

Dubberly Design Office

# The Future of Reading Related Content

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# Introduction

Readers often want to know about other books related to ones they are reading or own. Providing this information creates a sales opportunity.

It is related to (but also different from) the “Customers Who Bought This Item Also Bought” (CWBTIAB) collaborative-filtering feature of the Amazon store.

Most books are associated with meta-data that could link them to other books, for example:

- Title: other books in the same series
- Author: other books written by the same person
- Publisher: other books in the same family
- Subject: other books on the same topic or in the same genre
- Cover illustrator or book designer:  
other books in which the same person was involved  
(e.g., covers by Chip Kidd or typography by Bradbury Thompson)
- Other versions: earlier or later editions, translations into other media  
(e.g., the film version or the audio version)
- Awards: other books that won a similar award
- Lists: other books in the same list  
(e.g., Justice Breyer: The 10 books that shaped my intellectual development, Oprah recommends... or Aunt Sally’s favorite cook books)
- In the case of fiction, non-fiction books about the period or subject
- In the case of non-fiction, novels, stories, or movies touching on the subject

# An Example: Harry Potter and the Goblet of Fire

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## Other books in the same series

- Harry Potter and the Sorcerer's Stone
- Harry Potter and the Chamber of Secrets
- Harry Potter and the Prisoner of Azkaban
- Harry Potter and the Goblet of Fire
- Harry Potter and the Order of the Phoenix
- Harry Potter and the Half-Blood Prince
- Harry Potter and the Deathly Hallows

## Other books written by JK Rowling

- Fantastic Beasts and Where to Find Them
- Quidditch Through the Ages
- The Tales of Beedle the Bard

## Shorter pieces written by JK Rowling

- Harry Potter (an 800 word prequel)
- "The Fringe Benefits of Failure, and the Importance of Imagination" (Harvard 2008 Commencement Address)
- "Gordon Brown – The 2009 Time 100". Time Magazine.
- "The Single Mother's Manifesto". The Times.
- "The First It Girl, A Review of 'Decca: the Letters of Jessica Mitford.'" The Daily Telegraph.

## Other books in the same family published by Scholastic

- See above

## Other books about Harry Potter, not by JK Rowling

- Harry, A History: The True Story of a Boy Wizard, His Fans, and Life Inside the Harry Potter Phenomenon, by Melissa Anelli, (Forward by J.K. Rowling)
- The Unofficial Harry Potter Cookbook, by Dinah Bucholz
- The Unofficial Harry Potter Cookbook Presents - 10 Summertime Treats, by Dinah Bucholz
- Re-read Harry Potter and the Sorcerer's Stone Today: Nimble Books Commentary, by Greame Davis
- The Ultimate Unauthorized Harry Potter Quiz Book, by Greame Davis
- Harry Potter Page to Screen: The Complete Filmmaking Journey, by Bob McCabe
- The Harry Potter Complete Guide, by Stephen Kershaw
- A-Z of Harry Potter Characters, by Stephen Kershaw
- The Harry Potter Dumbledore's Army, by Stephen Kershaw
- The Harry Potter Spell Book, by Stephen Kershaw
- The Harry Potter History of Hogwarts, by Stephen Kershaw
- The Harry Potter Moster Book of Monsters, by Stephen Kershaw
- Harry Potter's Magical Creatures: Myths and Legends, by J M Lennox
- The Harry Potter Bible Study, by Jared Moore
- and many more...

## Satires

- Harry Potter Should Have Died, by Emerson Spartz
  - Harry Putter and the Chamber of Cheese, by Timothy R O'Donnell
  - Harry Putter and the Deathly Hairballs, by Timothy R O'Donnell
  - Henry Potty and the Deathly Paper Shortage, by Valerie Estelle Frankel
  - Fairy Potter: A Boy Discovers His Gay Heritage, by Luhra Tivis
- [All of these are available on Amazon today.]*

## Other children's books about wizards

- The Wizard of Oz, by Frank Baum
- The Knight: Book One of the Wizard Knight, by Gene Wolfe
- Two Souls are Better Than One: The Misadventures of a Teenage Wizard, by Karen E Hoover
- Wizard's Kingdom, by Colin R Parsons
- Off to See the Wizard, by Nancy Krulik
- Abby Diamond in Teenage Wizard and Secrets in the Attic, by Kristie Smith Armand
- The Government Manual for New Wizards, by Matthew David Brozik
- See also: Witches, Warlocks, Mages, Sorcerers

## Other magical sagas

- The Chronicles of Narnia, by C S Lewis
- The Hobbit, by J R R Tolkien
- Lord of the Rings, by J R R Tolkien
- The Hitchhiker's Guide to the Galaxy, by Douglas Adams
- Mary Poppins, by P L Travers
- The Borrowers, by Mary Norton
- A Wrinkle in Time, by Madeleine L' Engle
- The Phantom Tollbooth, by Norton Juster

## Other books illustrated by Mary Grandpre

- Nancy and Plum, by Betty Macdonald
- The Blue Shoe, by Roderick Townley

## Other versions

- Harry Potter and the Sorcerer's Stone (Single-Disc Widescreen Edition DVD)
- Harry Potter 1–7 Audio Collection by J. K. Rowling and Jim Dale (Audio CD)
- Harry Potter and the Sorcerer's Stone - Original Motion Picture Soundtrack by John Williams (Audio CD)

## Awards: British Children's Book of the Year, 1998

- 2011 A Monster Calls, by Patrick Ness
- 2010 Zog, by Julia Donaldson & Axel Scheffler
- 2009 Breaking Dawn, by Stephenie Meyer
- 2008 Horrid Henry and the Abominable Snowman, by Francesca Simon
- 2007 Flanimals of the Deep, by Ricky Gervais
- 2006 Ark Angel, by Anthony Horowitz
- 2005 The Gruffalo's Child, by Julia Donaldson & Axel Scheffler
- 2004 The Curious Incident of the Dog in the Night-time, by Mark Haddon
- 2003 Girls in Tears, by Jacqueline Wilson
- 2002 Artemis Fowl, by Eoin Colfer
- 2001 The Amber Spyglass, by Philip Pullman
- 2000 The Illustrated Mum, by Jacqueline Wilson
- 1999 Harry Potter and the Chamber of Secrets, by J K Rowling
- 1998 Harry Potter and the Philosopher's Stone, by J K Rowling
- 1997 Northern Lights, by Philip Pullman
- 1996 The Hutchinson Treasury of Children's Literature, by Alison Sage (editor)

## Related Non-Fiction: History of Magic

- The History of Magic, by Eliphas Levi
- The Illustrated History of Magic, by Milbourne Christopher
- The Book of English Magic, by Philip Carr-Gomm
- Magic 1400s–1950s, by Jim Steinmeyer
- Grimoires: A History of Magic Books, by Owen Davies
- The History of Magic and the Occult, by Kurt Seligmann
- and many more...

## Related Non-Fiction: British Public Schools

- Public Schools and British Opinion since 1860, by Edward C Mack
- Old School Ties: The Public Schools in British Literature, by John Reed
- The Prefects: British Leadership and the Public School Tradition, by Rupert Wilkinson

## Other fiction about life in British Public Schools

- Tom Brown's School Days, by Thomas Hughes
- Goodbye Mr Chips, by James Hilton
- The Complete Stalky & Co., by Rudyard Kipling

# Access from the Table of Contents: Grid View

This section shows how users could access related content from the table of contents in a book. The content is presented to the user as a visual grid.

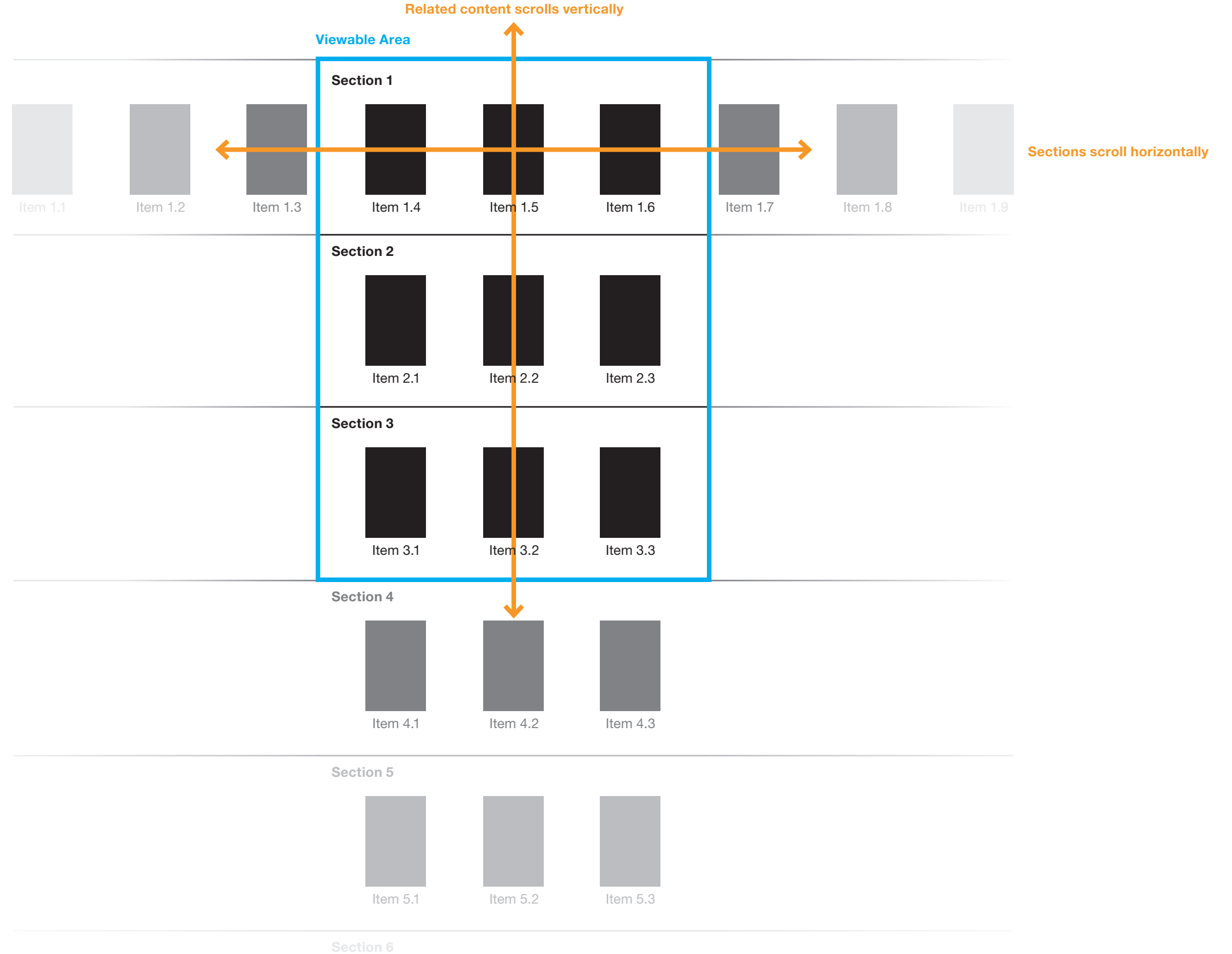
# Overview Model

The diagram at right shows the thinking behind one possible UI structure for revealing related books and content to users. Related content is displayed in a grid.

