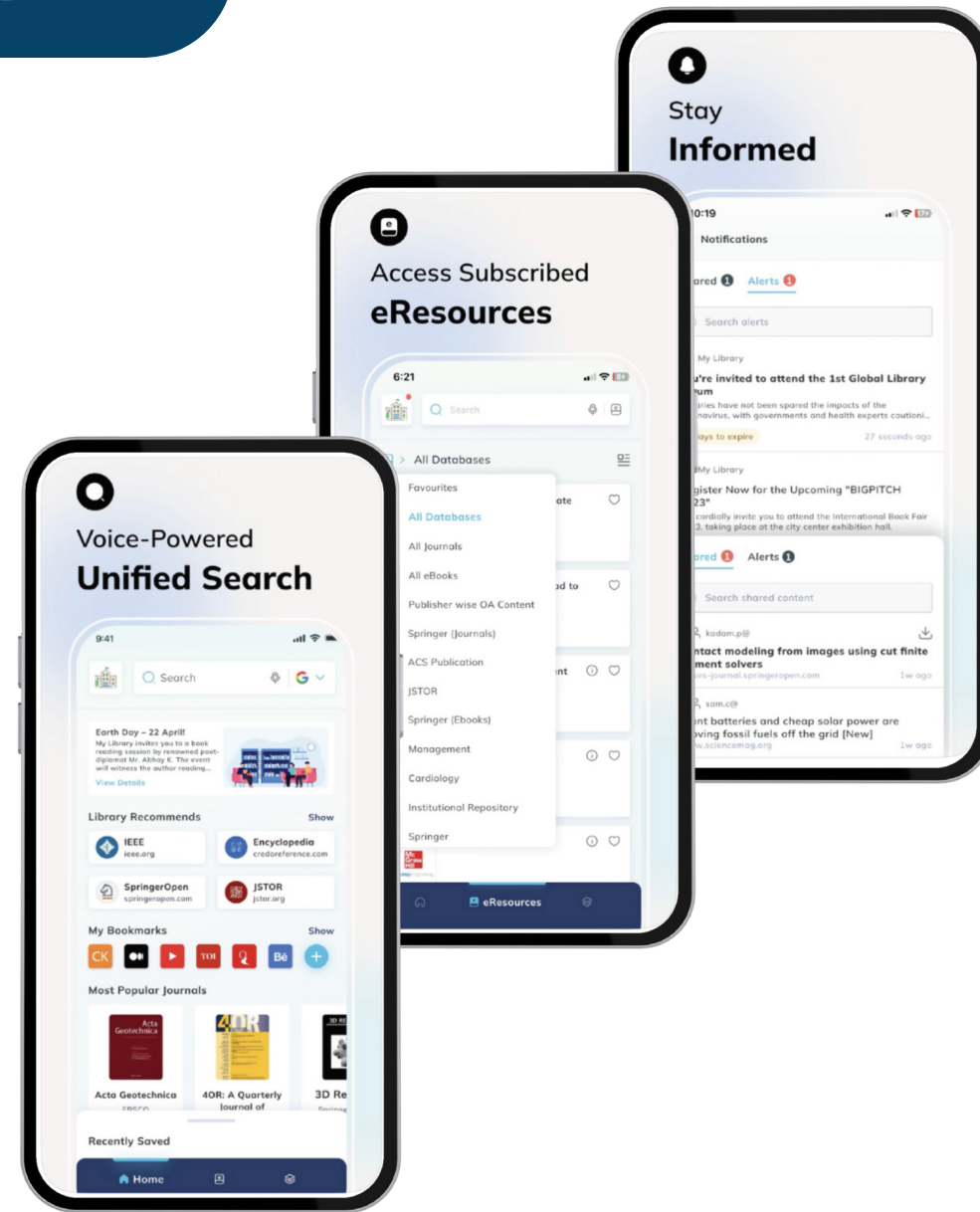
MyLOFT is a place for all of your digital content. They provide reliable access to ones library subscribed eResources and web articles. They promote it to be a professional or personal place to have a library at ones fingertips. They are also across all platforms and devices.

Pros:

- Unified access to all library e-resources
- Offline reading & TTS
- Annotation, sharing, tagging, syncing
- Voice search and smart organization

Cons:

- clunky, unintuitive interface
- slow performance, some crashes
- VPN and privacy hurdles for access
- Limited free features
- Poor support for magazines



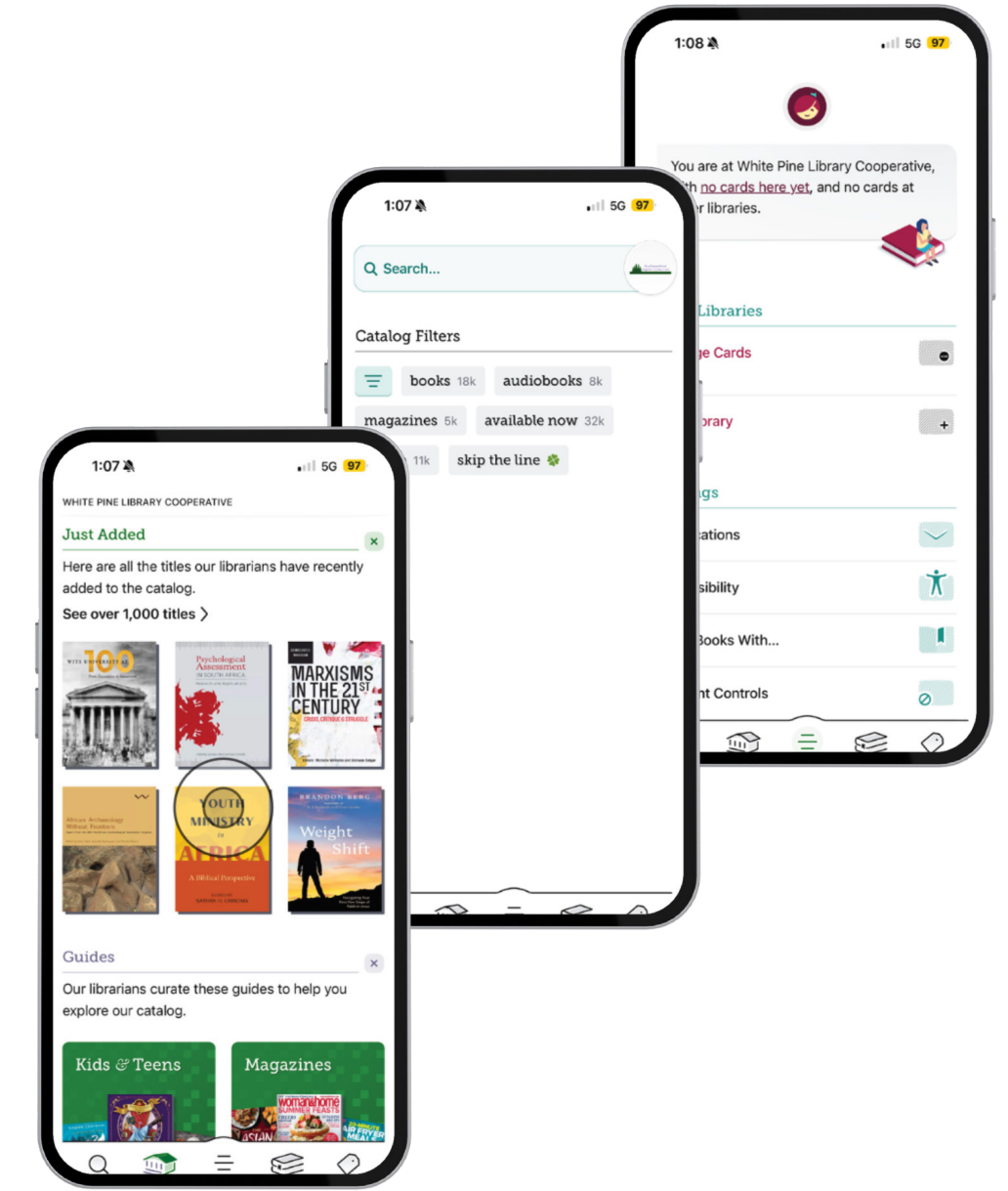
Libby is a free app that allows you to borrow ebooks, audiobooks, and digital magazines from your public library using your library card, with no subscriptions necessary.

