

Dubberly Design Office

# The Future of Reading E-book Platform

---

Version 0.4  
August 12, 2011

---

Dubberly Design Office  
2501 Harrison Street, #7  
San Francisco, CA 94110

415 648 9799

## Introduction

Today's e-books are electronic versions of their paper forebears. As reader software becomes more sophisticated and human readers and authors become more comfortable with e-book technology, e-books will become more interactive.

This document accompanies a prototype of an interactive e-book version of the *Harry Potter* series and describes how users would interact with it. The prototype shows how readers might access supplemental information that could be built into the e-book or linked to in related books.

The *Harry Potter* example illustrates not just one interactive e-book but also a platform that could support many similar books. Interactive e-book platforms will emerge. Platform battles are won by attracting developers, which means building scale, which means opening up a lead early.

# Contents

---

Overview Model	4
----------------	---

---

<b>Cast of Characters</b>	<b>5</b>
---------------------------	----------

Reader	6
Character Pop-Over	7
Full Screen Feature: Character One	8
Full Screen Feature: Dismiss	9
Full Screen Feature: Pan	10
Full Screen Feature: Character Two	11
Full Screen Feature: Dismiss	12
Full Screen Feature: Zoom Out	13
Full Screen Feature: List View	14
Full Screen Feature: Scroll	15
Full Screen Feature: Expanded Image	16

---

<b>Timelines</b>	<b>17</b>
------------------	-----------

Reader	18
Event Pop-Over	19
Full Screen Feature: Event One	20
Full Screen Feature: Dismiss	21
Full Screen Feature: Pan	22
Full Screen Feature: Event Two	24

---

<b>Maps</b>	<b>25</b>
-------------	-----------

Reader	26
Location Pop-Over	27
Full Screen Feature: Details	28
Full Screen Feature: Dismiss	29
Full Screen Feature: Zoom In	30

---

<b>Plug-in Content</b>	<b>31</b>
------------------------	-----------

Reader	32
Dragon Pop-Over	33
Full-Screen Feature: Fantastic Beasts	34
Full Screen Feature: Expanded Image	35

# Overview Model

The diagram at right shows preliminary thinking for creating a consistent and flexible UI structure for developing interactive e-book features on a touch screen Kindle. These features can also work on Kindles with 5-way selectors.

The horizontal (blue) rows represent different features. The vertical (pink) columns represent the UI elements. Moving from left to right, the user is presented with more information.

If the term is included in related book

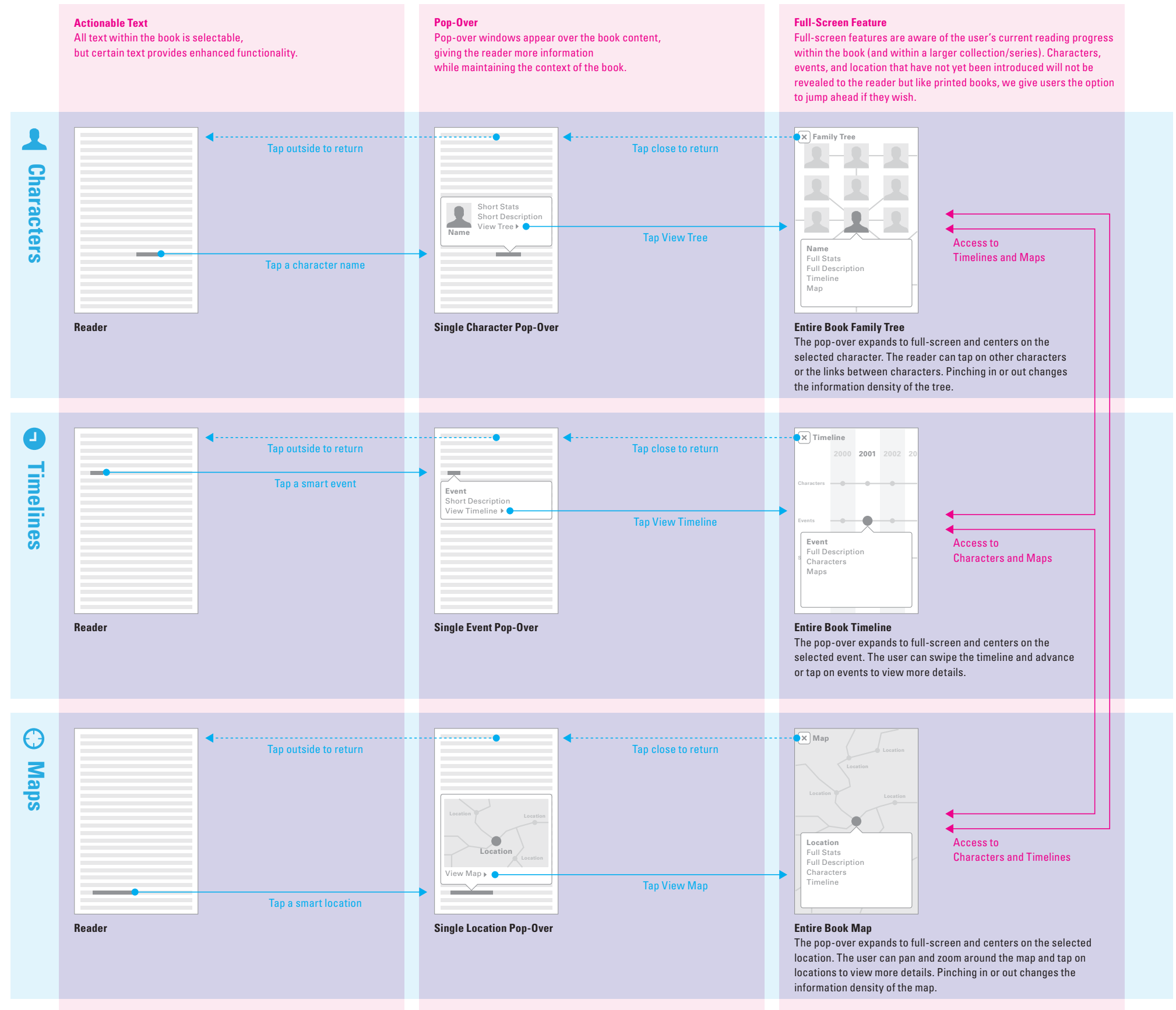
e.g.,	Characters	show	Relations
	Timelines	show	Context
	Maps	show	Location

If the term is included within the book's supplementary information

e.g.,	Glossary	show	Definition
-------	----------	------	------------

If the term is not included in related books or in the book's supplementary information

e.g.,	Common words	show	Dictionary definition
-------	--------------	------	-----------------------



## Cast of Characters

Imagine being able to tap any character name in a book and use an interactive “family tree.” The interactive cast of characters not only includes details about the selected character, but also the character’s relationship to other characters, what events the character was involved in, when those happened, and be able to jump directly to other places where the character appears.

# Cast of Characters

## Reader

We begin in the Reader booklet. Please note that we have implemented our typographic recommendations to the design of the Reader screens.

### 6.1 Reader

“The Firebolt’s going to be much farther away than the stuff in here, it’s going to be in the castle, and I’m going to be out there on the grounds...”

“That doesn’t matter,” said Hermione firmly.” Just as long as you’re concentrating really, really hard on it, it’ll come. Harry, we’d better get some sleep...you’re going to need it.”

~~Harry had been focusing so hard on learning the Summoning Charm that evening that some of his blind panic had heft him. It returned in full measure, however, on the following morning. The atmosphere in the school was one of great tension and excitement. Lessons were to stop at midday, giving all the students time to get down to the dragons’ enclosure—though of course, they didn’t yet know what they would find there.~~

Harry felt oddly separate from everyone around him, whether they were wishing him good luck or hissing “We’ll have a box of tissues ready, Potter” as he passed. It was a state of nervousness so advanced that he wondered whether he mightn’t just lose his head when they tried to lead him out to his dragon, and start trying to curse everyone in sight. Time was behaving in a more peculiar fashion than ever, rushing past in great dollops, so that one moment he seemed to be sitting down in his first lesson, History of Magic, and the next, walking into lunch...and then (where had the morning gone? the last of the dragon-free hours?), Professor McGonagall was hurrying over to him in the Great Hall. Lots of people were watching.

### 6.2 Tap and Hold

“The Firebolt’s going to be much farther away than the stuff in here, it’s going to be in the castle, and I’m going to be out there on the grounds...”

“That doesn’t matter,” said Hermione firmly.” Just as long as you’re concentrating really, really hard on it, it’ll come. Harry, we’d better get some sleep...you’re going to need it.”

**Harry** had been focusing so hard on learning the Summoning Charm that evening that some of his blind panic had heft him. It returned in full measure, however, on the following morning. The atmosphere in the school was one of great tension and excitement. Lessons were to stop at midday, giving all the students time to get down to the dragons’ enclosure—though of course, they didn’t yet know what they would find there.