The viewable area—or screen—is represented by the blue rectangle.

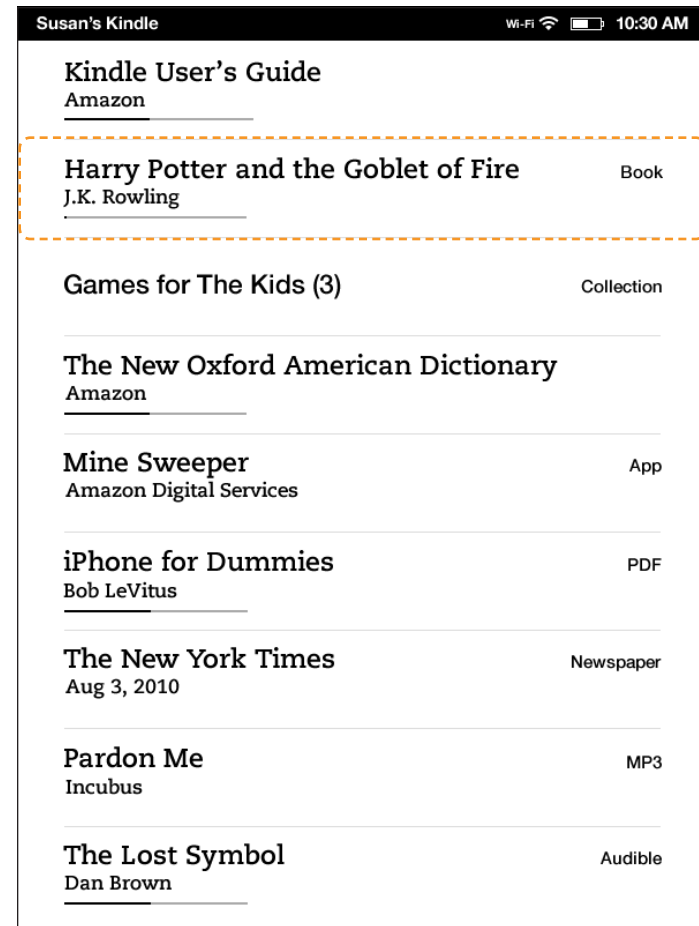
Sections are stacked on top of each other vertically. Users swipe up and down to browse the related content (vertical orange arrow).

Items within sections are placed side by side horizontally. If there are more than three items within a section, then the items overflow to the right. Users swipe left and right to browse within a section (horizontal orange arrow).



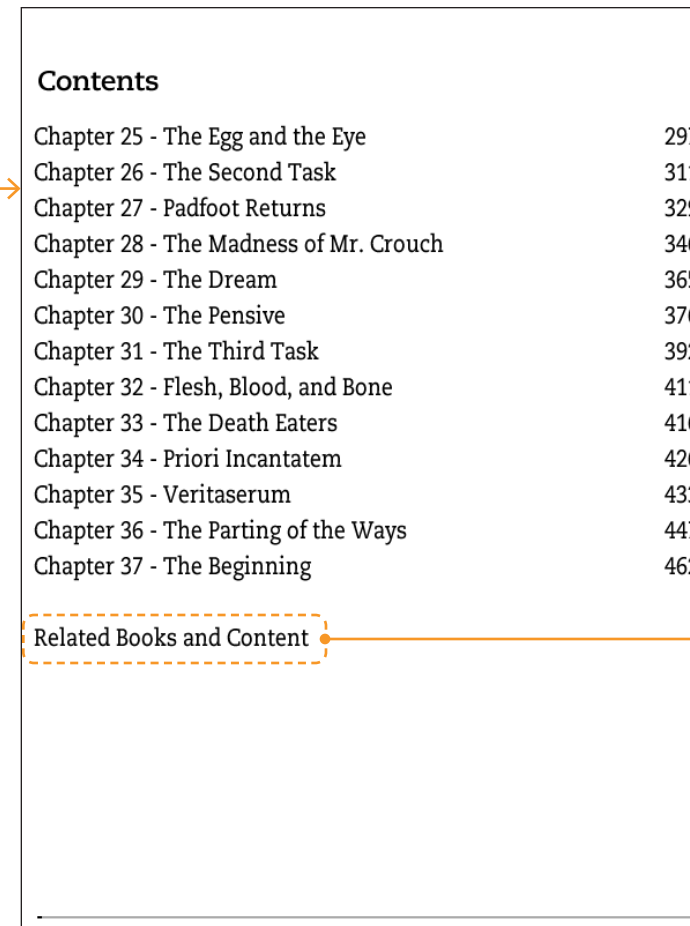
# Accessing Related Content

## 6.1 Home



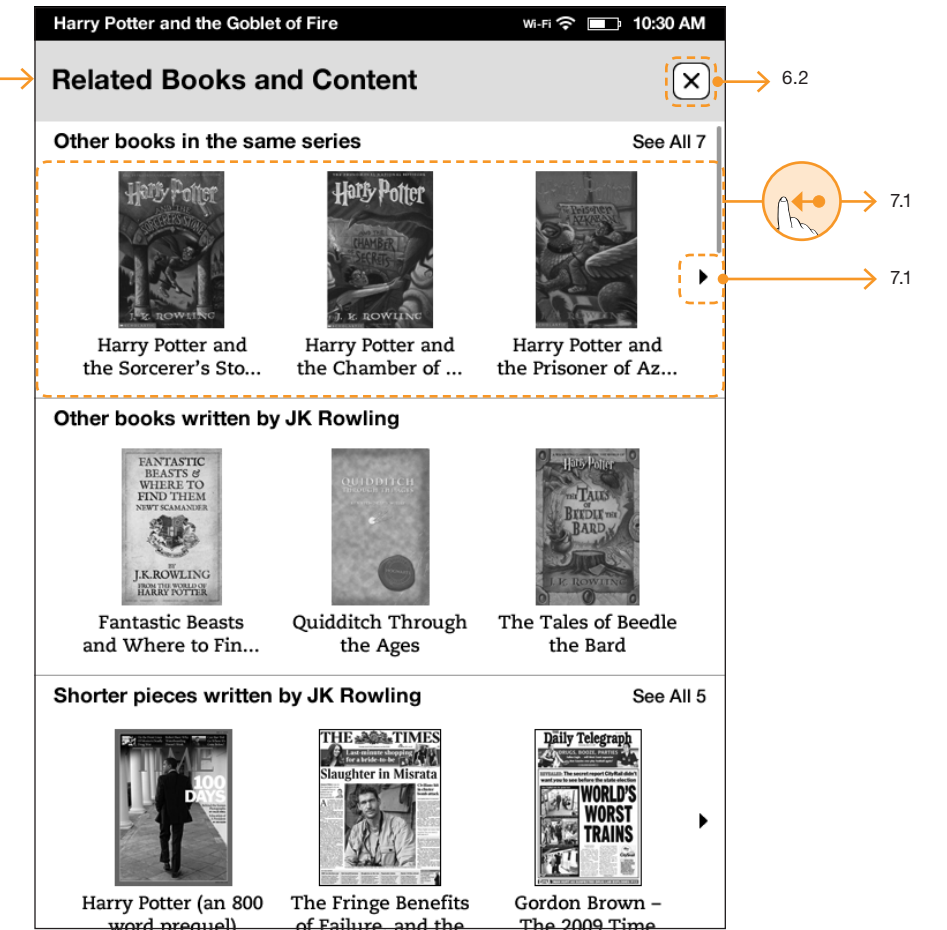
New Home screen design based on earlier explorations.

## 6.2 Book Contents



Related Books and Content link added to the end of the table of contents.

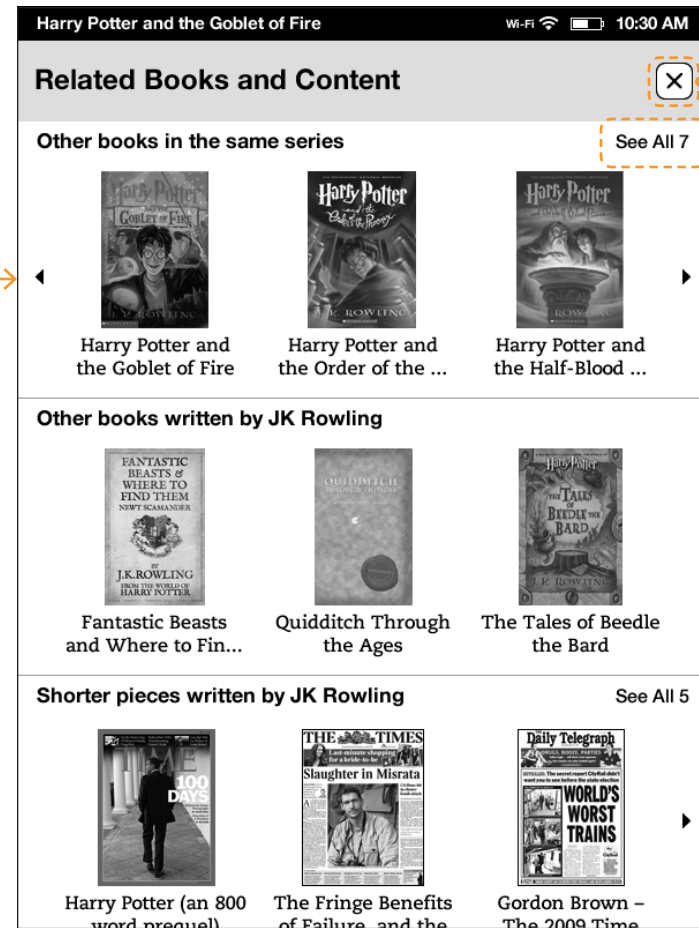
## 6.3 Related Content Top



Related Books and Content opens as a fullscreen view. The Status Bar displays the book name to keep context for the user. Tapping the close X returns to the user to the table of contents.

