

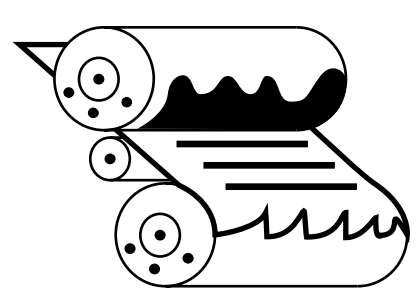
# Exploring Academic Access to Information

Establishing stakeholder perspectives and design implications for a user-centered textbook model

## The Problem

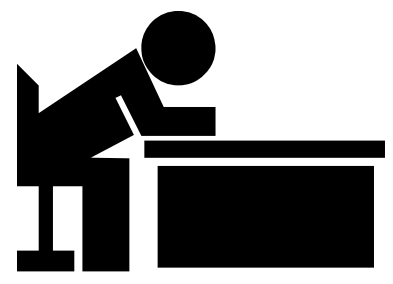
65% of surveyed<sup>1</sup> students “said that they had decided **against buying a textbook because it was too expensive.**” Yet, “94% of them were concerned that doing so would hurt their grade in a course.” Since the early 2000s, eBooks have been offered at a low cost - but students are wary to change their habits and publishers have yet to make principal titles available in the digital format. **Today’s designers must work within the current system of access and use** so that stakeholders can remain comfortable as academic information becomes digitally distributed.

## Stakeholders



### Publishing Business

Commissions and edits texts to provide reliable academic information



### Faculty Choices

Decides on best source of information for assigned homework and readings



### Student Perspectives

Values low-cost information - choosing the best resource across all formats



### Bookstore Decisions

Buys formatted texts based on student habits and faculty course history

## The Solution

All those interviewed responded to a proposed “Freemium” solution that allowed for free access to texts but required payment for some features. After analysis of user’s responses to this model, I created technical recommendations to solve current problems of academic access. A solution must...

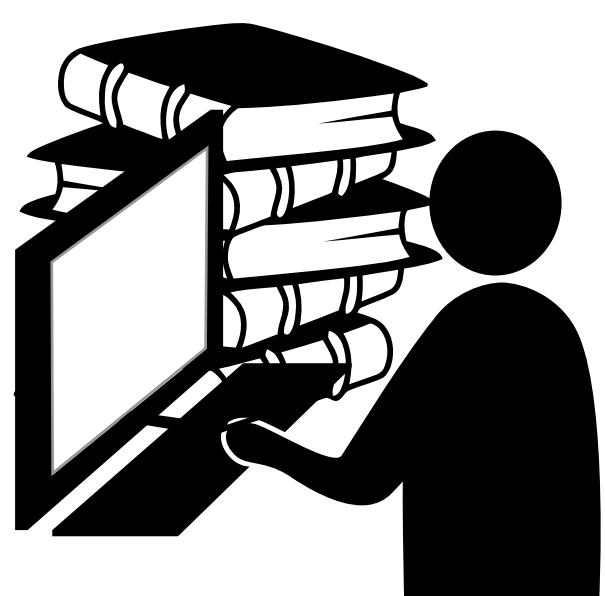
**Provide** similar navigation and annotation to a physical book in addition to digital-only features (e.g. “Bookmark” and “Find”)

**Connect** with consumers through the bookstore, allowing publishers access to students through the established relationship.

**Allow** secure “upload” of texts by students, faculty, bookstores and publishers to enforce copyright and protected use

## Design Process

### Literature Review



**Investigated** current issues in the realm of academic access and developed “Freemium” model proposal, similar to Spotify<sup>®</sup>

### Faculty & Student Interviews



**Prompted** user feedback of the “Freemium” model to understand consumer desires, needs and habits

### Bookstore Focus Group



**Confirmed** user needs and generated design recommendations based on feedback from Subject Matter Experts