Harry felt oddly separate from everyone around him, whether they were wishing him good luck or hissing “We’ll have a box of tissues ready, Potter” as he passed. It was a state of nervousness so advanced that he wondered whether he mightn’t just lose his head when they tried to lead him out to his dragon, and start trying to curse everyone in sight. Time was behaving in a more peculiar fashion than ever, rushing past in great dollops, so that one moment he seemed to be sitting down in his first lesson, History of Magic, and the next, walking into lunch...and then (where had the morning gone? the last of the dragon-free hours?), Professor McGonagall was hurrying over to him in the Great Hall. Lots of people were watching.

Users have access to existing features by performing a tap and hold. Note: This screen is not included in the screen-based demo because it is an aside from the main flow.

Single tap.  
See next page.

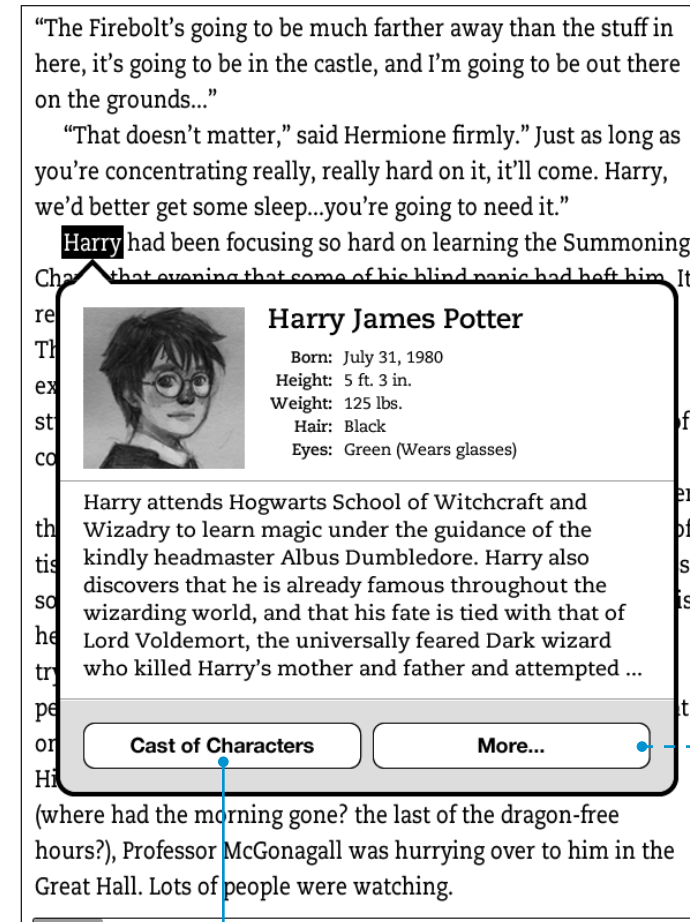
# Cast of Characters

## Character Pop-Over

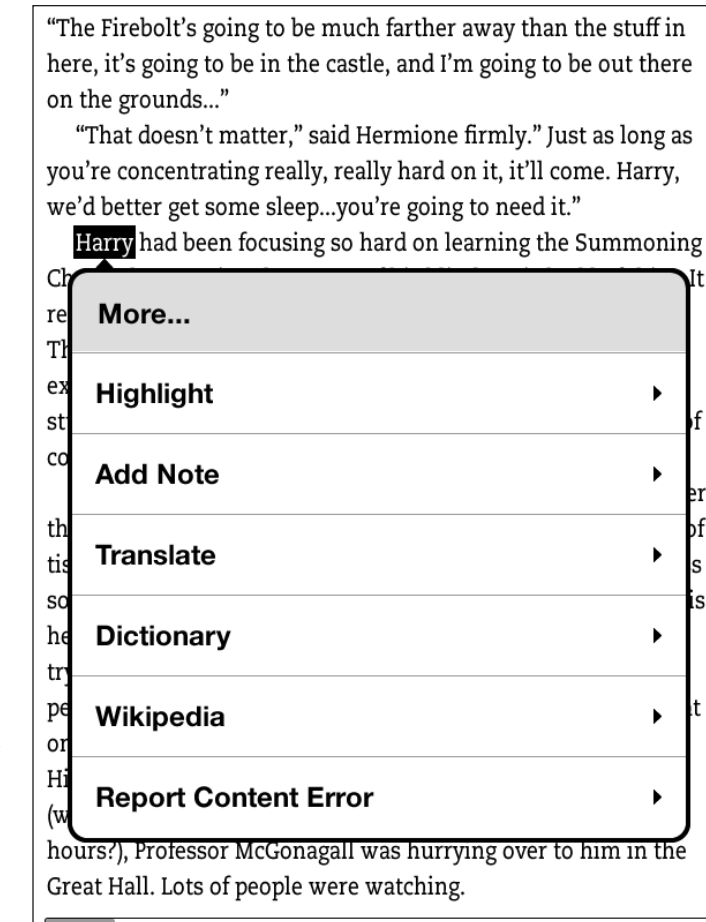
The user tapped the name of a character and the character pop-over appears displaying an image, name, basic stats, and a short description of the character.

The user can view the entire cast of characters, and has access to the existing menu of options such as highlighting, notes, translation, dictionary, Wikipedia, and report errors.

### 7.1 Character Pop-Over



### 7.2 More...



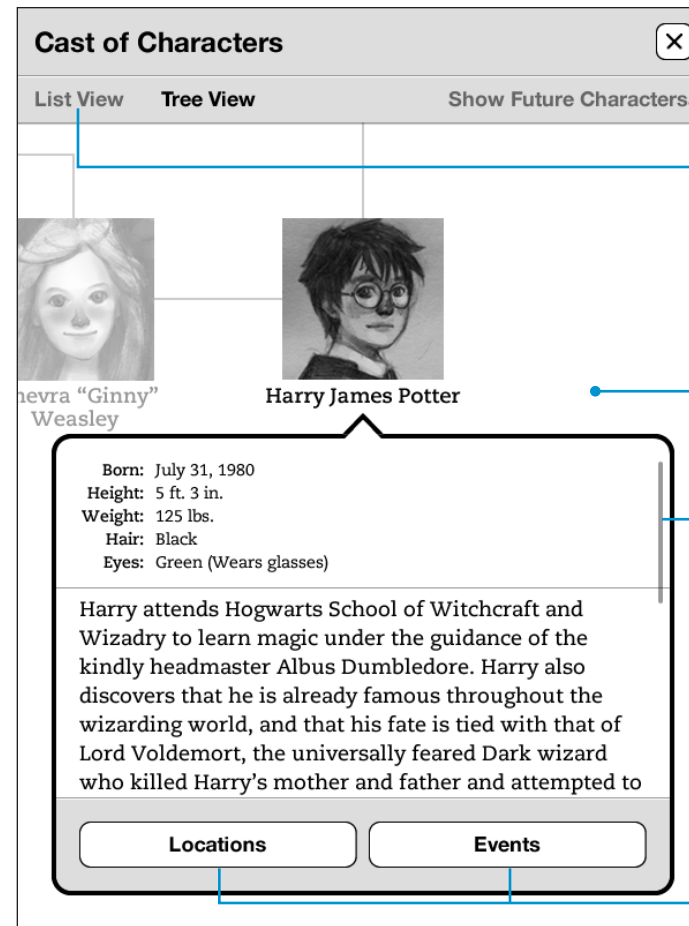
Users have access to existing features via the more button. Note: This screen is not included in the screen-based demo because it is an aside from the main flow.

Single tap.  
See next page.

# Cast of Characters

## Full-Screen Feature Character One

The user tapped the Character button from the character pop-over and is presented with a full-screen, interactive feature.



Close to return to pop-over.

Show Future Characters

Features are aware of the user's current reading progress within the book (and within a larger collection/series). Characters that have not yet been introduced will not be revealed to the reader but like printed books, we give users the option to jump ahead if they wish.

List View See page 14.

Single tap outside to dismiss details pop-over. See next page.

Scroll to reveal more character info.