# Expanding a Section and go to Store

7.1 Related Content, Section Scrolled Right

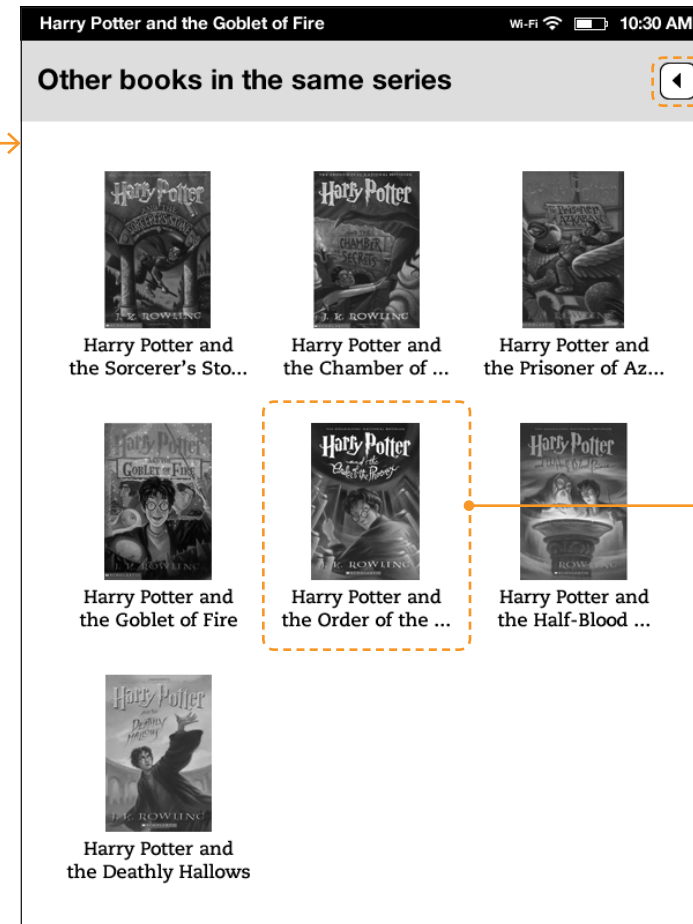


6.3

6.2

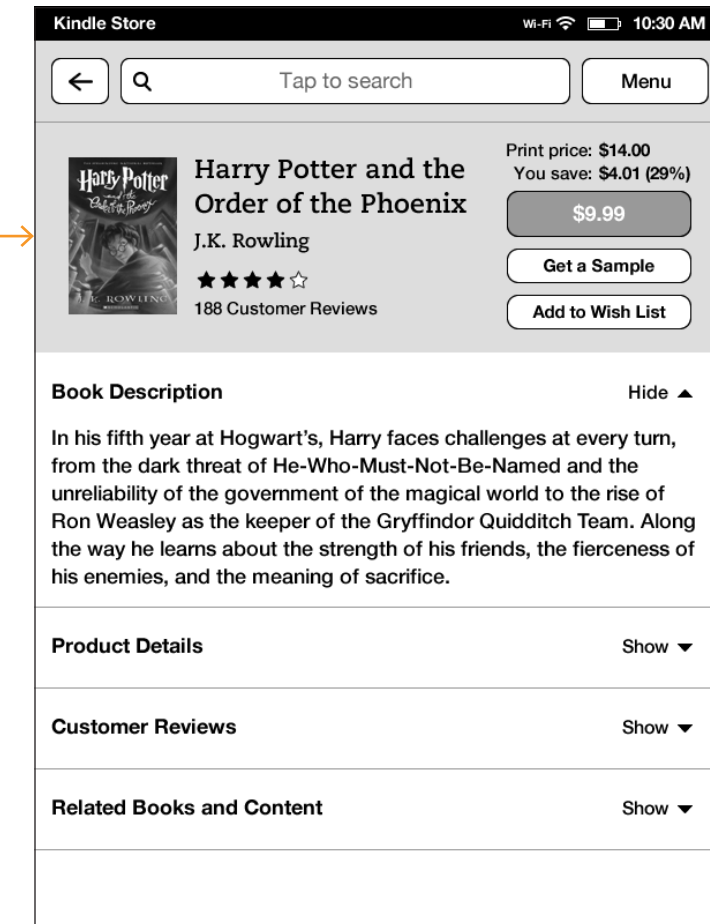
8.1

7.2 Related Content, Show All Section



7.1

7.3 Kindle Store



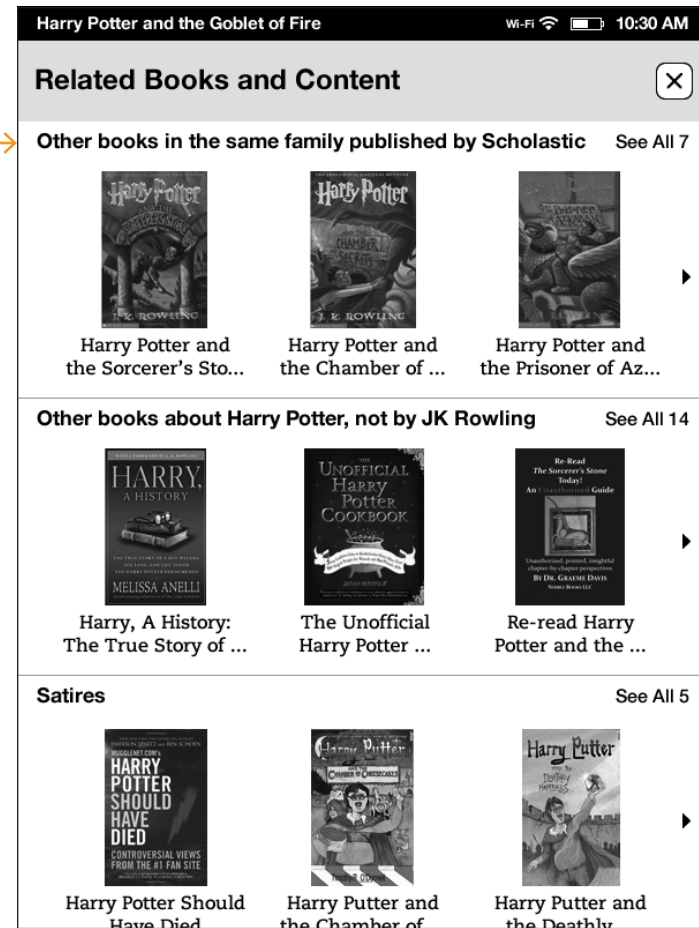
The contents in the top section slide from right to left, revealing more content.

The tapped section opens as a fullscreen view. Tapping the back button returns the user to the related contents view.

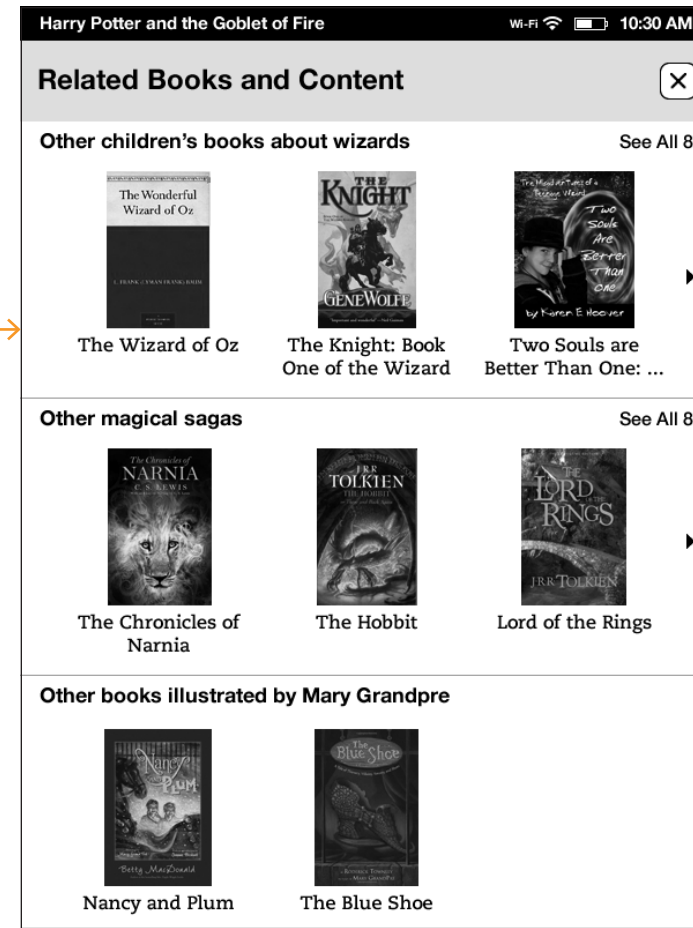
Tapping any book cover brings the user to the Kindle Store.