Pros:

- Free access to library digital content
- Intuitive/user friendly
- Flexible customization
- Supports offline access

Cons:

- availability constraints, wait times
- performance/glitches
- formatting and readability issues
- Library budget + access
- No strong recommendation





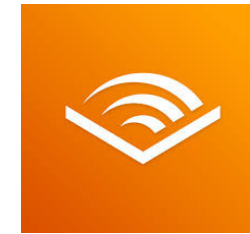
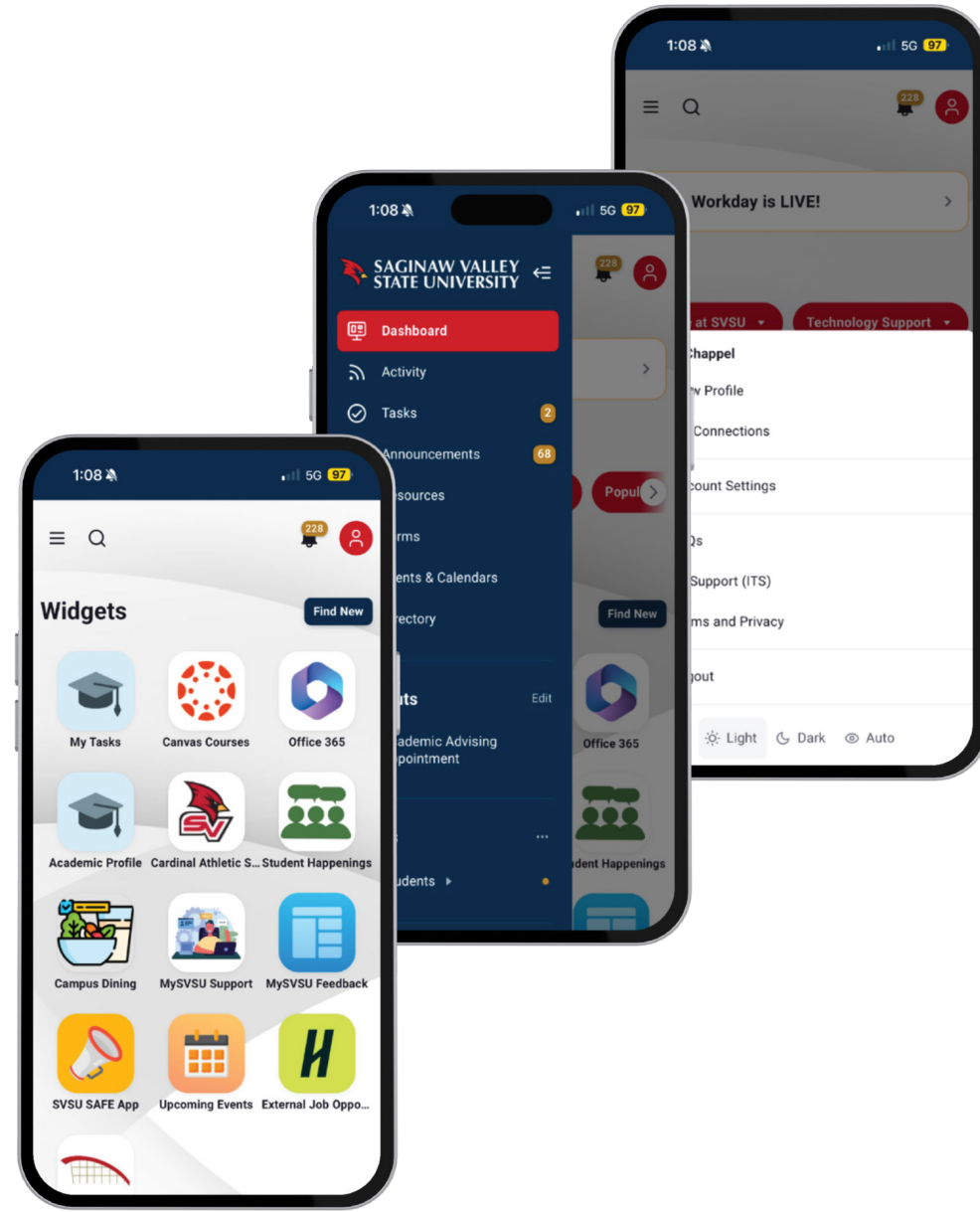
MySVSU is a one-stop-place to connect incoming and current Saginaw Valley State University students with the systems, information, people and updates you will need.

Pros:

- Centralized access to campus tools
- Notifications & updates
- Easy directory & resource lookup
- Task & event tracking
- Free and broadly compatible

Cons:

- Limited reviews / unclear user feedback
- Reliance on mobile device & connectivity
- Looks clunky and older
- Big usability jump from Canvas
- Potential data/privacy concerns



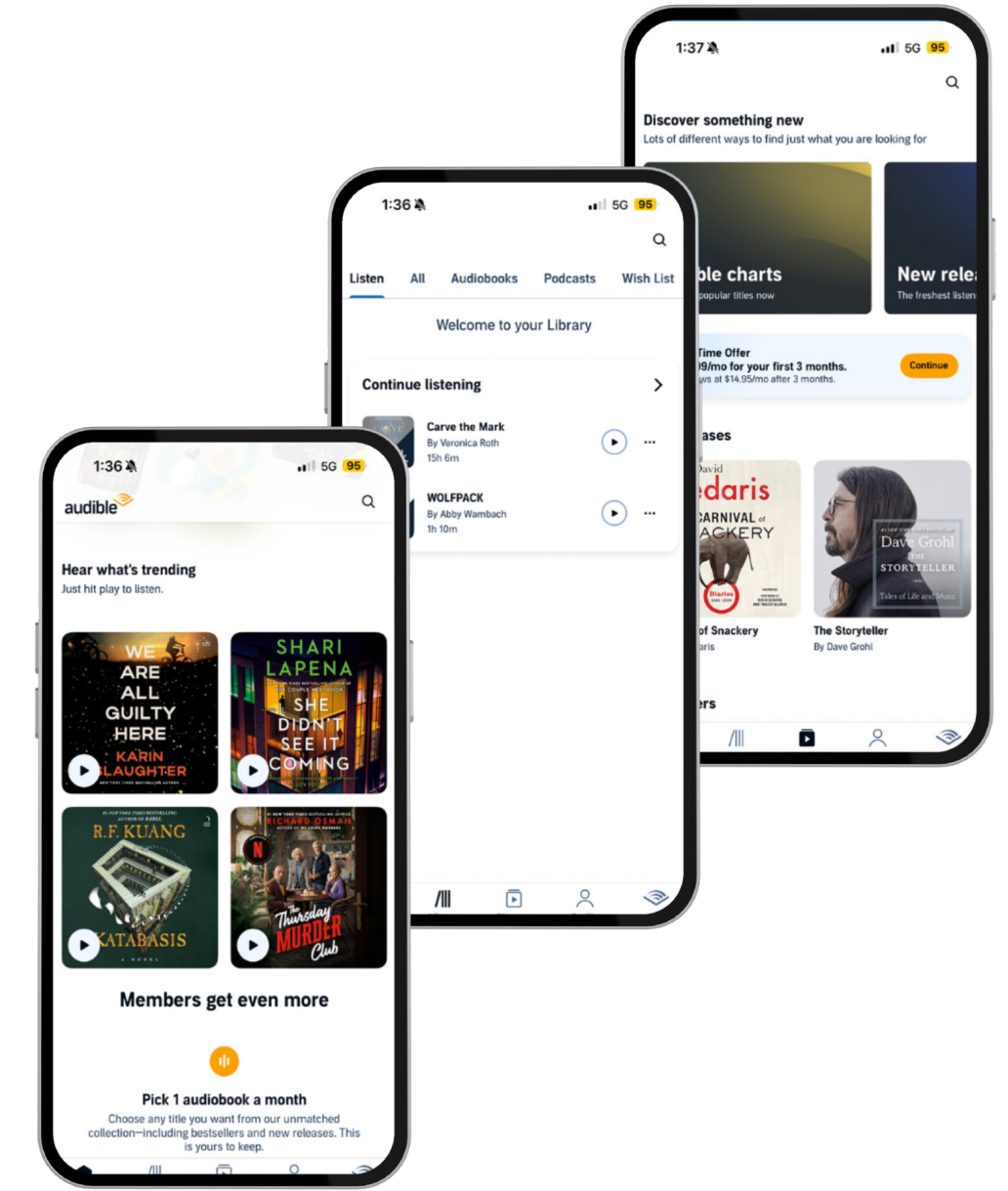
Libby is an American online audiobook and podcast service that allows users to purchase and stream audiobooks and other forms of spoken-word content.