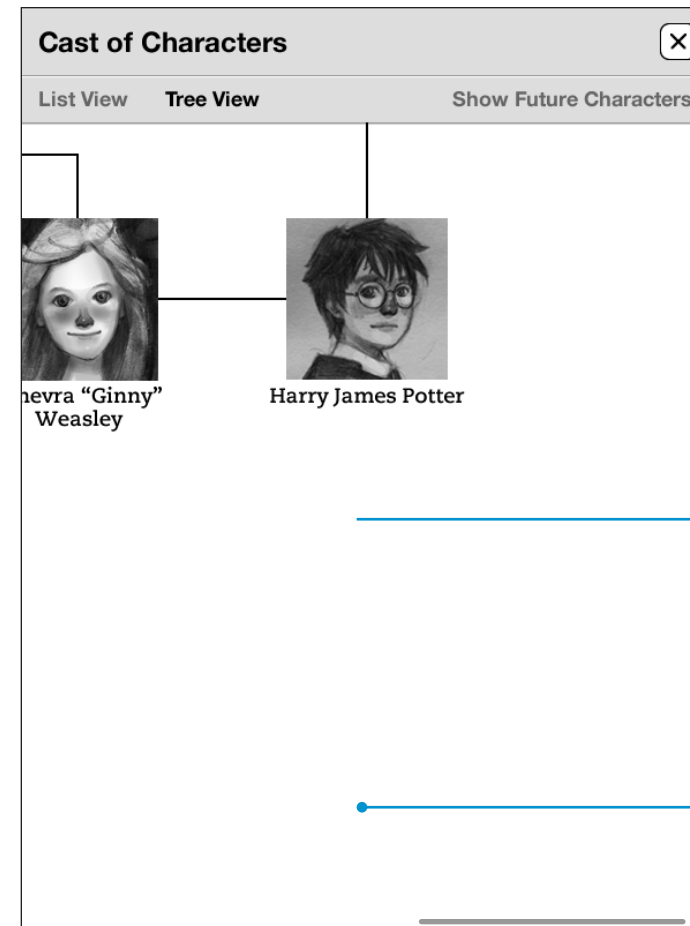
The user has access to other full-screen features to learn about Locations and Events associated with this character.



## Cast of Characters

### Full-Screen Feature Dismiss

The user tapped outside the details pop-over to enable panning, zooming, and tapping of other characters.



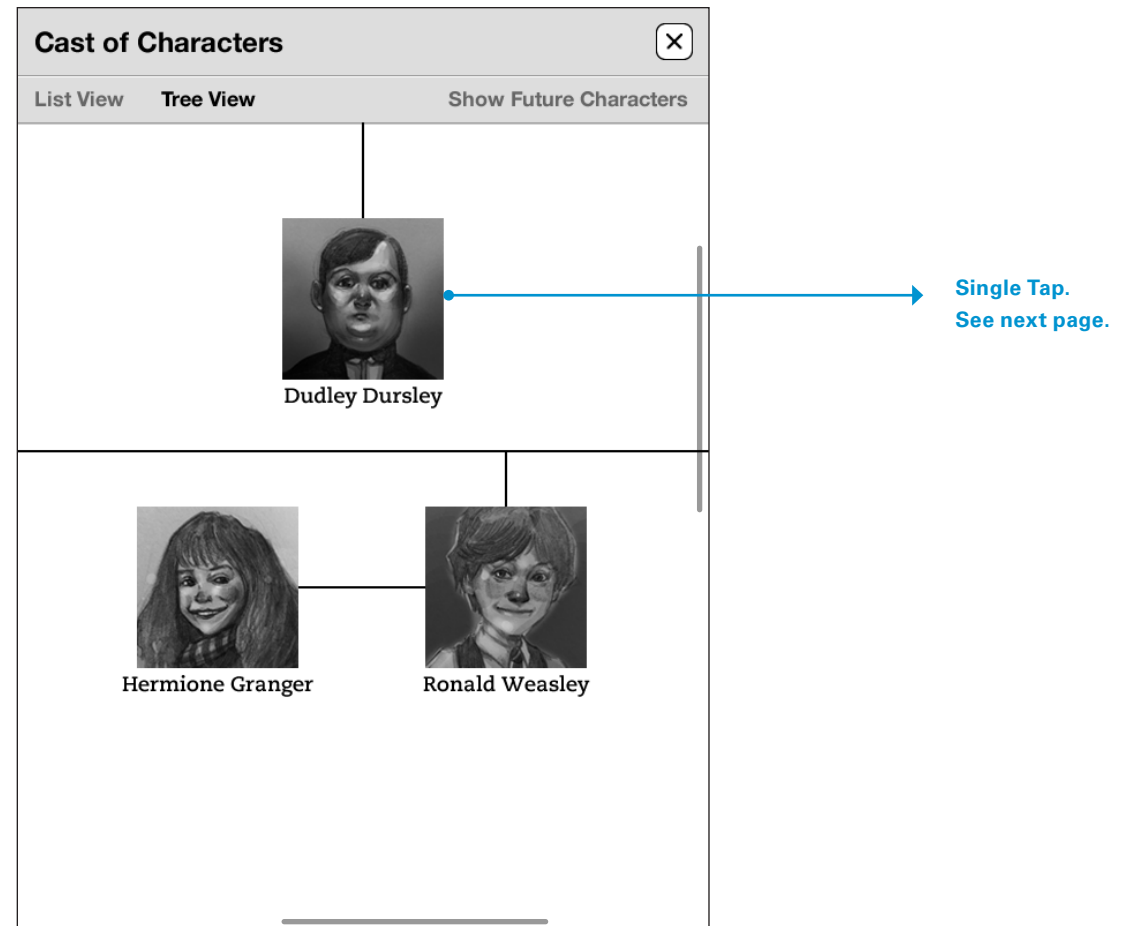
Details pop-over is dismissed.  
Panning, zooming, and tapping of other characters is enabled.

Drag finger down and right.  
See next page.

## Cast of Characters

### Full-Screen Feature Pan

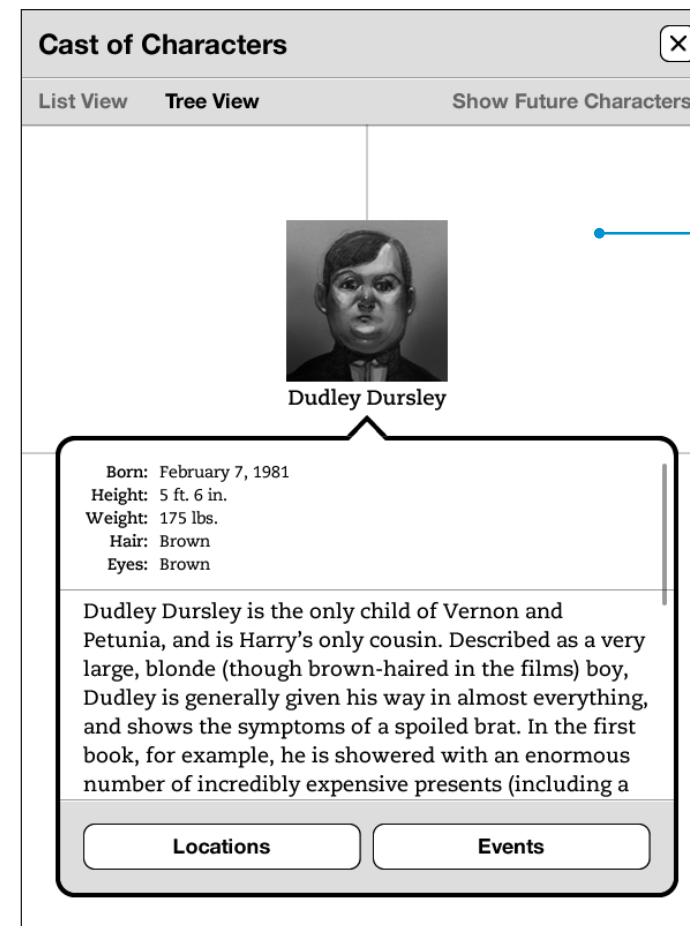
The user panned around the cast of characters full-screen feature.



## Cast of Characters

### Full-Screen Feature Character Two

The user tapped a thumbnail image from the cast of characters full-screen feature.

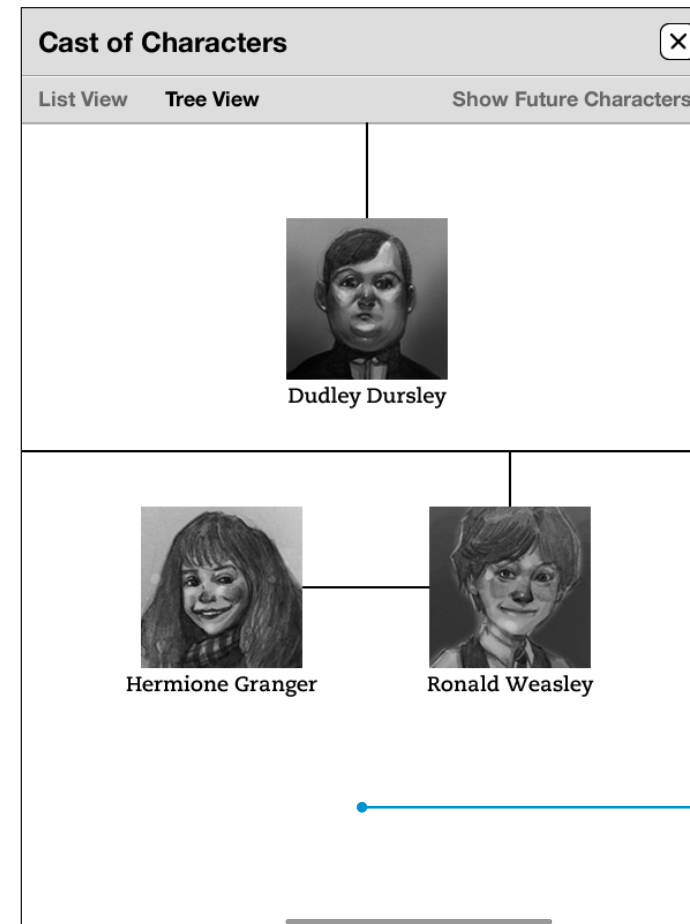


Single tap outside to dismiss details pop-over.  
See next page.