# Browse Related Content Sections

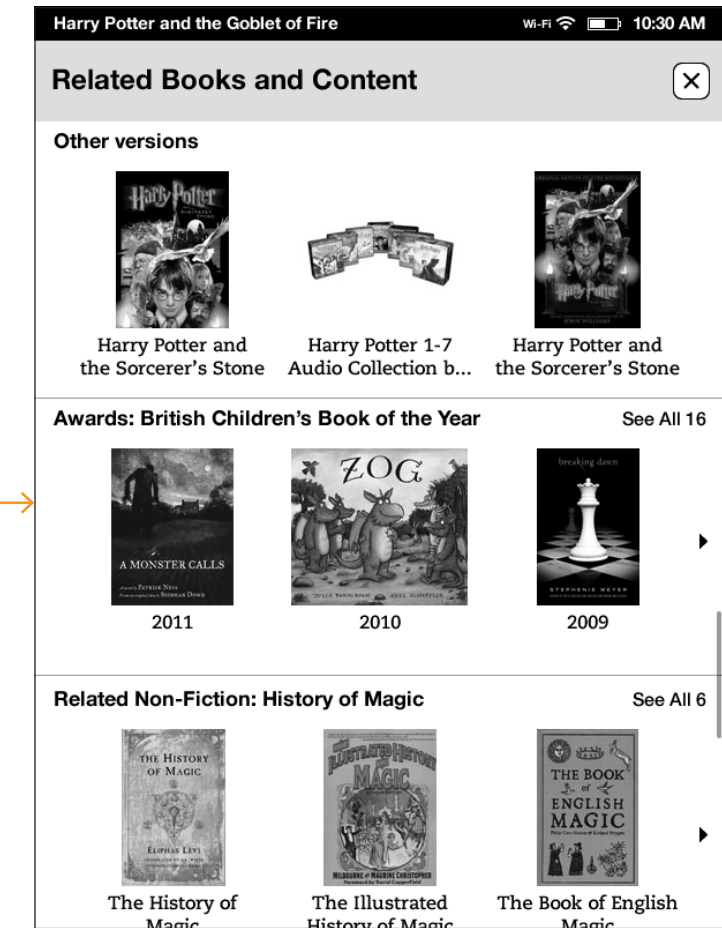
8.1 Related Content, Scrolled Down



8.2 Related Content, Scrolled Down



8.3 Related Content, Scrolled Down

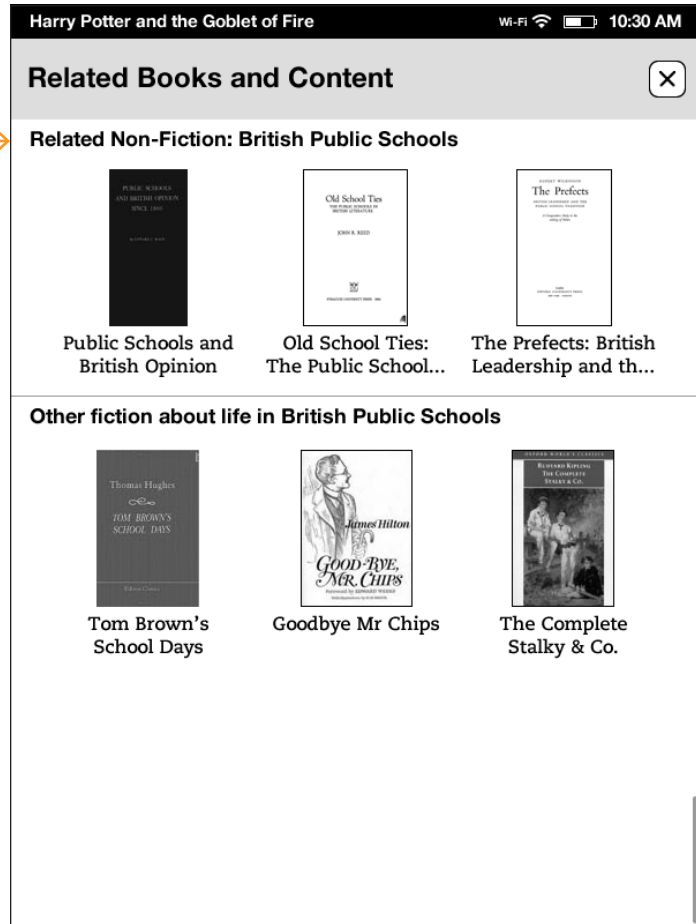




# Browse Related Content Sections (Continued)

## 9.1 Related Content, Scrolled Down

8.3 →

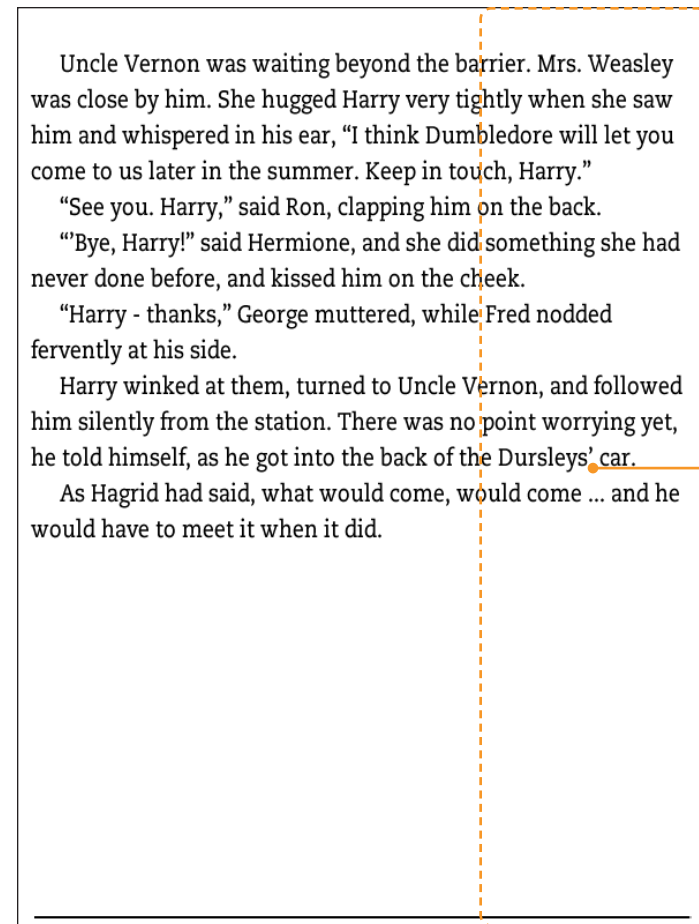


# Access from the End of the Book: List View

This section shows how users could access related content from the end of the book. The content is presented to the user as a text list.

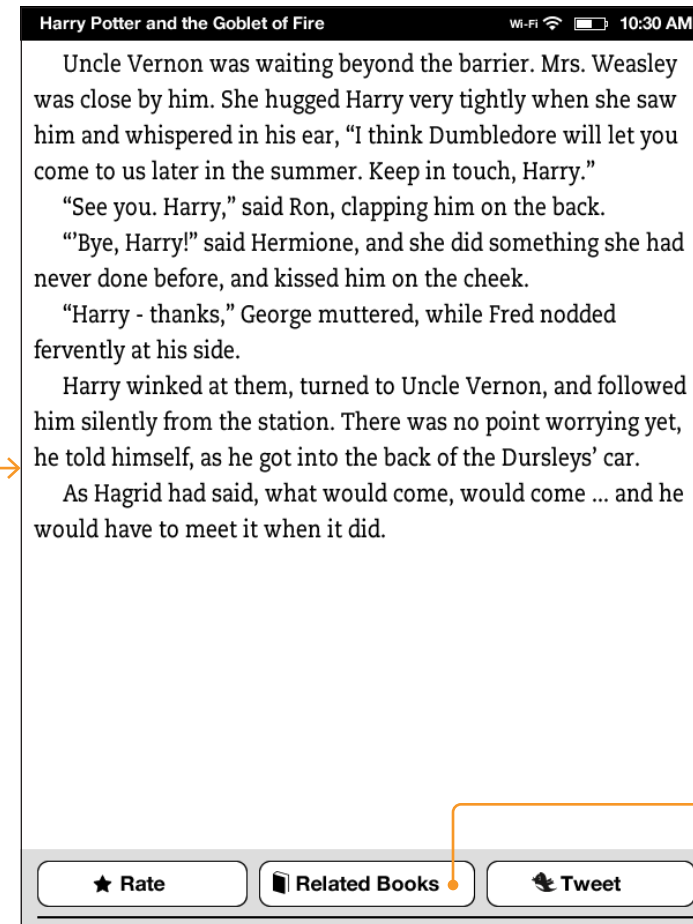
# Accessing Related Content

## 11.1 Book End



The user has read to the last page of their book.

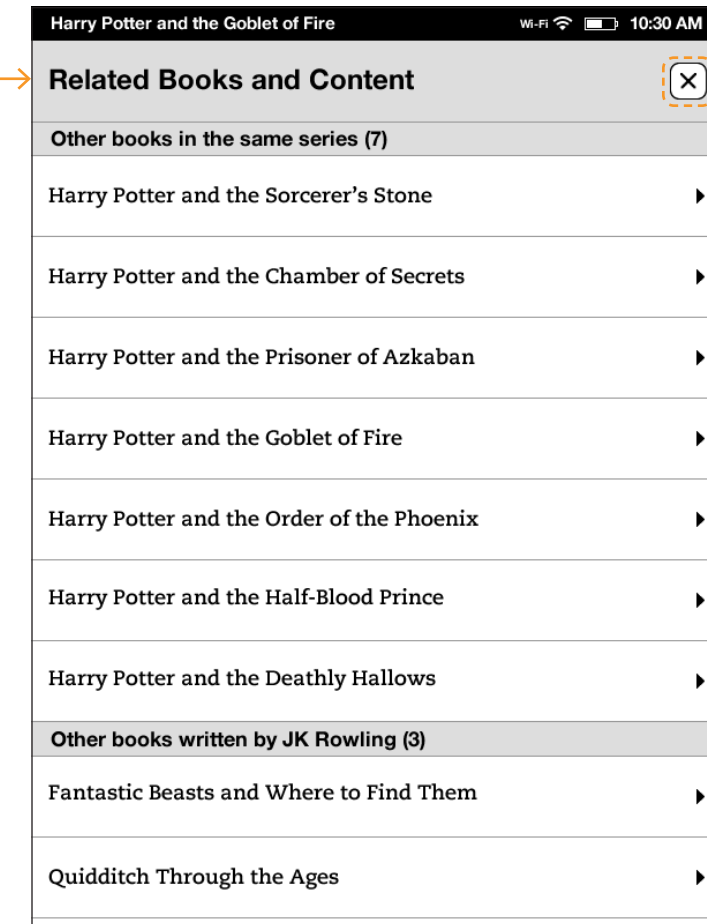
## 11.2 Book End with Chrome



Tap right side of the screen or swipe left.

The user taps the right side of the screen (or swipes left) to page forward. Paging forward reveals the Chrome with a button for Related Books. Tapping the Rate and Tweet buttons open separate dialog windows.

## 11.3 Related Content Top



11.2

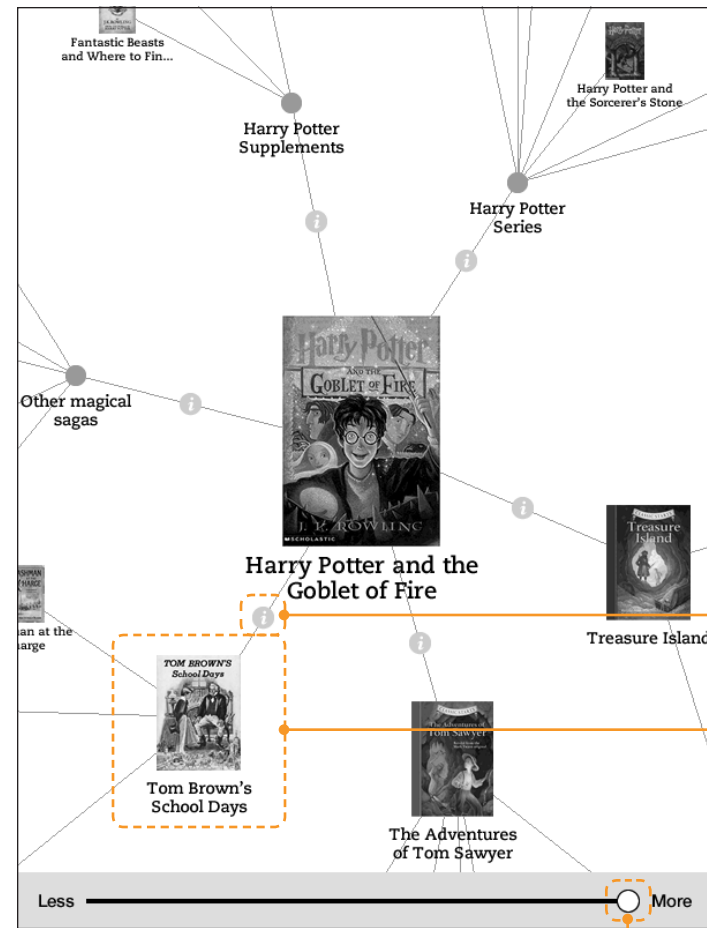
Related Books and Content opens as a fullscreen view. Tapping the close X returns the user to the end of the book.