Pros:

- Vast and rich content library
- Ownership and flexibility
- Platform and usability
- Supports offline access
- Thoughtful extras

Cons:

- Cost and subscriptions constraints
- App limitations
- Content and rich issues
- Navigation and library management
- Audiobook format





Target Audience & User Research

Target Market

Primary Audience:

The primary audience for this project is SVSU students, specifically those between the ages of 18 and 25. This group includes both male and female students who are actively engaged in campus life and rely on digital resources to stay informed and connected.

Secondary Audience:

The secondary audience is also composed of SVSU students within the same 18 to 25 age range. While still male and female students, this group may be less directly targeted but remains important for broader reach, ensuring the messaging resonates across the wider student population.

User Interviews



Ava O'Connell
SVSU Senior

How often do you use the SVSU library?

Not often

What do you usually come to the library for (studying, printing, checking out books, group work, research, tutoring, etc.)?

I would typically go to the library for studying, printing, and re-searching if needed in class.

When you need to book a study room, how do you do it? Is it easy or frustrating?

I look up svsu.edu, find the library page under quicklinks, and then go to the website and locate study rooms. I find it frustrating to try to book study rooms since I have to go through multiple websites and pages to locate it.

How do you search for articles, journals, or books now?

I typically go on the search engine through the school library website or I google information and creditable sources.

What are the biggest frustrations you've had when trying to get library resources or services?

I dislike going through multiple pages and have to scroll to find what I am looking for. Also sometimes links dont properly open for me and I find myself getting rerouted.

If there were a library app, what's the first thing you'd expect it to help you with?

I would expect it to help me locate articles and physically locate books in the library.

Would you want notifications (e.g., due dates, reserved room reminders, library events)? Why or why not?

Yes, I think it would help students and myself be more organized and help engage us into participating in events.

If we built this, what would make you use it regularly instead of just downloading it once?

Yes, I think if it is relevant to my classes and can help make booking study rooms easier, I would use it regularly.



Desiree Bender
SVSU Junior

How often do you use the SVSU library?

Twice a week

What do you usually come to the library for (studying, printing, checking out books, group work, research, tutoring, etc.)?

Studying, printing, studying

When you need to book a study room, how do you do it? Is it easy or frustrating?

Never tried to book one, but I hope it is an easy process to go through and doesn't take me a long time

How do you search for articles, journals, or books now?

I typically go on the search engine through the school library website or I google information and creditable sources.

What are the biggest frustrations you've had when trying to get library resources or services?

I am confused on the system and how things work, since I am knew it is super hard to navigate

If there were a library app, what's the first thing you'd expect it to help you with?

I would expect it to help me locate articles and book study rooms.

Would you want notifications (e.g., due dates, reserved room reminders, library events)? Why or why not?

Yes, I would want a notification that tells me when a book is ready to be picked up

If we built this, what would make you use it regularly instead of just downloading it once?

Yes, if it were to give me reminders for turn in dates, recommended course content, and notify me when there are events



Hannah Dewitt
SVSU Senior

How often do you use the SVSU library?

I would say I use the library weekly!

What do you usually come to the library for (studying, printing, checking out books, group work, research, tutoring, etc.)?

Mostly studying and printing, but I do check out books as well!

When you need to book a study room, how do you do it? Is it easy or frustrating?

I go to the 25live website and it usually is pretty easy to use. When I used to go through svsu.edu the process would take longer.

How do you search for articles, journals, or books now?

I usually ask a librarian or I will walk around until I find the genre.

What are the biggest frustrations you've had when trying to get library resources or services?

When study rooms don't book/load correctly, or when all of the study rooms are gone.

If there were a library app, what's the first thing you'd expect it to help you with?

I want it to book study rooms easier, also finding or checking out books.

Would you want notifications (e.g., due dates, reserved room reminders, library events)? Why or why not?

Yes, especially if it reminds me on study rooms or events.

If we built this, what would make you use it regularly instead of just downloading it once?

Yes, if it was user-friendly and well set-up.

User Thought Process Statement & Findings

User Thought Process Statement

Students approach the SVSU library with a clear intention: they want to quickly complete essential academic tasks such as studying, printing, researching, and occasionally checking out materials. Their thought process centers around efficiency—they want to find what they need with as few steps, clicks, or pages as possible. When navigating the current library system, students feel they must bounce between multiple links and pages, which causes confusion, frustration, and wasted time. They often rely on Google or external search engines instead of the library's site because they find the system difficult to navigate or unclear on where to begin. If a task requires too much effort—like booking a study room or locating articles—they may avoid it altogether unless absolutely necessary. Ultimately, students expect digital tools, including a potential library app, to streamline their academic workflow, offering clear guidance, easy search functionality, and quick access to the resources they need.

Conclusion

Across both interviews, students consistently expressed a desire for a simpler, more intuitive way to interact with library services. Their main frustrations stem from navigating multiple pages, unclear pathways, and links that don't always function properly. Despite the challenges, both users showed a strong willingness to adopt a library app—especially if it provides practical tools such as locating articles, booking study rooms, navigating the library, and receiving helpful notifications (e.g., due dates, room reminders, event updates). The interviews indicate that students prioritize convenience and clarity; if the library app can save time, reduce confusion, and support their academic responsibilities, it has the potential to become a tool students rely on regularly rather than one they download and forget.

Concept & Development

App Concept & Rationale

The purpose of this app is to give Saginaw Valley State Univeristiy students a quick and easy resource to obtain and organize their needs through the library. There needs to be a good interface design that can connect students to resources they need to excess in their studies and work. The purpose of this app is to access resources such as books and course-related materials, while also integrating tools to book/reserve rooms or tutoring appointments, see events, connect with people, etc. Ultimately, this app to to be a digital hub where students can access material or information more efficiently, while keeping the motivation to go in person and use the library as a resource.

Feature Breakdown

Main Features

Home:

Central hub where users can browse and discover books. They can open a mini book info screen, check reviews, and add items to their shelf.

Reserve:

Allows students to book study rooms in either the Library or CCB (brown in future). Rooms can be explored by floors, with details and a scheduling calendar.

Calendar:

A personal and academic calendar where students can add their own events, view upcoming activities, and search for campus or library events.

My Shelf:

A personalized bookshelf that tracks books currently checked out, saved/wanted titles, and provides cart and checkout functions.

Profile:

Accessed from the top right, the profile slide-out holds account settings, course selections, app preferences (dark mode, notifications), and support/logout options.

Secondary Features

Book Info:

Opens a mini overlay to show details, ratings, reviews, and options like “add to shelf” or “checkout.”

Global Search:

A powerful tool for searching across books and people.

Rooms/Calendar View:

Combines room details with a booking timeline to make it easy to spot availability.

Floor Navigation:

Lets users narrow down room selection within each building.

Add Event/Time:

Allows custom scheduling of study sessions, classes, or reminders.

Want/Save List:

A wishlist-like feature for tracking books of interest.

Cart/Check-out:

Digital checkout function for managing borrowing.

Messages/Contacts/Groups:

Organized communication channels with search, person-to-person messaging, and group discussions.