## Cast of Characters

### Full-Screen Feature Dismiss

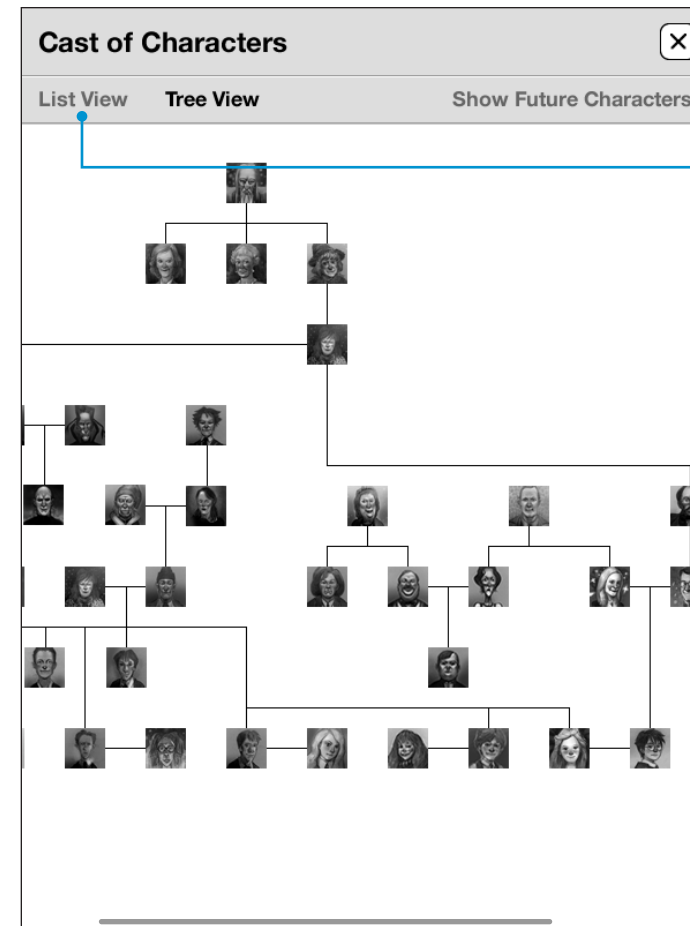
The user tapped outside the details pop-over to enable panning, zooming, and tapping of other characters.



## Cast of Characters

### Full-Screen Feature Zoom Out

The user pinched two fingers together to shrink the page and see more of the cast of characters.



Single tap.  
See next page.

## Cast of Characters

### Full-Screen Feature List View

The user tapped the list view option from the tool bar at the top of the screen.

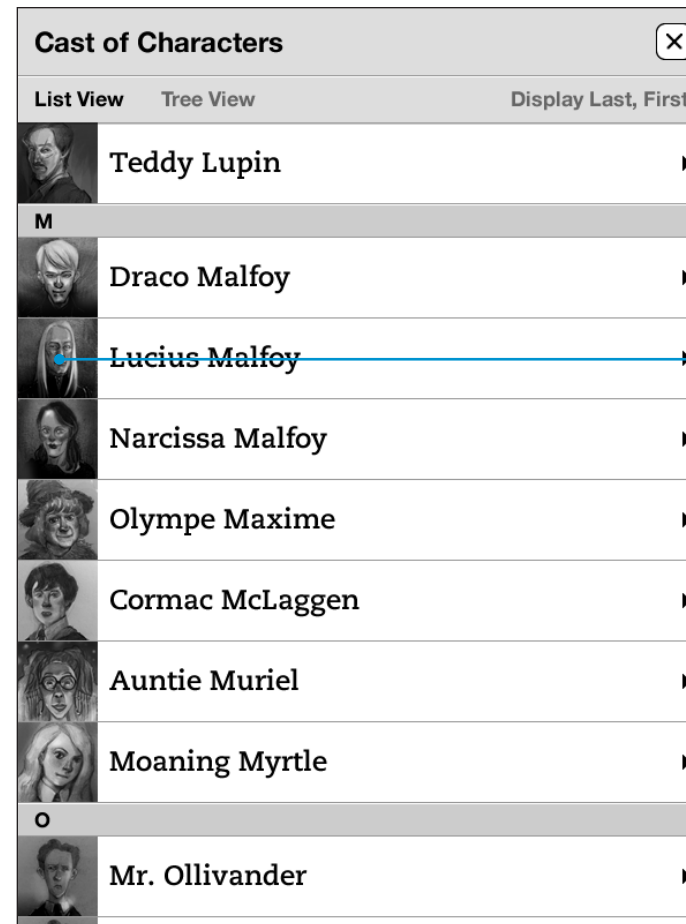


Drag finger down.  
See next page.

## Cast of Characters

### Full-Screen Feature Scroll

The user scrolled the list view up.



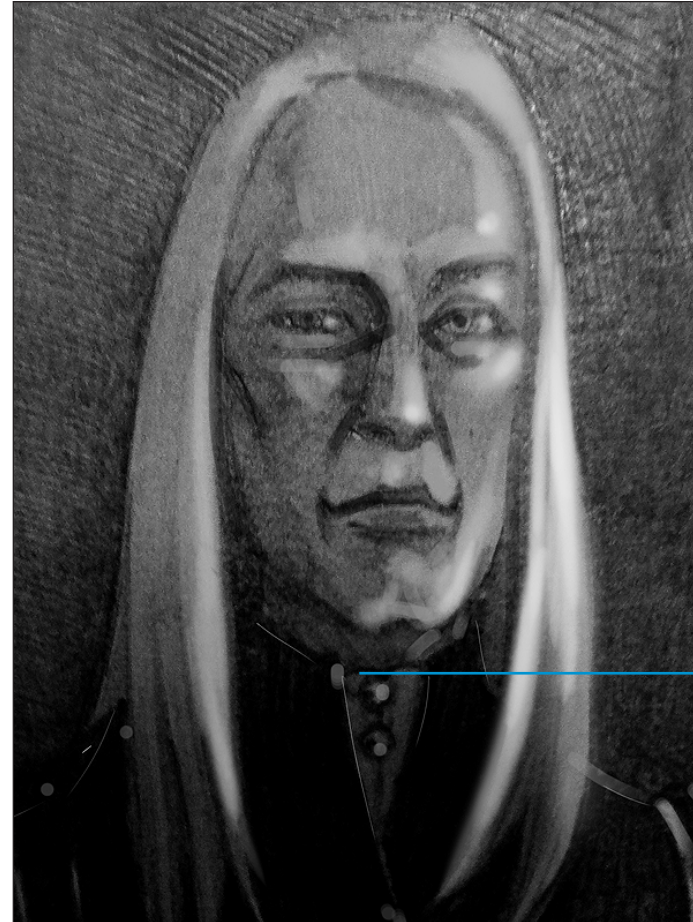
Pinch fingers outward.  
See next page.

Tap any character listing to view more details.

## Cast of Characters

### Full-Screen Feature Expanded Image

The user pinched two fingers outward to expand the character image and view it full screen.



Pinch fingers together  
to return to list view.



## Timelines

Imagine being able to tap any event or date within a book and use an interactive timeline. The interactive timeline not only includes details about the selected event, but also what characters were involved, and where the event was located.

# Timelines

## Reader

We begin in the Reader booklet. Please note that we have implemented our typographic recommendations to the design of the Reader screens.

“A week,” said the cold voice. “Perhaps longer. The place is moderately comfortable, and the plan cannot proceed yet. It would be foolish to act before the Quidditch World Cup is over.” Frank inserted a gnarled finger into his ear and rotated it. Owing, no doubt, to a buildup of earwax, he had heard the word “Quidditch,” which was not a word at all.

“The—the Quidditch World Cup, My Lord?” said Wormtail. (Frank dug his finger still more vigorously into his ear.) “Forgive me, but—I do not understand—why should we wait until the World Cup is over?”

“Because, fool, at this very moment wizards are pouring into the country from all over the world, and every meddler from the Ministry of Magic will be on duty, on the watch for signs of unusual activity, checking and double-checking identities. They will be obsessed with security, lest the Muggles notice anything. So we wait.”