## **Access from a New Interface: Fish-Eye Browser**

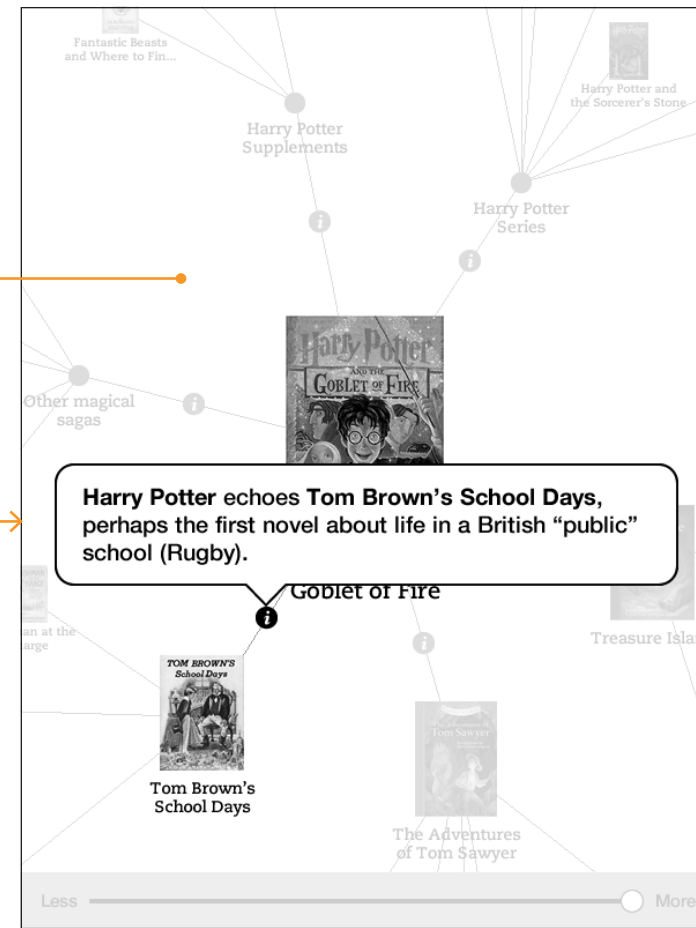
This section shows how users could access related content from a new interface not used elsewhere in the Kindle. The content is presented to the user as a web of related content which encourages exploration. The web has a focusing mechanism applied to it—similar to a fish-eye lens—which prevents the user from being overwhelmed by the amount of possibilities.

# Accessing Related Content

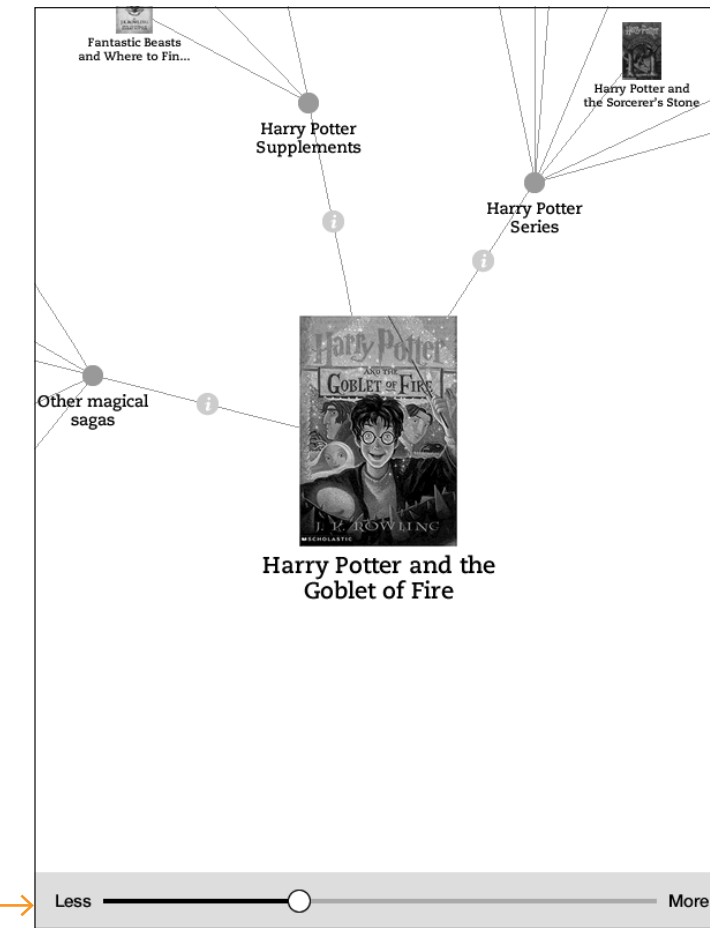
## 13.1 Level One: Harry Potter and the Goblet of Fire



## 13.2 Link Information



## 13.3 Links Filtered



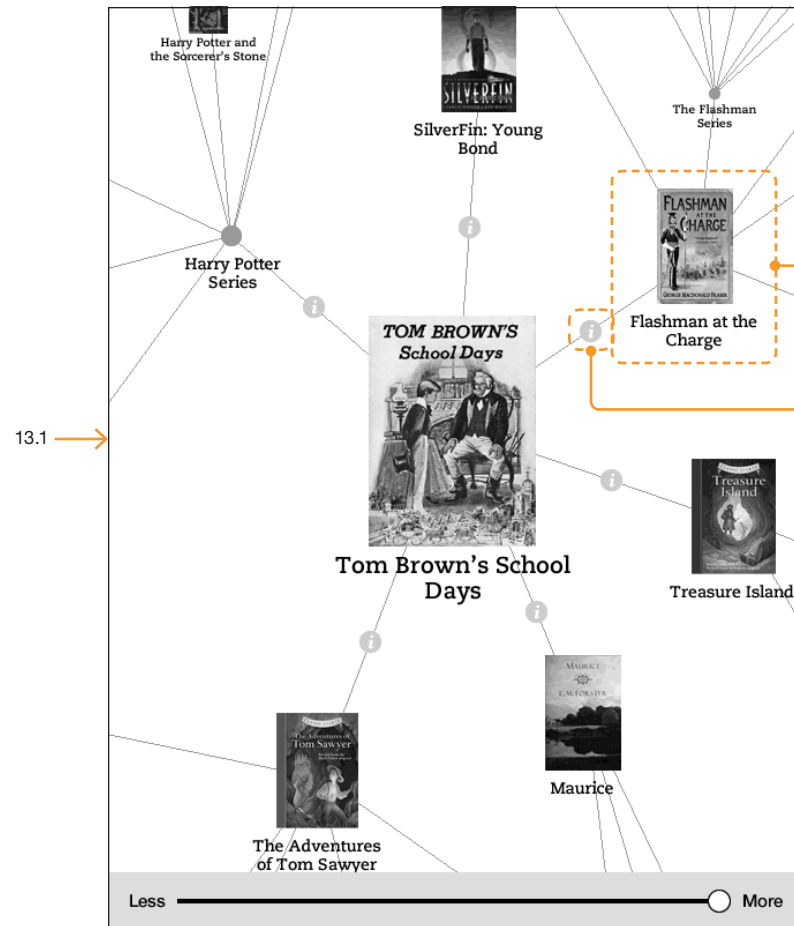
- Related books include
- Harry Potter Series
  - Harry Potter Supplements
    - Fantastic Beasts and Where to Find Them
    - Quidditch Through the Ages
    - The Tales of Beedle the Bard
  - Other magical sagas
    - Alice in Wonderland
    - The Wonderful Wizard of Oz
    - The Chronicles of Narnia
    - The Hobbit
    - Lord of the Rings
    - Mary Poppins
  - The Adventures of Tom Sawyer
  - Treasure Island
  - Tom Brown's School Days

The user tapped the Info button on a link and a pop-up explains how the two books are connected. Everything else fades to the background to provide focus. The user can tap anywhere outside to close the pop-up.

Users can use the slider at the bottom of the screen to filter the number of connections shown.