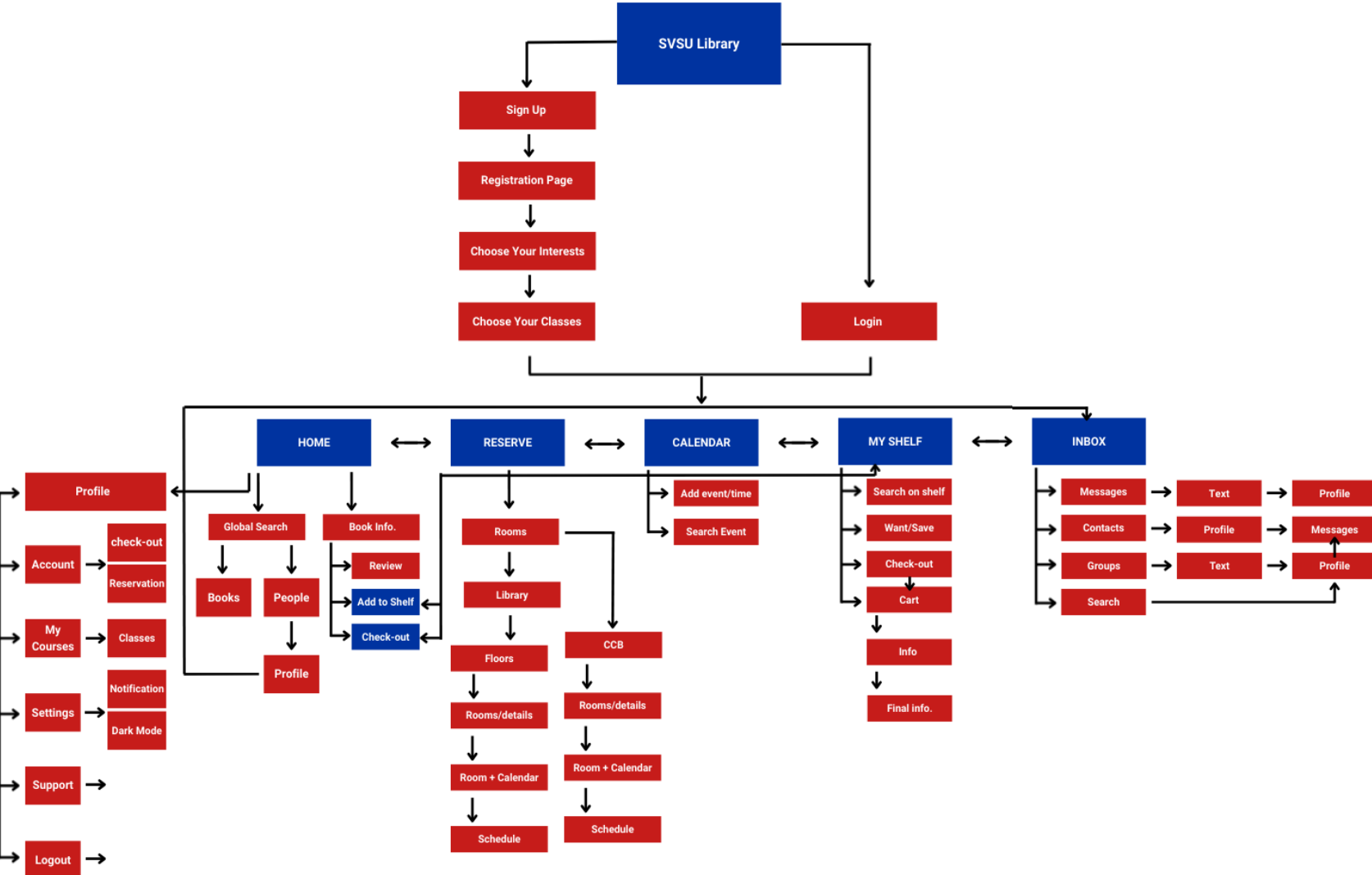
Settings & Preferences:

Includes account details, courses, notifications, dark mode, and support.

Information Architecture

Flowchart

The SVSU Library App flowchart will illustrate how users will navigate through the app, showing main and secondary functions that will be accessible through links/pages. From there students can easily access interfaces such as search bar, browse/rate books, recommended course materials, study room reservations, events and reminder calendar, and messages and notifications. Each pathway is going to be intuitive and simple to follow through plain showcasing of information and similar interfaces to other popular apps. The main functions will be in blue and the secondary functions will be differentiated in red.



Navigation Models

Four Comparable Apps

There are 4 main types to the navigational system that are used to build apps including card or flat pages, tab bar, tree structure, and immersive. These systems are necessary because they give users a clear pathway to follow and access information.

Card or Flat Pages:

- Encourages exploration
- Intuitive and familiar
- User friendly for diverse pages

Tab Bar:

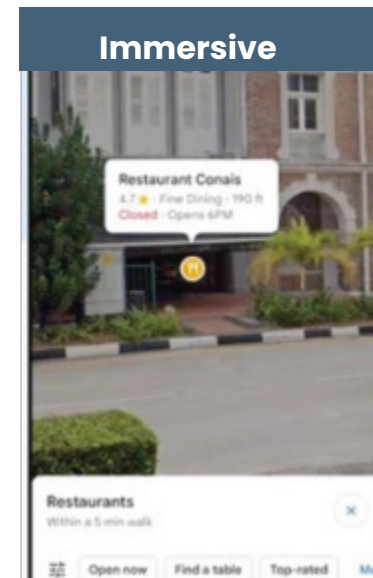
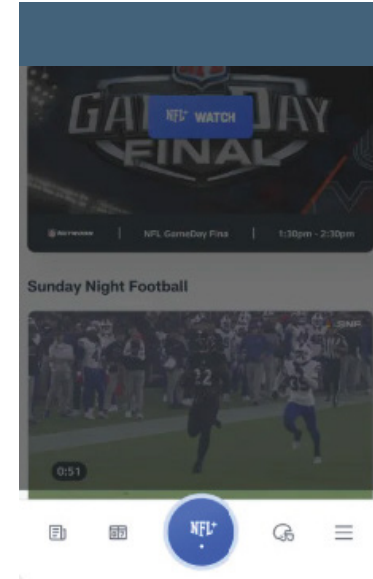
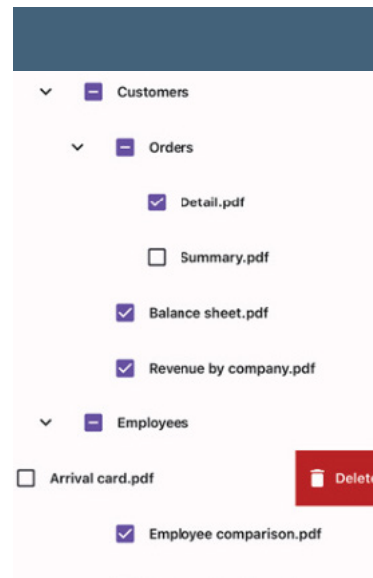
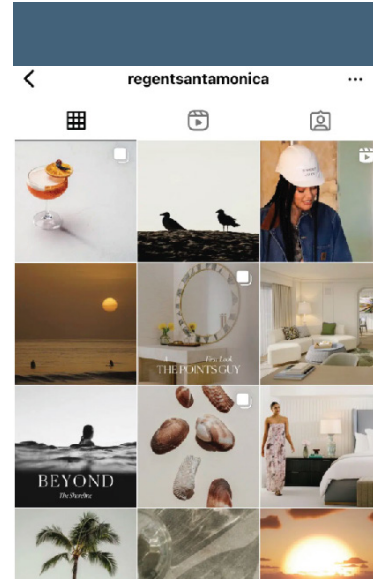
- High visibility
- Consistent experience
- Enables multi-tasking

Tree Structure:

- Provides context
- Handles large data sets
- Facilitates deep diving

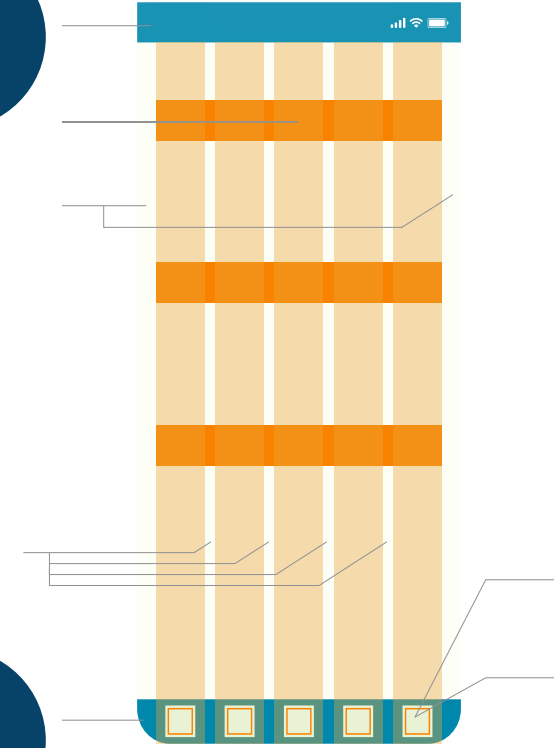
Immersive navigation:

- Highly engaging
- Visually appealing
- Prioritize content

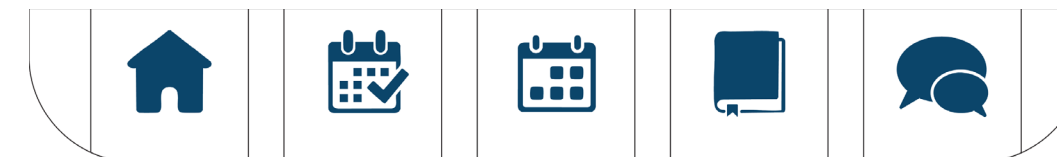
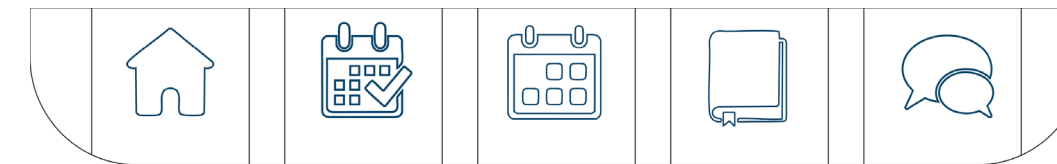


Screen Grid

This screen grid will align with my 5 core categories to maintain visual balance and consistency. In having 5 columns that have a clear alignment with my 5 navigation points, it will create a clean content layout that won't be chaotic to the eye. The grid will ensure there is even spacing, which will show a page to be more organized and clean to the eye.