Frank stopped trying to clear out his ear. He had distinctly heard the words “Ministry of Magic,” “wizards,” and “Muggles.” Plainly, each of these expressions meant something secret, and Frank could think of only two sorts of people who would speak in code: spies and criminals. Frank tightened his hold on his walking stick once more, and listened more closely still.

“Your Lordship is still determined, then?” Wormtail said quietly. “Certainly I am determined, Wormtail.” There was a note of menace in the cold voice now.



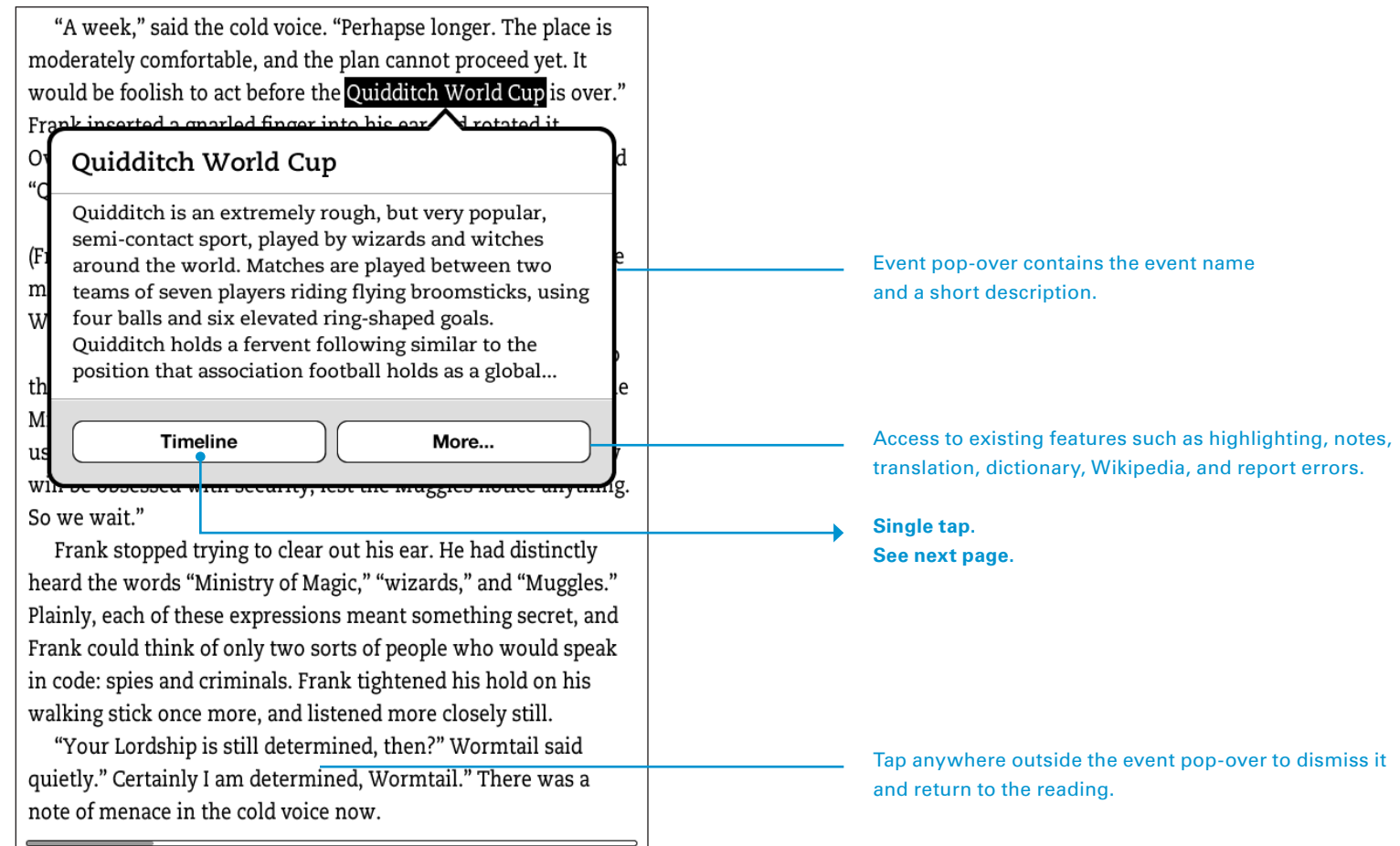
Single tap.  
See next page.

# Timelines

## Event Pop-Over

The user tapped the name of an event and the event pop-over appears displaying the event name and a short description.

The user can view the entire timeline and has access to the existing menu of options such as highlighting, notes, translation, dictionary, Wikipedia, and report errors.



# Timelines

## Full-Screen Feature Event One

The user tapped the Timeline button from the event pop-over and is presented with a full-screen, interactive feature.

The screenshot shows a 'Timeline' interface for the year 2004. At the top, there are navigation options: 'Day', 'Week', 'Month', and 'Year', with 'Year' selected. A 'Show Future Events' button is located to the right. The timeline itself is a vertical axis with several events marked by vertical lines and text labels: 'Harry casts a spell on Aunt Marge', 'Sirius Black escapes Azkaban', 'Draco Malfoy is attacked during', 'Lucius Malfoy sentences B', 'Quidditch World Cup', 'Lupin disarms He', and 'Hermione ar'. A detailed pop-over is shown for the 'Quidditch World Cup' event, containing text: 'Quidditch is an extremely rough, but very popular, semi-contact sport, played by wizards and witches around the world. Matches are played between two teams of seven players riding flying broomsticks, using four balls and six elevated ring-shaped goals. Quidditch holds a fervent following similar to the position that association football holds as a global popular sport. The sport has been adapted under the'. Below the text are two buttons: 'Locations' and 'Characters'. A 'Close' button (an 'X' in a square) is in the top right corner of the timeline window.

**Close** to return to pop-over.

**Show Future Events**  
Features are aware of the user's current reading progress within the book (and within a larger collection/series). Events that have not yet happened will not be revealed to the reader but like printed books, we give users the option to jump ahead if they wish.

**Day/Week/Month/Year View**

**Single tap outside to dismiss details pop-over. See next page.**

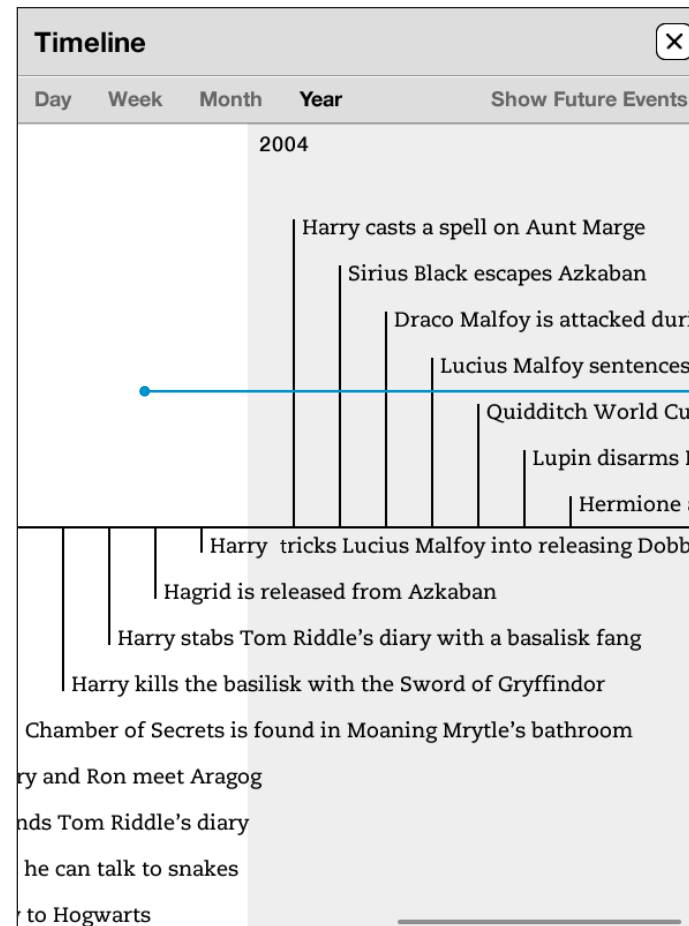
**Scroll** to reveal more event info.

The user has access to other full-screen features to learn about **Locations** and **Characters** associated with this event.

# Timelines

## Full-Screen Feature Dismiss

The user tapped outside the details pop-over to enable panning and tapping of timeline items.