# Accessing Related Content (Continued)

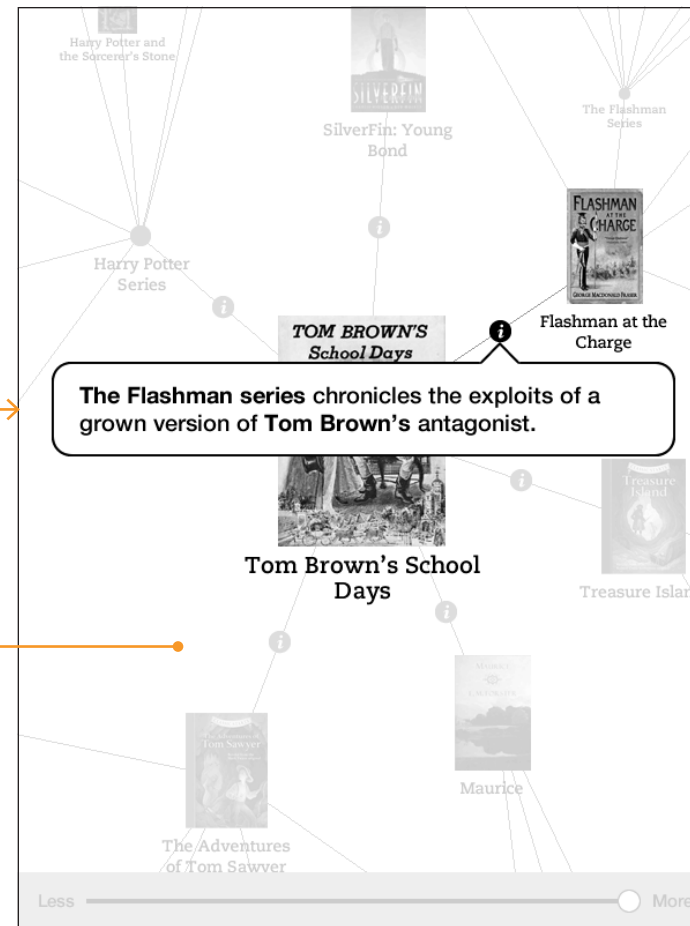
14.1 Level Two: Tom Brown's School Days



Related books include

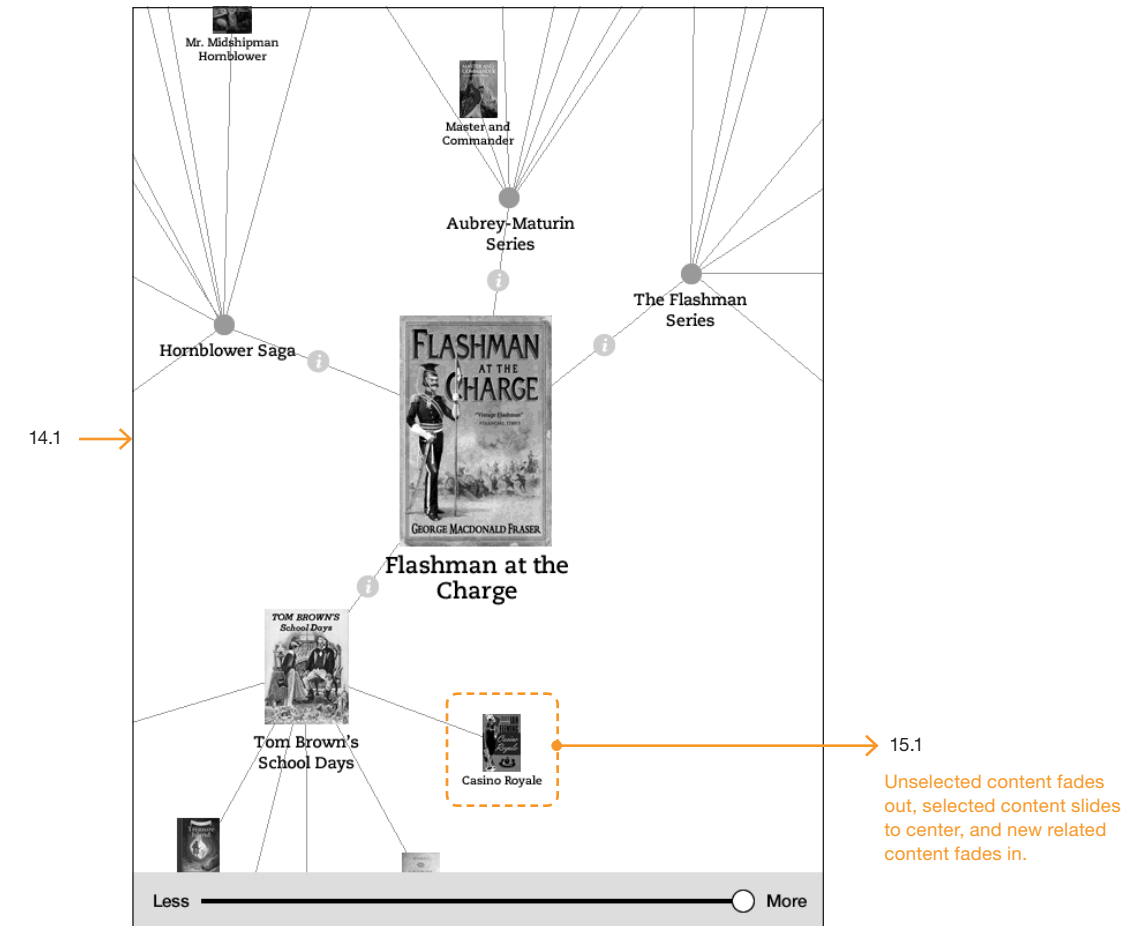
- Harry Potter Series
  - Harry Potter and the Sorcerer's Stone
  - Harry Potter and the Chamber of Secrets
  - Harry Potter and the Prisoner of Azkaban
  - Harry Potter and the Goblet of Fire
  - Harry Potter and the Order of the Phoenix
  - Harry Potter and the Half-Blood Prince
  - Harry Potter and the Deathly Hallows
- The Adventures of Tom Sawyer
- Treasure Island
- Maurice
- SilverFin: Young Bond
- Flashman at the Charge

14.2 Link Information



The user tapped the Info button on a link and a pop-up explains how the two books are connected. Everything else fades to the background to provide focus. The user can tap anywhere outside to close the pop-up.

14.3 Level Three: Flashman at the Charge

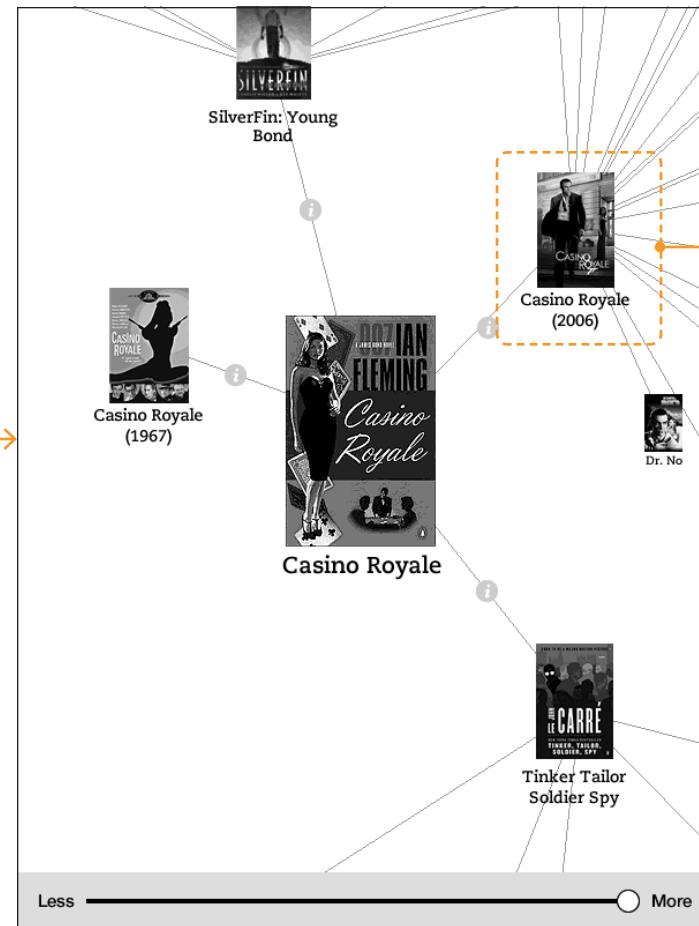


Related books include

- The Flashman Series
  - Flashman
  - Royal Flash
  - Flash for Freedom
  - Flashman in the Great Game
  - Flashman's Lady
  - more...
- Hornblower Saga
  - Mr. Midshipman Hornblower
  - Hornblower and the "Hotspur"
  - Hornblower During the Crisis
  - Hornblower and the Atropos
  - Ship of the Line
  - Commodore Hornblower
  - Hornblower: Beat to Quarters
  - Lord Hornblower
- Aubrey-Maturin Series
  - Master and Commander
  - Post Captain
  - HMS Surprise
  - The Mauritius Command
  - Desolation Island
  - The Fortune of War
  - more...
- Tom Brown's School Days

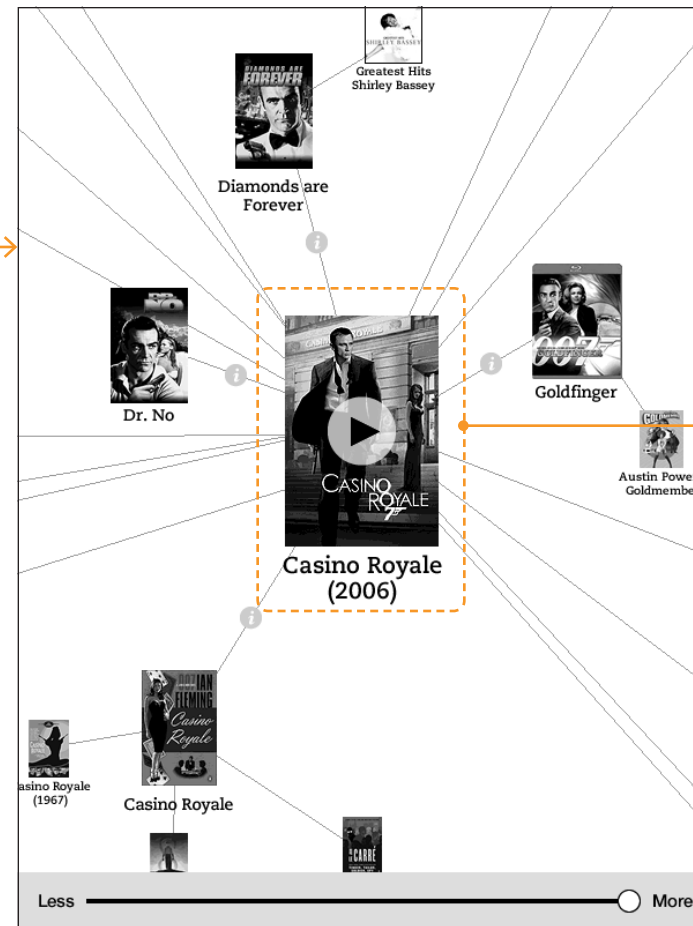
# Accessing Related Content (Continued)

## 15.1 Level Four: Casino Royale (Novel)



Unselected content fades out, selected content slides to center, and new related content fades in.

## 15.2 Level Five: Casino Royale (2006 Film)



Video playback begins

Related books include

- Tinker Tailor Soldier Spy
- SilverFin: Young Bond
- Casino Royale (1967 Film)
- James Bond Series
  - Dr. No
  - From Russia with Love
  - Goldfinger
  - Thunderball
  - You Only Live Twice
  - On Her Majesty's Secret Service
  - Diamonds Are Forever
  - Live and Let Die
  - The Man with the Golden Gun
  - The Spy Who Loved Me
  - Moonraker
  - For Your Eyes Only
  - Octopussy
  - A View to a Kill
  - The Living Daylights
  - Licence to Kill
  - GoldenEye
  - Tomorrow Never Dies
  - The World Is Not Enough
  - Die Another Day
  - Casino Royale
  - Quantum of Solace
  - Skyfall

A video playback icon is displayed on the content artwork. Note how the connections span media type (Shirley Bassey sang the theme song for the Diamonds are Forever film) and genre (Austin Powers: Goldmember spoofs the title of James Bond: Goldfinger).

