Kindle

User Interface Analysis

Strategy Plane
-What is Kindle meant to do-

- Kindle is an e-book reader. It combines the experiences of shopping for a book and reading a book and brings it to your device.

- On April 1 2011, Amazon said,
  "We have sold 105 Kindle e-books for every 100 print books in the US. Not counting free Kindle books or other books that people read on the device."

- Although by September 2011, Amazon had other aspirations for Kindle when it launched Kindle Fire in direct competition to the ipad at 33% less cost.

Scope Plane

-What features drive it to accomplish its strategy-

Buying an e-book

Reading an e-book

Shop on Amazon.com and get it delivered wirelessly to your Kindle.

OR

Buy directly from your device. Requires your device to connect to wi-fi.

Follows the "virtual library" format. Books can be categorized into folders.

Kindle's e-ink technology simulates reading a physical book.

There is no real equivalent of flipping through a book. Painfully slow search.

There is also no system to annotate, make notes or look up references as one often does with a book.

Structure Plane

Using a Kindle device

Buying an e-book

↓

Easy access to buy button under Menu

Browser works considerably faster
than when browsing the web

Multipurpose Amazon account

Book made available on up to 6 devices through
Kindle app

Reading an e-book

↓

Neat arrangement of folders

Ability to change font, screen rotation
and typeface

User can bookmark a page

Annotating is possible. User can save and share
annotations on social networks. Doubtful about
the use of this feature

Buttons on either side of the device to change
page

Notes cannot be exported to text editors
on your computer

Skeleton Plane

Interface+ Navigation Design

- Works just as well as opening a book and starting to read it. Smart location of power button makes sure you don't accidentally turn it off while reading

- Pages can be turned by buttons on either side

- No option to change sleep mode settings. Annoying for slow readers or those who like to think a bit before jumping to the next page

- e-ink takes a while to load

- No option to change screen savers

- Navigate with Up/Down/Right/Left buttons. Contents categorized under Menu and Home

- Unwieldy to type numbers

- Search functionality is slow and inefficient

Surface Plane
Visual Design

- Buttons are not sleek. e-ink takes a while to load. The closest equivalent is an early Android Phone. The popular perception is that you don't have to be techno-savvy to use the Kindle

- Basic no-frills interface. The closest equivalent is an early Android- its appeal lies in its functionality

- Minimalist. Easy to understand navigation