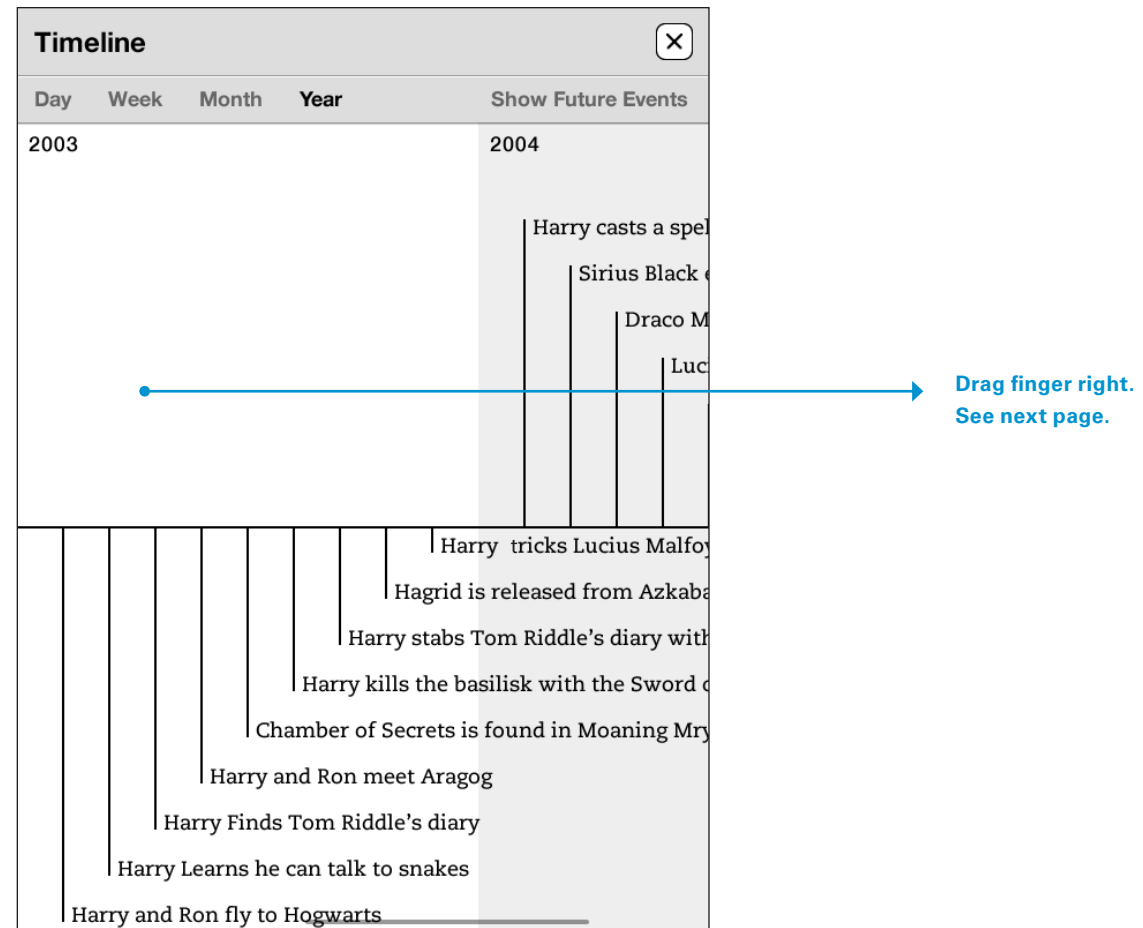


Drag finger right.  
See next page.

# Timelines

## Full-Screen Feature Pan

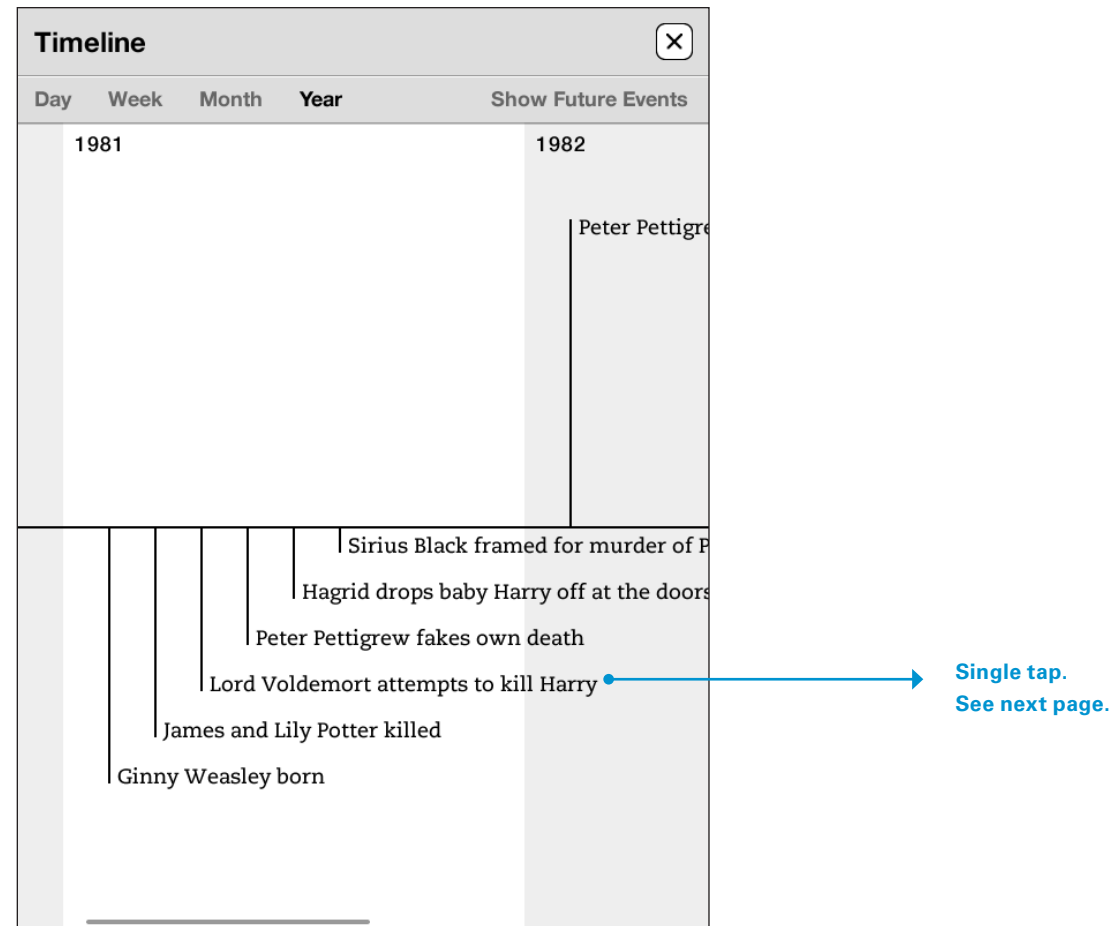
The user panned around the timeline full-screen feature.



# Timelines

## Full-Screen Feature Pan

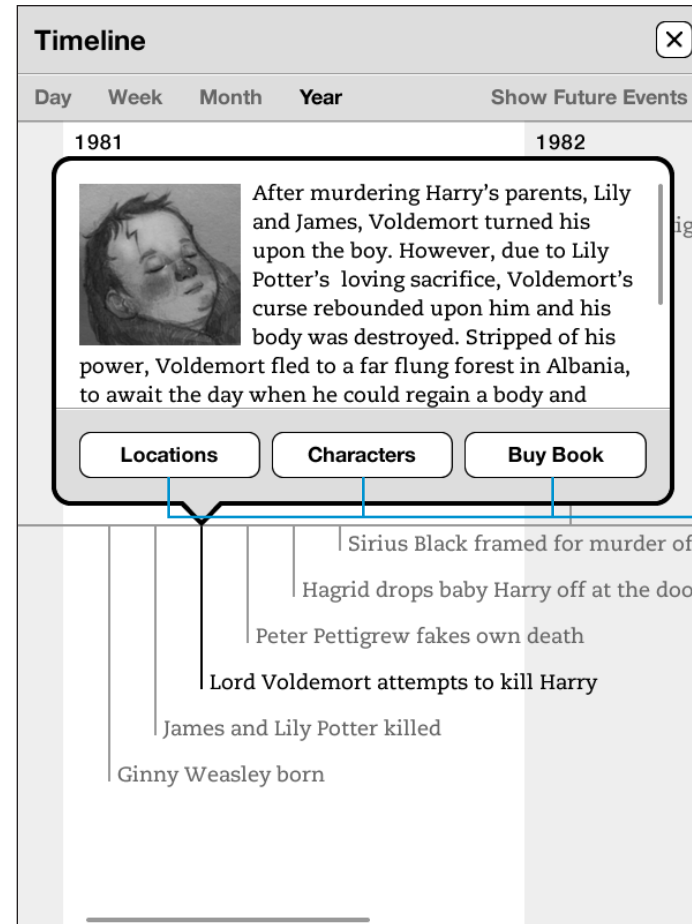
The user panned around the timeline full-screen feature.



# Timelines

## Full-Screen Feature Event Two

The user tapped an event item from the timeline full-screen feature.