Navigation Bar

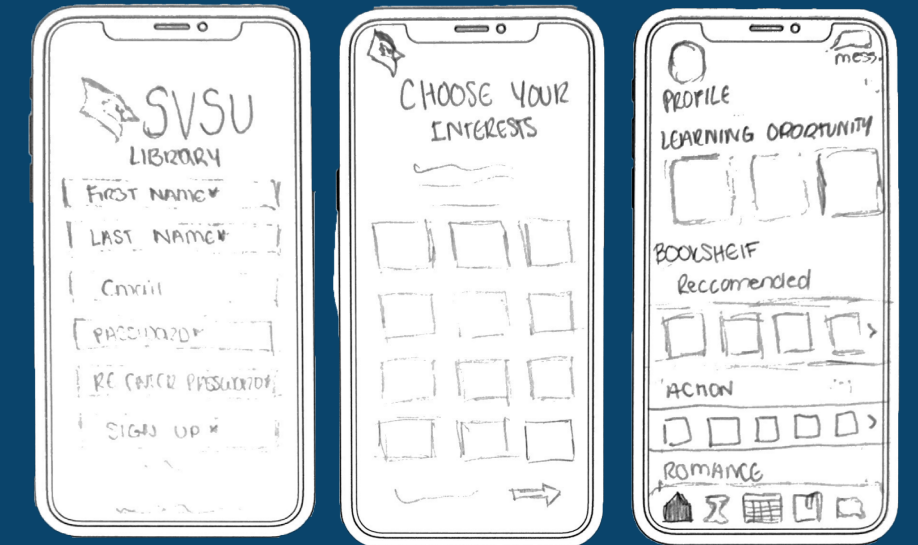


Low-Fidelity Prototype

Working Prototype

The purpose of creating screen mock-ups for the SVSU Library app is to visually represent the layout, navigation, and user interactions of the application before development. These mock-ups demonstrate how the main features, Home, Reserve, Calendar, My Shelf, Inbox, and Profile, will appear to users and how secondary functions branch from them. By sketching and mapping these screens, the goal is to ensure the app's design is intuitive, user-friendly, and aligned with student needs, such as discovering books, reserving rooms, managing courses, scheduling events, and connecting with peers. The low interface screens serve as a visual for understanding screen flow, testing usability, and refining the user experience prior to final implementation.

Figma Prototype Link <https://www.figma.com/proto/1PQu0eoHe8X1QkeCtPDmSa/SVSU-Library?node-id=19-13&p=f&t=XmoJO71lHWgcpDRq-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=19%3A13>



Usability & Human Factors

First Usability Test Conclusions



Molly Hamilton
SVSU Senior

Molly thought the overall layout and experience is well put together and easy to navigate. There were some things that she thought could be confusing at first, but they are in a place where other apps also keep them. One of those was finding the settings, which took a few seconds before looking under profile. However, she mentioned that it was the first place she thought of. Molly also mentioned that the reserve icon looks like a search icon.

- Change reserve icon
- More designed/finished will be easier to work with
- Making the reserve base page more labeled
- Easy to understand/navigate because it is similar to popular app layouts



Danielle Carlisi
SVSU Senior

Dani had an easier time finding the settings, but did mention some apps will have the settings icon on the top or right on the home screen. She mentioned that layout and navigation is well thought out and she likes how there is multiple way to go between pages. When reserving a room, she said that it will be easy to see all the information and things when it is colored, but she likes how it is similar to how it already is. Dani also had trouble with the reserve icon and not recognizing it.

- Change reserve icon
- Colors will make times on reservation easier
- Make the search bar more prominent and maybe a setting tab
- Easy to understand/navigate
- Maybe changing layout of inbox a little (but mentioned that is still works)

Human Factors Statement

To support the ease of usability and navigation within the SVSU Library app there will be a bottom tab bar with 5 primary navigation points. This tab bar is placed within the thumb zone that will ensure easy accessibility and will reduce any physical difficulties when using the app. The tab bar will be restricted to 5 core categories to prevent screen complexity and keeps the clear hierarchy of important information. Additional information and features will be secondary menus that are included in each core category. This will avoid clutter and confusing/scattered information on the pages. Users should interact with the tab bar to follow to flow of specific tasks.

Visual Design System

Color Palette:

This color palette combines bold, energetic tones with grounded neutrals to create a balanced and engaging visual identity. The deep red (#CD001A) and golden yellow (#F6B330) serve as powerful main colors that convey passion, warmth, and creativity, while the rich navy (#002B4E) provides structure and professionalism. Supporting shades like coral red (#E74C5C), steel blue (#335D80), and light gold (#FFD98F) add softness and depth, helping transitions feel natural and cohesive. Anchored by clean white (#FFFFFF) and strong black (#000000), the palette offers contrast and clarity—ideal for a user interface that feels both dynamic and refined.



Hex: 002b4e



Hex: 335d80



Hex: ffd98f



Hex: 000000



Hex: cd001a



Hex: e74c5c



Hex: f6b330

Hex: ffffff

Typography:

The Font:

The selected typeface for this SVSU Library app is San Francisco. This font is a neogrotesque sans-serif typeface designed by Apple Inc. and first released to developers on November 18, 2014.

The Decision:

The decision to use the San Francisco font was driven by its versatility and the wide range of weights and variants available. It comes in both Text (six weights) and Display (nine weights) families. The Text family offers more spacing for improved legibility at smaller sizes, while the Display family is optimized for larger text.

SF Bold

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
12345678910

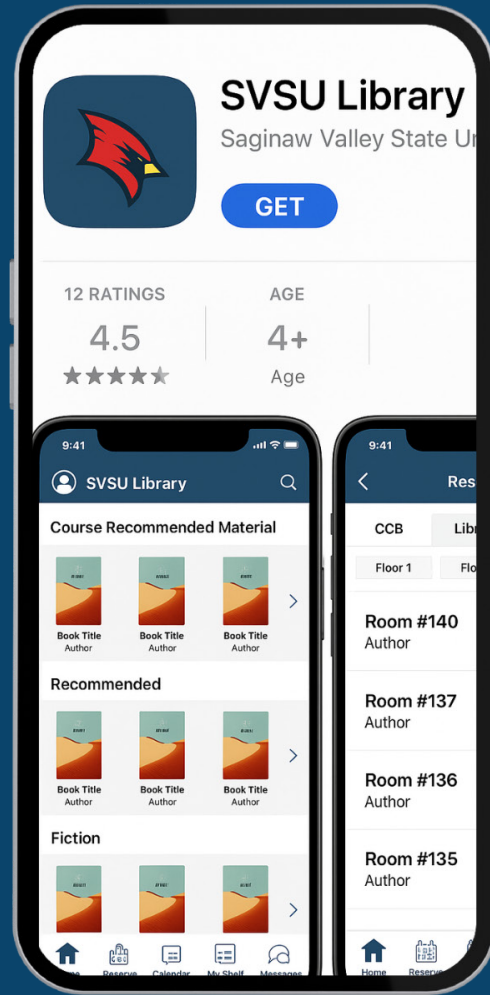
SF Semi-Bold

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
12345678910

SF Regular

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
12345678910

App Icon:



In App Icons:

Main Icons:

Main icons are the primary navigation tools of the app, located on the bottom bar and used to access the core features that users interact with most frequently.

Secondary Icons:

Secondary icons represent additional or supportive functions, typically found in menus or sub-pages, and are used for account management, settings, and other supplemental options.