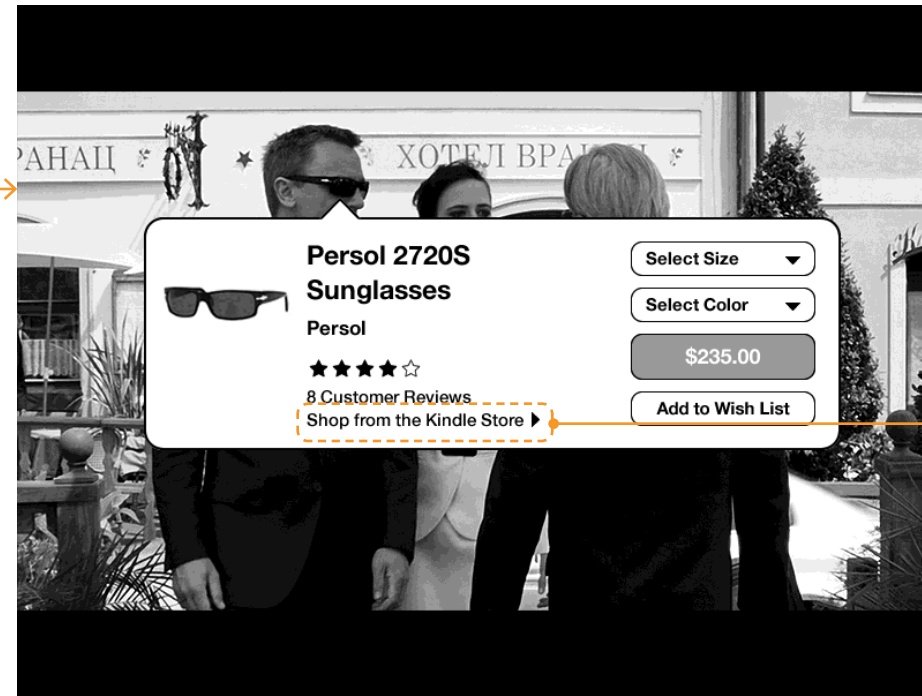
# Accessing Related Content (Continued)

## 16.1 Video Playback



The video begins playing in widescreen orientation.

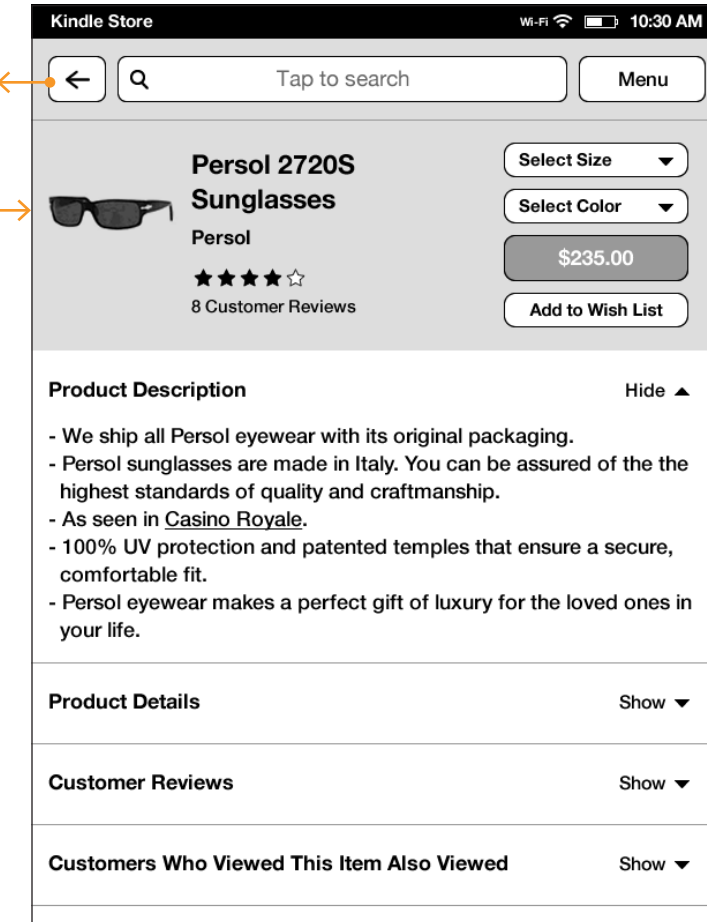
## 16.2 In-Video Purchase



The user taps an items on screen. The video automatically pauses and displays a pop-up which enables the user to purchase directly from within the video playback.

The user can select size and color from the pulldown menus, then tap the \$235.00 Buy button to purchase the item. A brief, inline process indicator followed by a confirmation would appear, the pop-up would close, and the video would resume playback right where the user left off.

## 16.3 In-Video Store



The user taps the Shop from Kindle Store link at the bottom of the In-Video Purchase pop-up. Tapping the back button would resume playback right where the user left off.

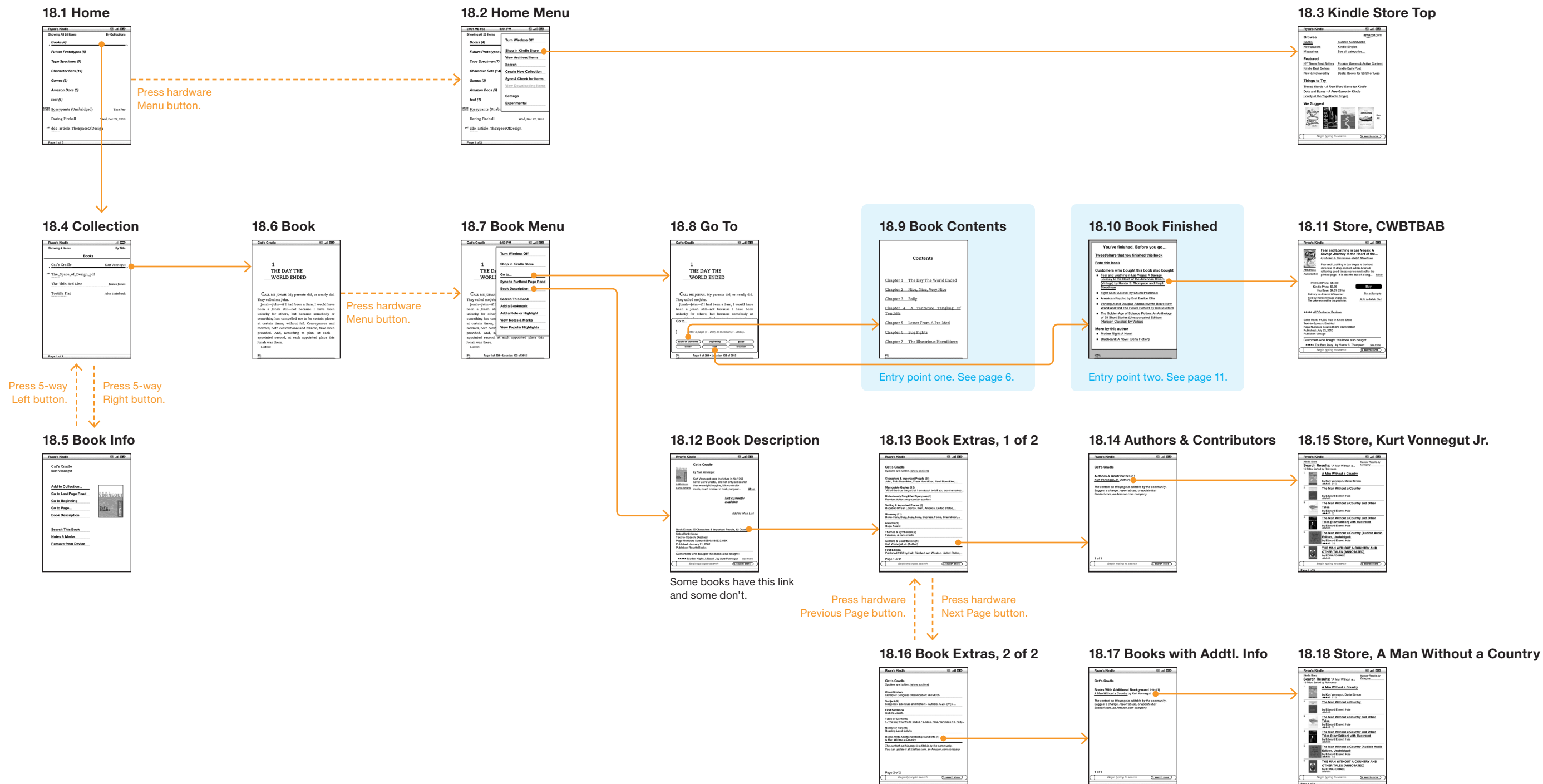


# Appendix

Some related books and content ideas have already been implemented in the Kindle. This section documents the existing implementation beginning with an overview map, followed by larger screenshots.

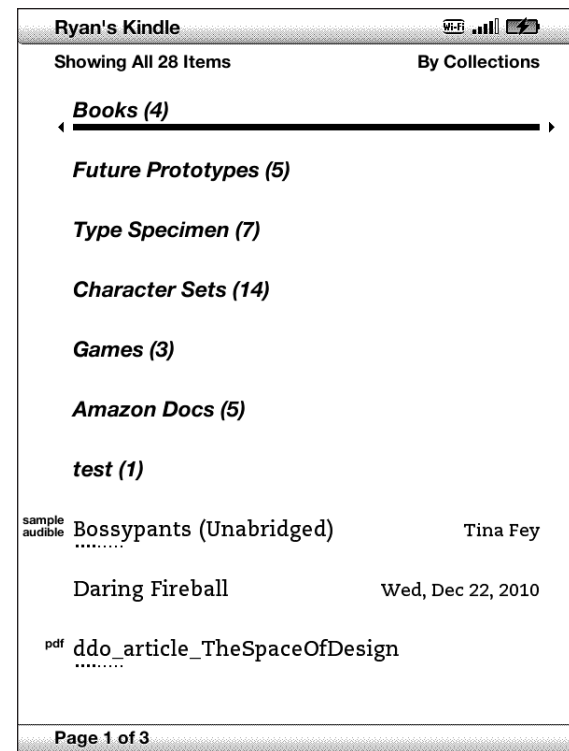
# Existing Related Books: Overview Map

All dots represent a click on the center of the 5-way.  
Other controls are noted as exceptions.