The user has access to other full-screen features to learn about **Locations** and **Characters** associated with this event. The system checks to see if the user owns the referenced book, and if not, then displays the **Buy Book** button.



## Maps

Imagine being able to tap any location—a world, city, or even building—in a book and get an interactive map. The interactive map not only includes details about the selected location, but also what events happened there, who was involved, and when it happened.

## Maps

## Reader

We begin in the Reader booklet. Please note that we have implemented our typographic recommendations to the design of the Reader screens.

that their robes seemed to be made of fine silk, and none of them were wearing cloaks. A few had wrapped scarves and shawls around their heads. From what Harry could see of them (they were standing in Madame Maxime's enormous shadow), they were staring up at Hogwarts with apprehensive looks on their faces." As Karkaroff arrived yet?" Madame Maxime asked.

"He should be here any moment," said Dumbledore. "Would you like to wait here and greet him or would you prefer to step inside and warm up a trifle?"

"Warm up, I think," said Madame Maxime. "But ze 'orses -"

"Our Care of Magical Creatures teacher will be delighted to take care of them," said Dumbledore, "the moment he has returned from dealing with a slight situation that has arisen with some of his other—er—charges."

"Skrewts," Ron muttered to Harry, grinning.

"My steeds require—er—forceful 'andling," said Madame Maxime, looking as though she doubted whether any Care of Magical Creatures teacher at Hogwarts could be up to the job.

"Zey are very strong..."

"I assure you that Hagrid will be well up to the job," said Dumbledore, smiling.

"Very well," said Madame Maxime, bowing slightly. "Will you please inform zis 'Agrid zat ze 'orses drink only single-malt whiskey?"

"It will be attended to," said Dumbledore, also bowing.

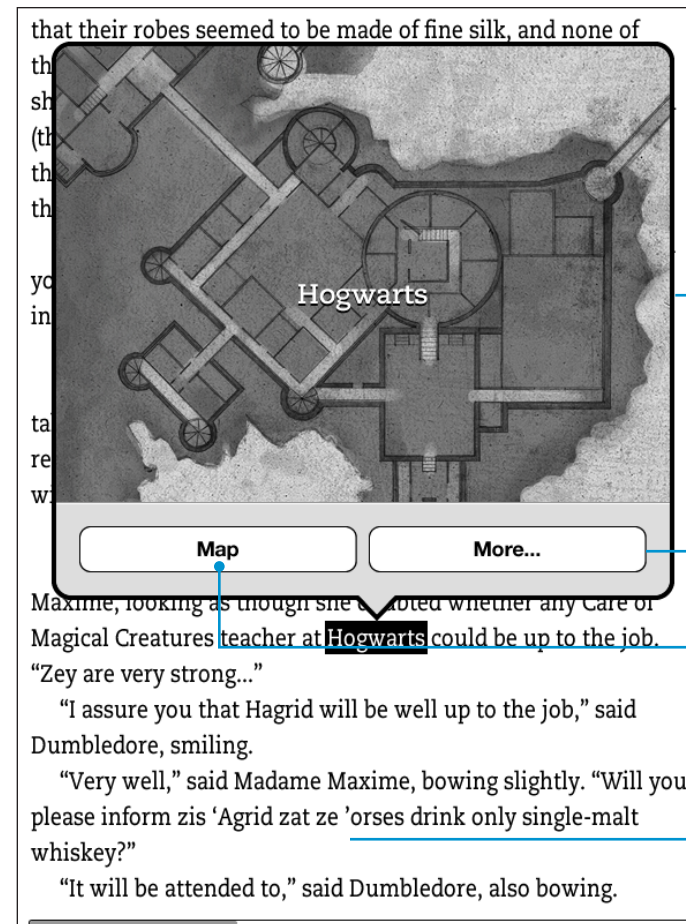
Single tap.  
See next page.

# Maps

## Location Pop-Over

The user tapped the name of a location and the location pop-over appears displaying the location name and a small map preview.

The user can view the entire map and has access to the existing menu of options such as highlighting, notes, translation, dictionary, Wikipedia, and report errors.



Pop-over contains location name and a small map preview.

Access to existing features such as highlighting, notes, translation, dictionary, Wikipedia, and report errors.

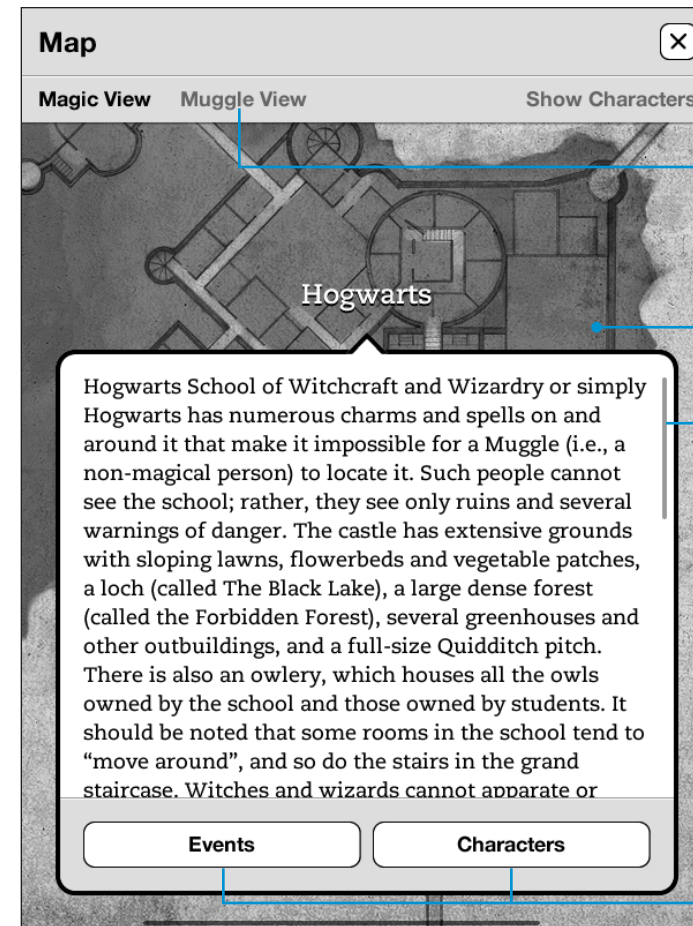
Single tap.  
See next page.

Tap anywhere outside the location pop-over to dismiss it and return to the reading.

# Maps

## Full-Screen Feature Details

The user tapped the Map button from the location pop-over and is presented with a full-screen, interactive feature.



Close to return to pop-over.

Show Characters overlaid on the map just like The Marauder's Map.

Muggle View displays a "real" view of the world.

Single tap outside to dismiss details pop-over. See next page.

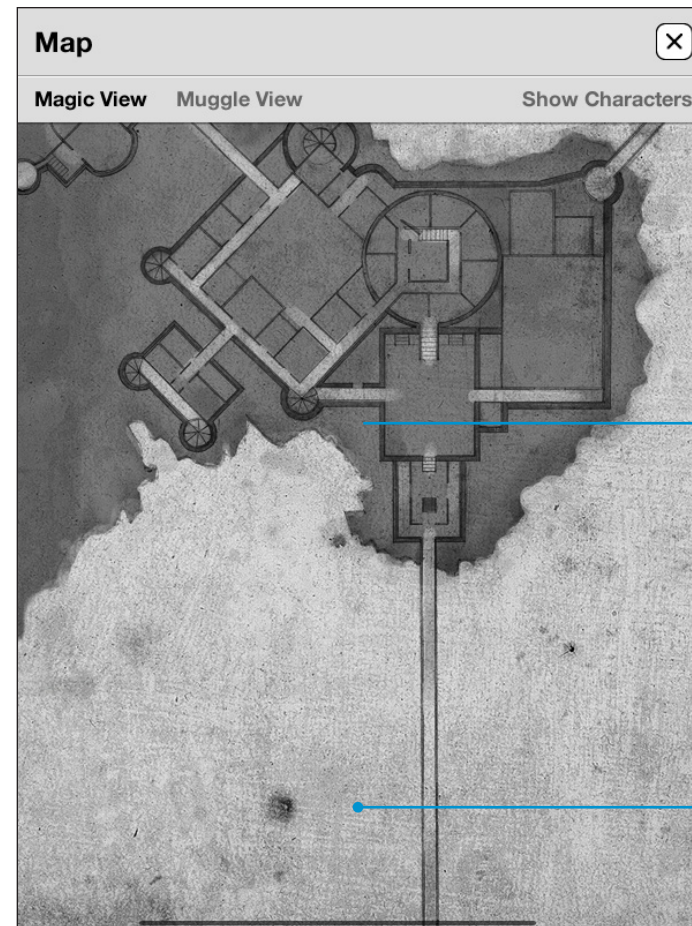
Scroll to reveal more location info.