Active



Inactive



HOME
This button brings users to the main dashboard

BOOKING
This button allows users to schedule or manage appointments

CALENDAR
This button allows users to organize upcoming events

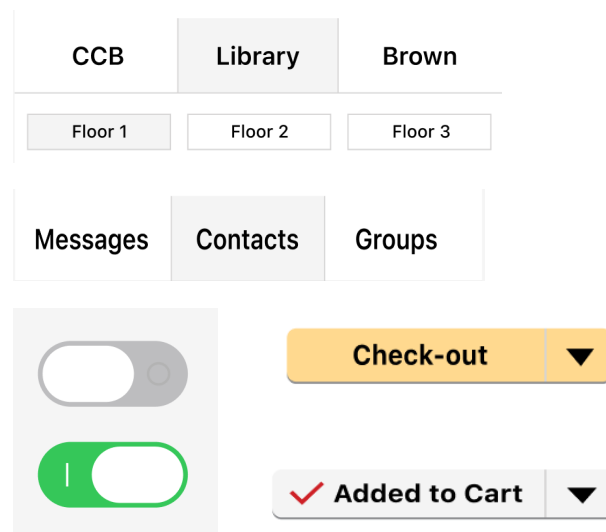
MYSHELF
This button allows users to organize upcoming events

MESSAGES
This button enables direct communication within the app.



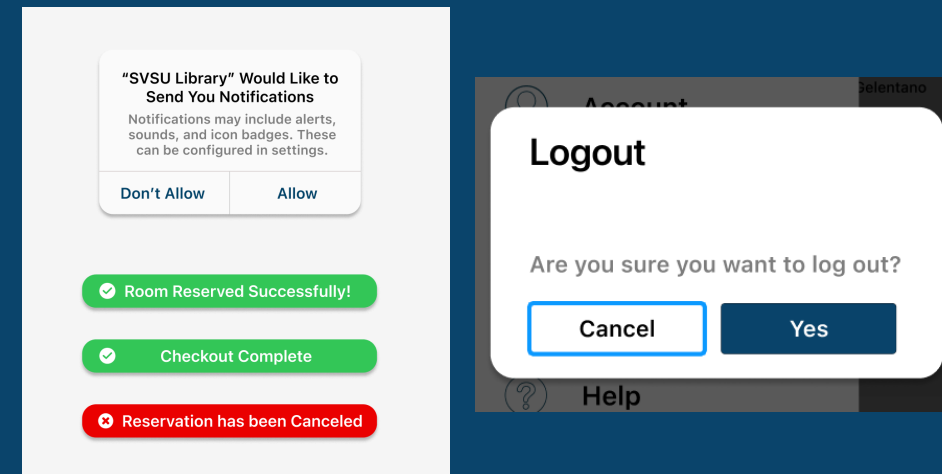
Control & Dialogs

Controls and dialogs are essential interface elements that guide users through actions and decision-making within an application. Controls—such as buttons, input fields, sliders, and toggles—allow users to interact directly with the system and execute tasks. Dialogs provide focused, temporary windows that request confirmation, communicate important information, or require the user to make a choice before continuing. Together, controls and dialogs support a clear, predictable user experience by helping users understand what actions are available, what decisions need attention, and how to move through the application confidently.



Alerts & Confirmation

Alerts are brief messages that inform users about important events, system statuses, or required actions. They appear temporarily and draw attention without disrupting the overall workflow. Effective alerts are concise, clearly state what occurred, and use visual cues—such as color, icons, or placement—to communicate their level of urgency. By providing timely feedback, alerts help users understand the outcome of their actions and remain confident and informed while navigating an application.



UI Design Patterns Statement

UI design patterns are reusable, proven solutions to common interface problems that improve clarity, consistency, and usability across an application. By relying on familiar elements—such as navigation bars, cards, search fields, alerts, and dialogs—design patterns help users instantly understand how to interact with the interface without needing instructions. This can be seen in my prototype by the consistent navigations through the back button, icon weight, and similar designs of alerts. This gives the user a pattern to subconsciously rely on and use to understand the interface.

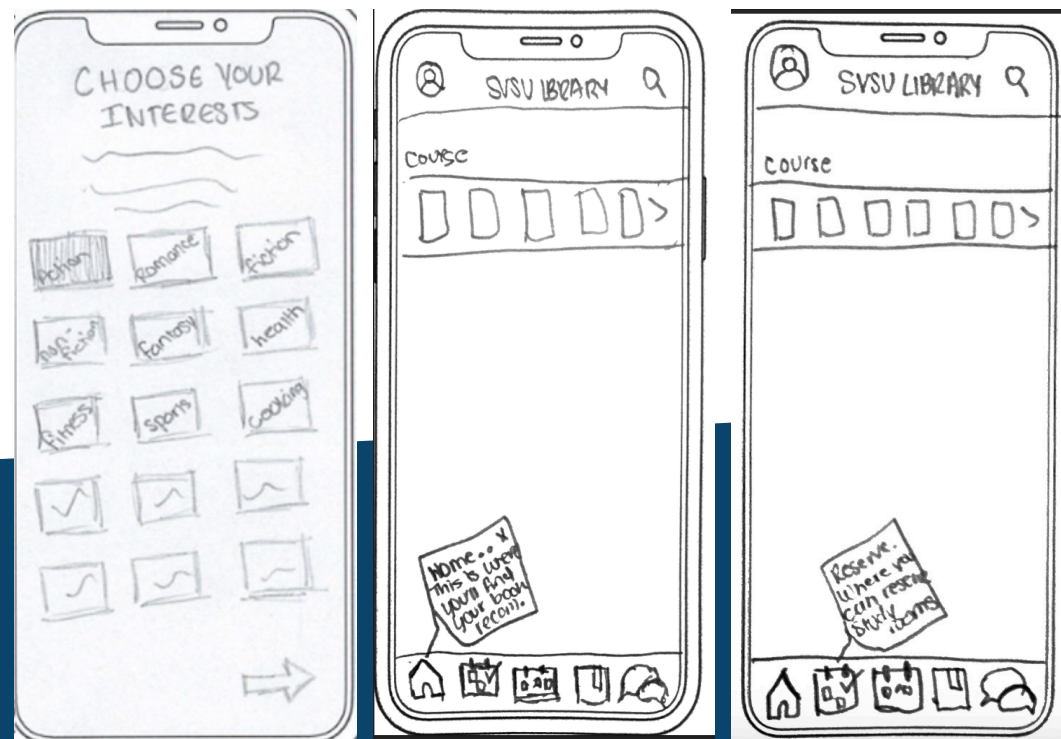
UX Strategy Statement

The UX strategy for this project focuses on creating an intuitive, accessible, and user-centered library app experience. I want to make this app be as simple as possible, while still offering features that are needed. The design prioritizes clarity, minimizing friction by using familiar UI patterns, clear labeling, and logically organized navigation. Early onboarding introduces core features, while usability testing ensures the interface supports real user behaviors and expectations. This strategy balances functionality with simplicity, ensuring users can complete tasks confidently and efficiently while supporting long-term engagement through the easy usability and tasks being fulfilled through a simpler system.

Onboarding

The onboarding system is designed to provide new users with a clear, supportive introduction to the SVSU Library app. As soon as users launch the app for the first time, they are guided through a series of brief, visually engaging screens that highlight the core features—such as browsing course materials, reserving study rooms, managing checked-out books, and accessing personal account tools.

The onboarding flow emphasizes ease of navigation and helps users understand how each key function supports their academic needs. By presenting information in a simple, step-by-step format, the system reduces first-time confusion, builds user confidence, and ensures that every student can quickly become familiar with the app's capabilities. This creates a smoother, more intuitive first-use experience, ultimately encouraging long-term engagement and successful independent use of library services.



Final Screens

Main Screens:

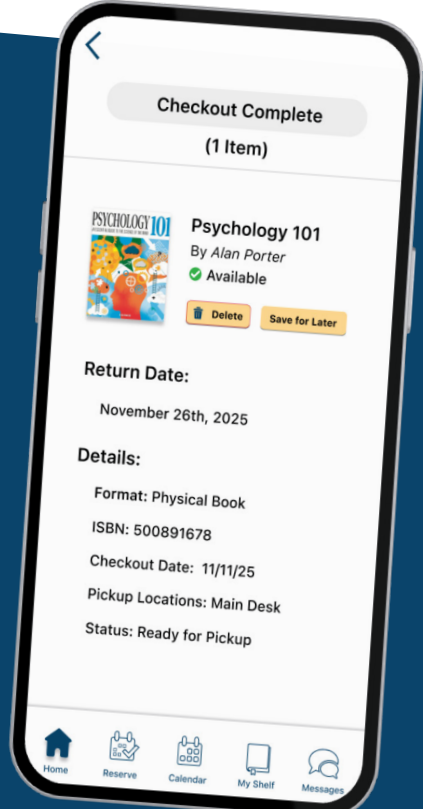
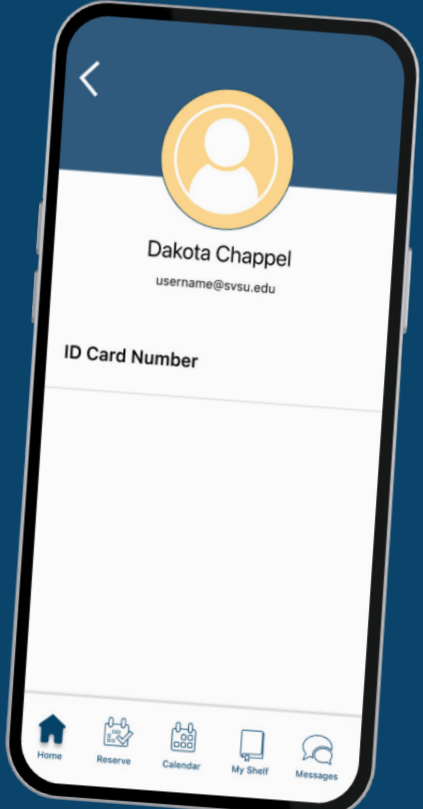
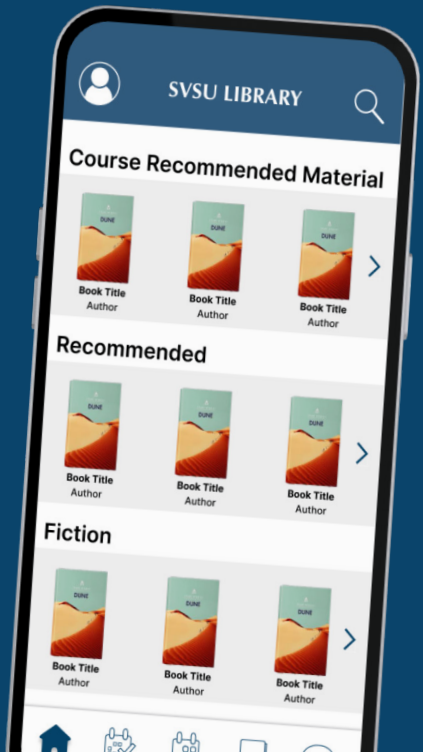
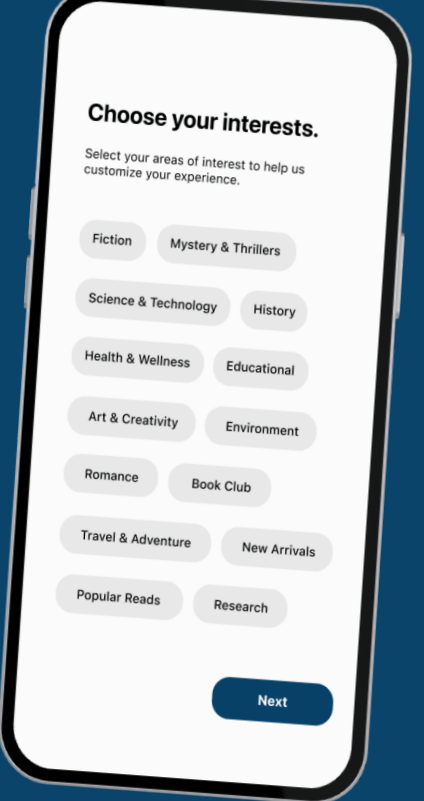
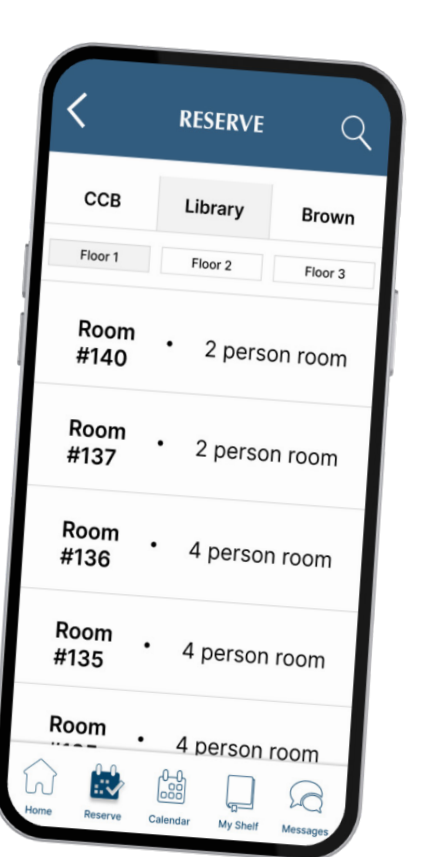
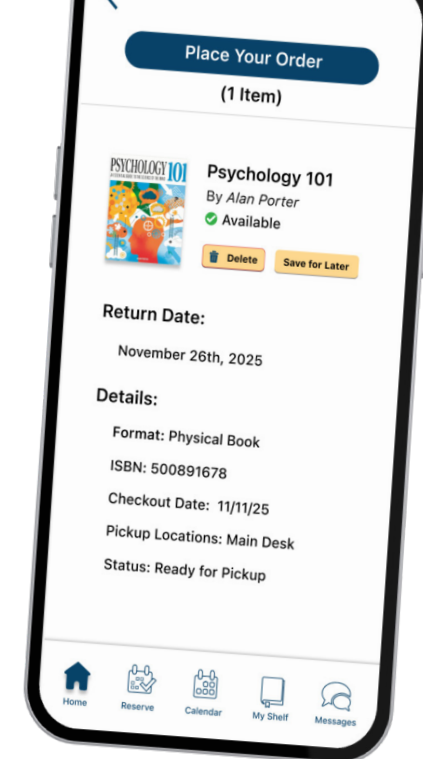
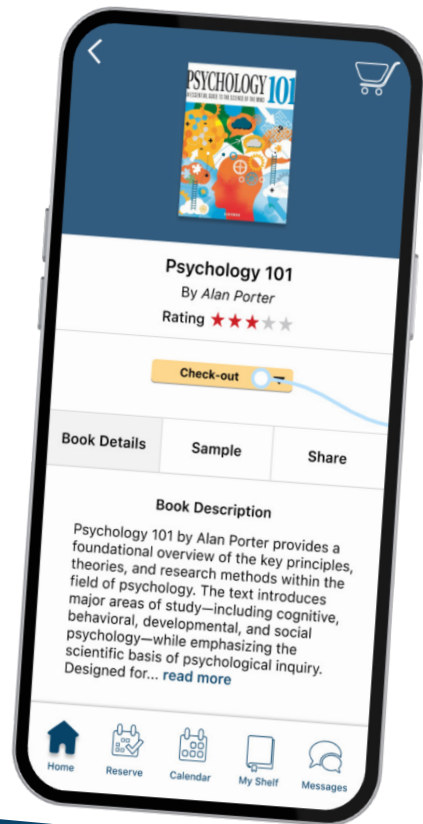
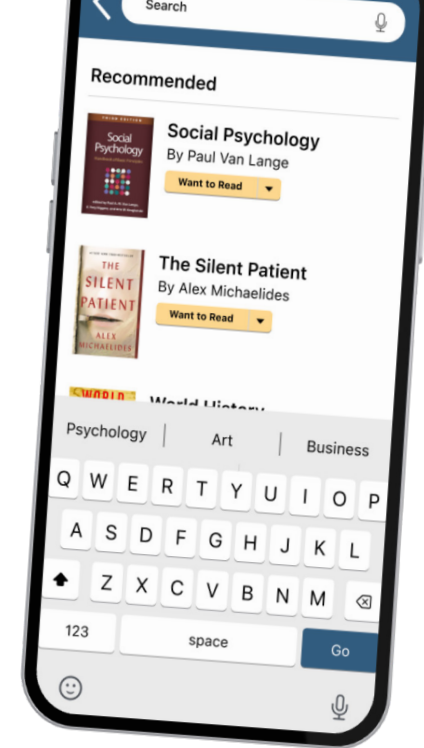
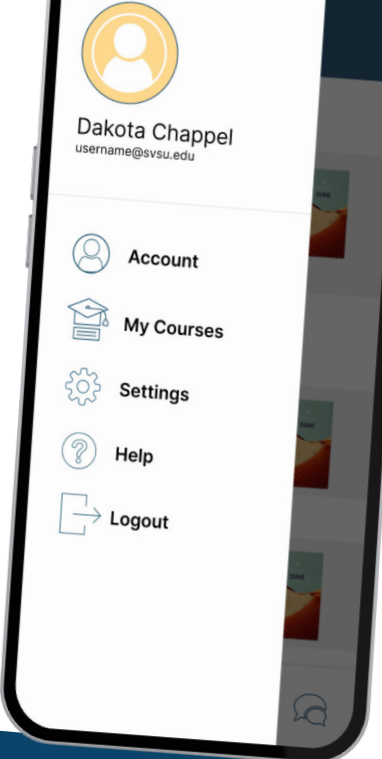
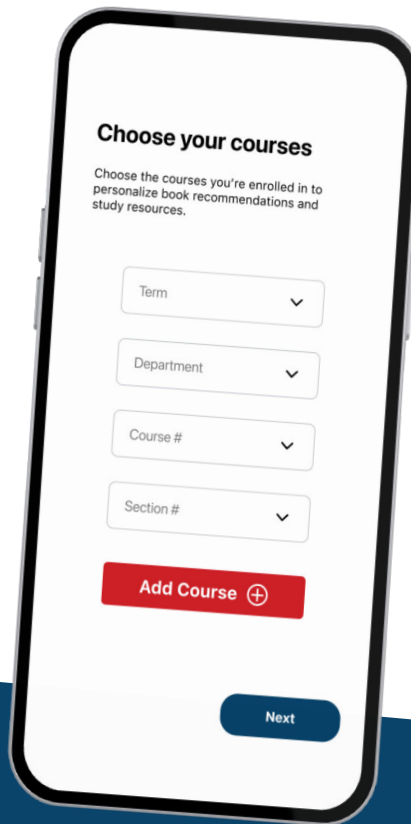
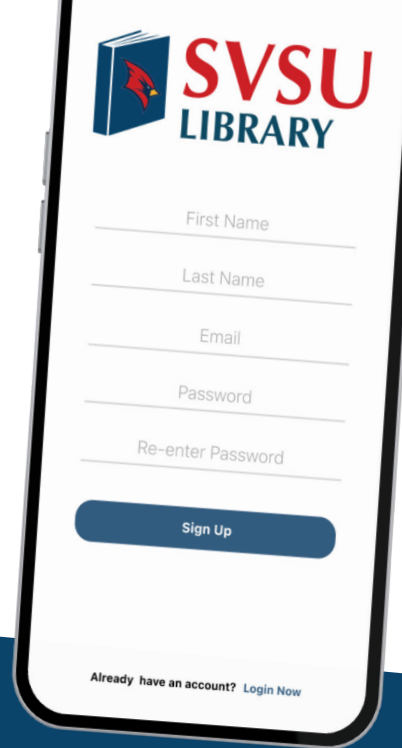
The main screens provide users with quick access to the app's core features, offering a clear and organized layout that supports browsing materials, managing reservations, viewing schedules, and accessing personal content. Together, these screens create a simple, intuitive experience that helps students navigate the library's most essential tools with ease.