The user has access to other full-screen features to learn about Events and Characters associated with this location.

# Maps

## Full-Screen Feature Dismiss

The user tapped outside the details pop-over to enable panning, zooming, and tapping of locations.



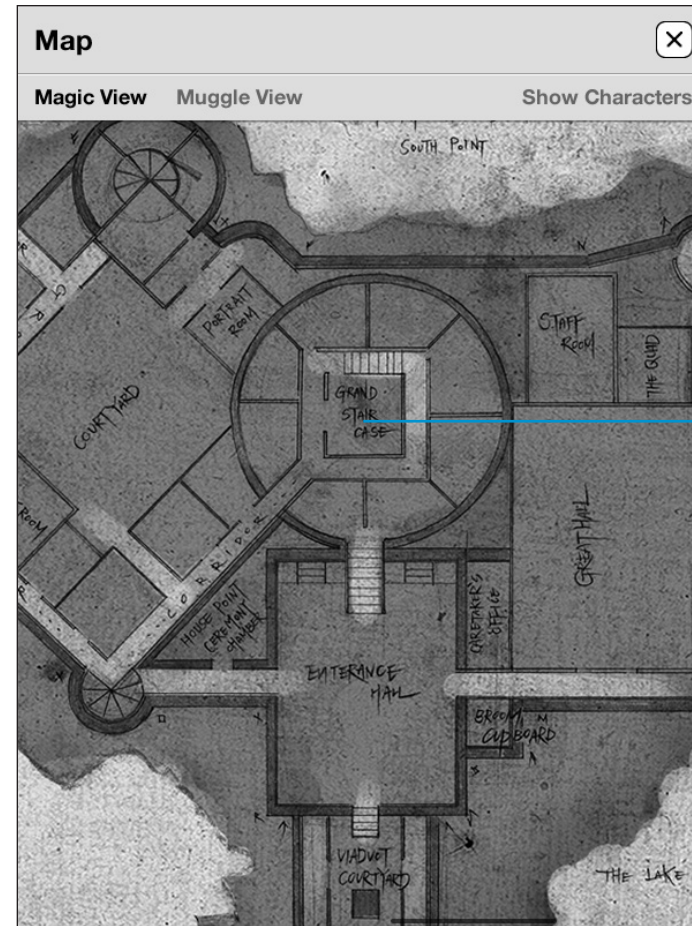
Details pop-over is dismissed.  
Panning, zooming, and tapping of other locations is enabled.

Pinch fingers outward.  
See next page.

# Maps

## Full-Screen Feature Zoom In

The user pinched two fingers outward to expand the map and see more details. Notice the map becomes higher fidelity the more users zoom in.



The map becomes higher fidelity the more users zoom in.

## Plug-in Content

Imagine being able to expand your reading experience by plugging in supplemental content purchased from the Kindle Store. Many popular books include a complex and rich mythology which devoted followers crave, devour, and even create themselves, extending the stories. Think of how many fans would buy *Fantastic Beasts and Where To Find Them* to plug into their Harry Potter books.

# Plug-in Content

## Reader

We begin in the Reader booklet. Please note that we have implemented our typographic recommendations to the design of the Reader screens.

black one, with something chose to reverence. Its eyes were still just open. Harry could see a strip of gleaming yellow beneath its wrinkled black eyelid."This is a Hungarian Horntail," said Charlie. "There's a Common Welsh Green over there, the smaller one—a Swedish Short-Snout, that blue-gray—and a Chinese Fireball, that's the red."

Charlie looked around; Madame Maxime was strolling away around the edge of the enclosure, gazing at the stunned dragons.

"I didn't know you were bringing her, Hagrid," Charlie said, frowning. "The champions aren't supposed to know what's coming—she's bound to tell her student, isn't she?"

"Jus' thought she'd like ter see 'em," shrugged Hagrid, still gazing, enraptured, at the dragons.


"Really romantic date, Hagrid," said Charlie, shaking his head.

"Four..." said Hagrid, "so it's one fer each o' the champions, is it? What've they gotta do—fight 'em?"

"Just get past them, I think," said Charlie. "We'll be on hand if it gets nasty, Extinguishing Spells at the ready. They wanted nesting mothers, I don't know why...but I tell you this, I don't envy the one who gets the Horntail. Vicious thing. Its back end's as dangerous as its front, look."

Charlie pointed toward the Horntail's tail, and Harry saw long, bronze-colored spikes protruding along it every few inches.

Five of Charlie's fellow keepers staggered up to the Horntail at that moment, carrying a clutch of huge granite-gray eggs



Single tap.  
See next page.




# Plug-in Content

## Dragon Pop-Over

The user tapped the name of a dragon and the dragon pop-over appears displaying an image, name, basic stats, and a short description of the dragon.

The user can view the “Fantastic Beasts” content, and has access to the existing menu of options such as highlighting, notes, translation, dictionary, Wikipedia, and report errors.

black one, with something chose to reverence. Its eyes were still just open. Harry could see a strip of gleaming yellow beneath its wrinkled black eyelid.”This is a Hungarian Horntail,” said Charlie. “There’s a Common Welsh Green over there, the smaller one—a **Swedish Short-Snout**, that blue-gray—and a Chinese Fireball that’s almost dead.”



**Swedish Short-Snout**

Wingspan: ~24 feet  
Height: ~18 feet  
Weight: ~4 tons  
Color: Blue  
Temperment: Aggressive

A voluptuous blue dragon. The flames that its nose emits are of a shining blue color; they are able to flame any object in a matter of seconds. It is an animal that prefers to live in uninhabited mountainous areas. In the book Harry Potter and the Goblet of Fire, Cedric Diggory had to defeat one of these dragons in order to conclude the first task of the Triwizard Match.

[Fantastic Beasts](#) [More...](#)

as dangerous as its front, look.”

Charlie pointed toward the Horntail’s tail, and Harry saw long, bronze-colored spikes protruding along it every few inches.

Five of Charlie’s fellow keepers staggered up to the Horntail at that moment, carrying a clutch of huge granite-gray eggs

Pop-over contains an image, name, basic stats, and short description of the dragon.

Access to existing features such as highlighting, notes, translation, dictionary, Wikipedia, and report errors.

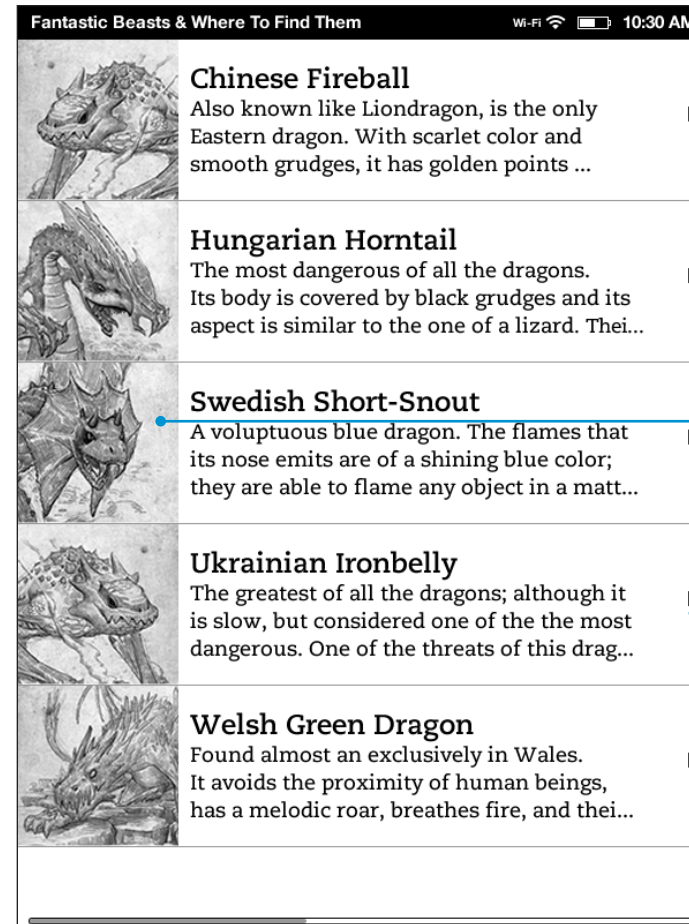
Single tap.  
See next page.

Tap anywhere outside the dragon pop-over to dismiss it and return to the reading.

## Plug-in Content

### Full-Screen Feature Fantastic Beasts

The user tapped the Fantastic Beasts button from the dragon pop-over and is presented with a full-screen, interactive feature.



Tap the top portion of the screen to invoke the chrome and tap the back button to return to the dragon pop-over.

Pinch fingers outward.  
See next page.

Tap any dragon listing to view more details.

## Plug-in Content

### Full-Screen Feature Expanded Image

The user pinched two fingers outward to expand the dragon image and view it full screen.



Pinch fingers together  
to return to Fantastic Beasts feature.