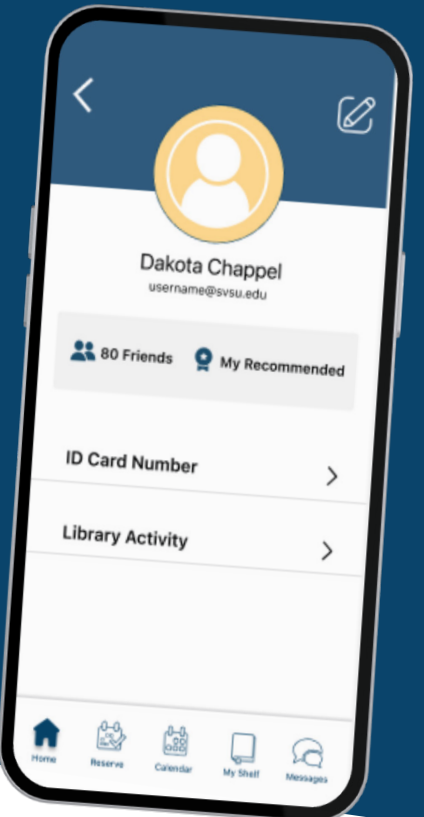
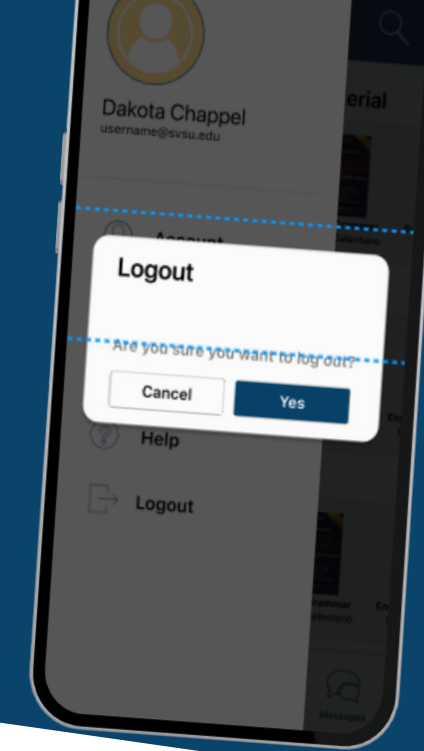
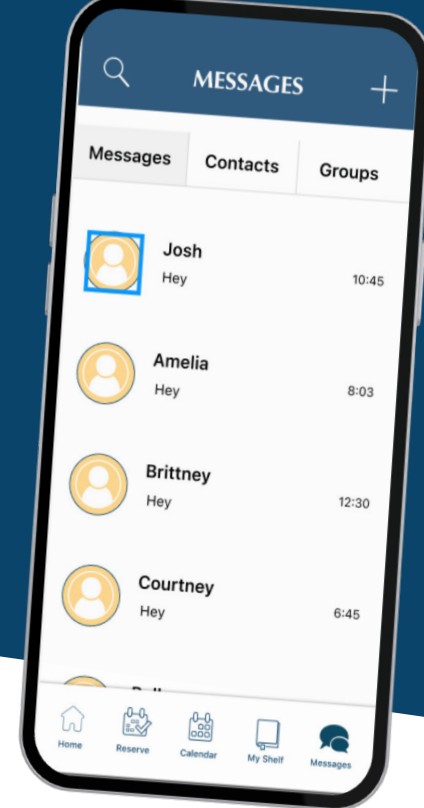
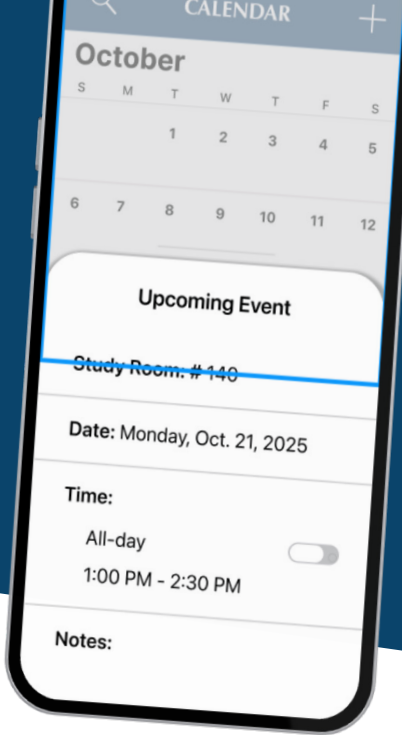
Secondary Screens:

The secondary screens serve as extensions of the main SVSU app interface, allowing users to explore additional tools, features, and resources in a seamless and intuitive way. Each screen is designed to maintain consistent branding, color palette, and typography, ensuring a cohesive visual identity throughout the app. These screens focus on simplifying navigation, enhancing accessibility, and providing clear pathways for users to interact with content. Together, they create a balanced experience that feels both functional and visually engaging, supporting the overall goal of improving user connection and convenience within the SVSU community.



Scan to view complete Figma prototype





Conclusion

Overall, the SVSU Library app is designed to create a streamlined, modern, and student-centered digital library experience. By combining intuitive navigation, clean visual design, and essential academic tools, the app simplifies how students discover materials, reserve study spaces, and manage their library activity. Each screen, feature, and interaction was intentionally crafted to reduce friction and support students in their daily academic routines. The final design reflects a unified system that is both functional and visually consistent, resulting in an experience that feels reliable, accessible, and aligned with the needs of the SVSU community.