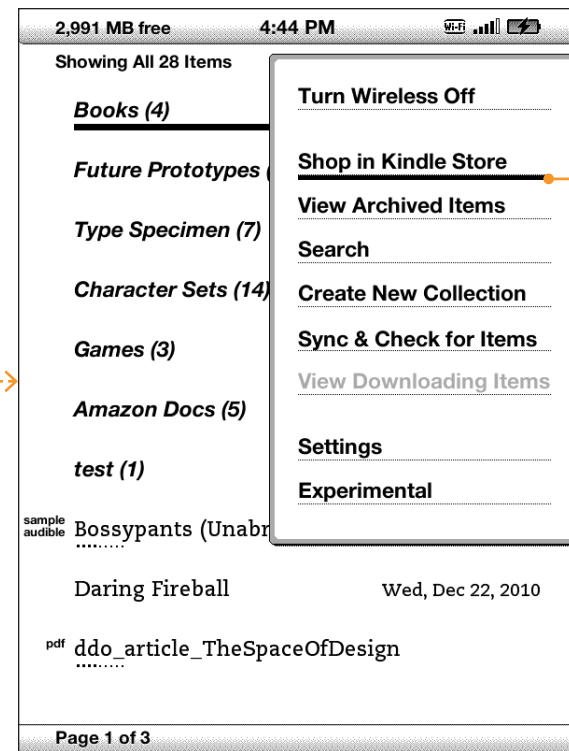


# Home to Store

19.1 Home

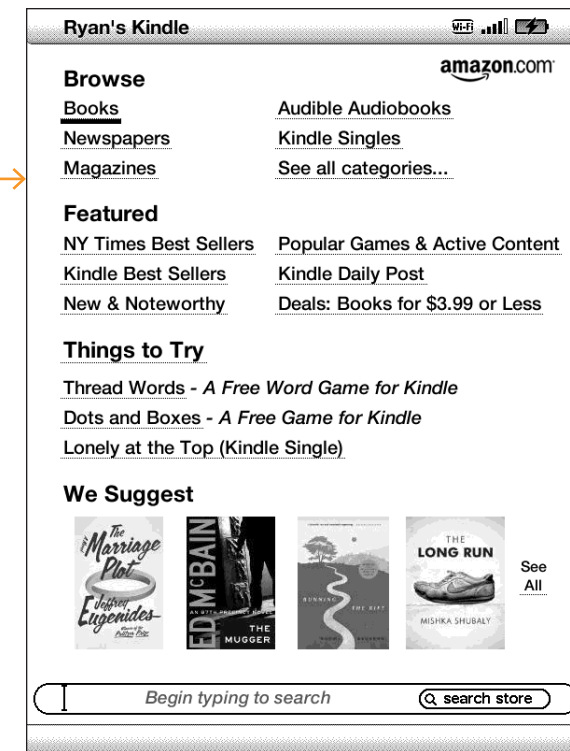


19.2 Home Menu



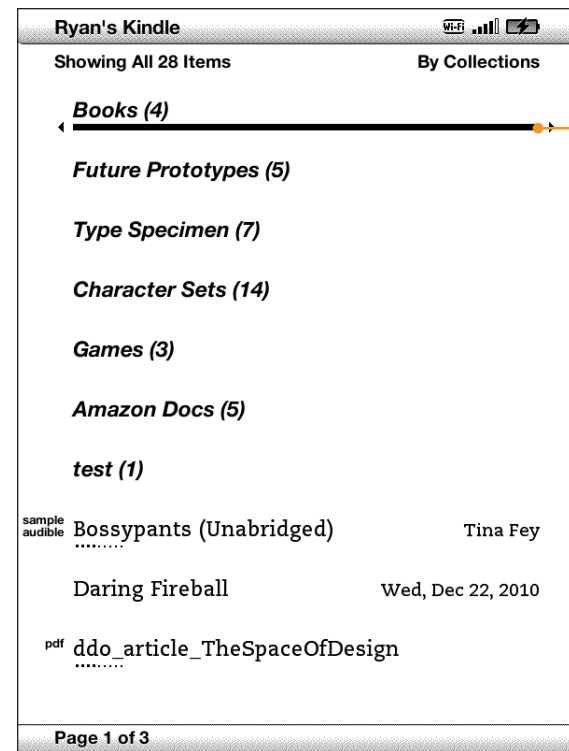
Press hardware Menu button.

19.3 Kindle Store Top

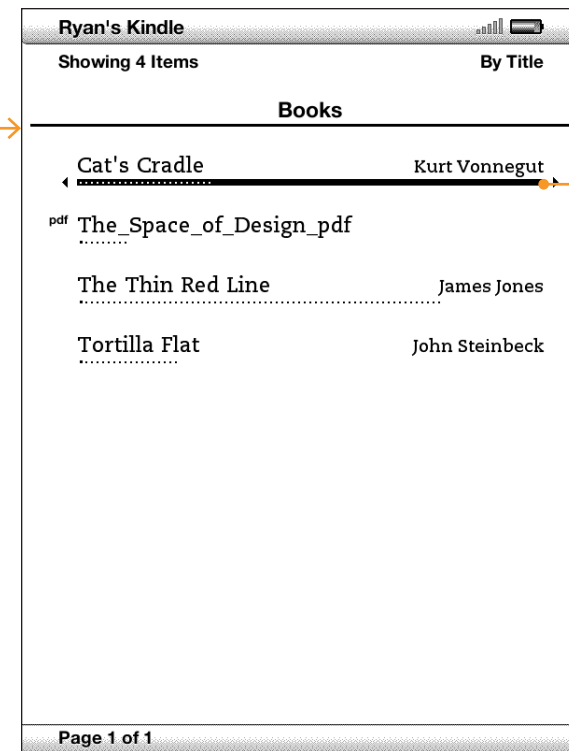


# Home to Book

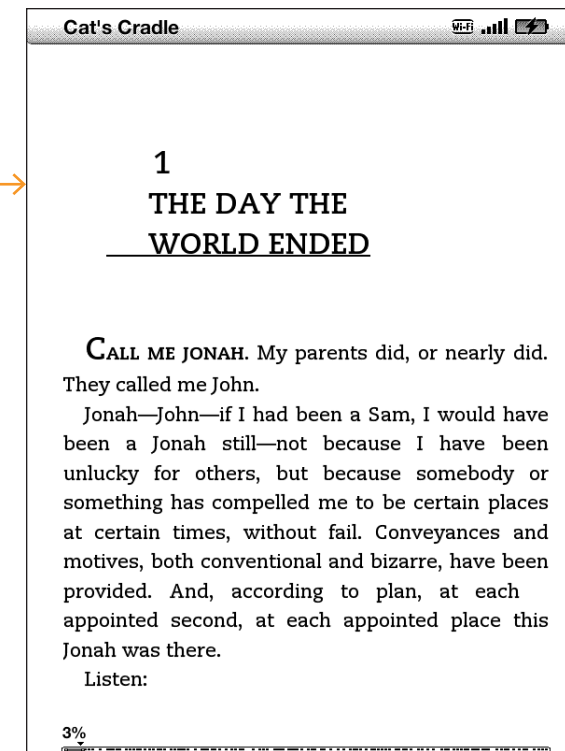
## 20.1 Home



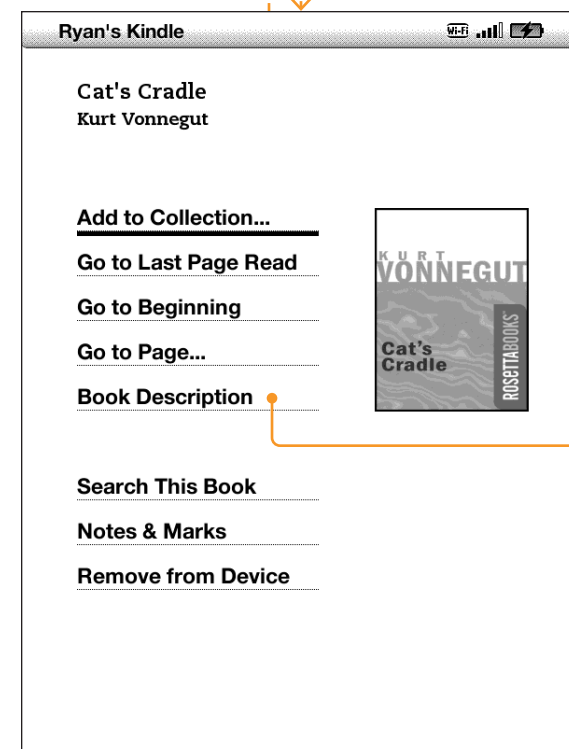
## 20.2 Collection



## 20.4 Book



## 20.3 Book Info

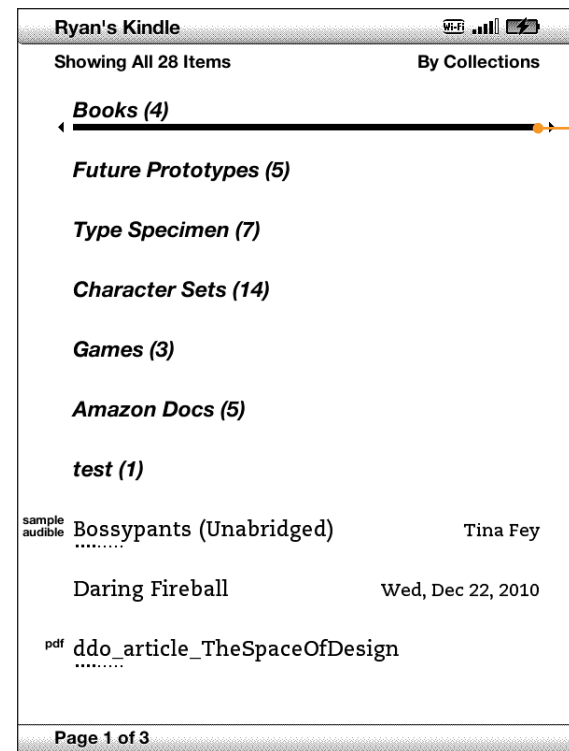


Press 5-way Left button.

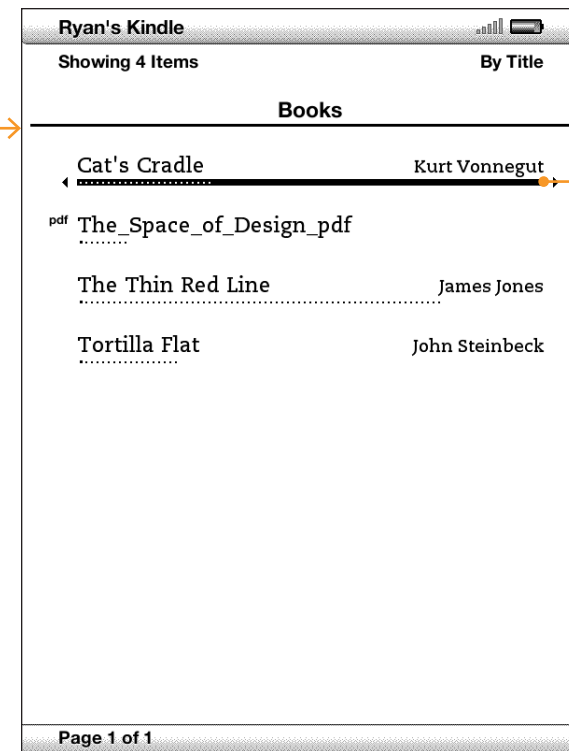
Press 5-way Right button.

# Home to Book End to Store

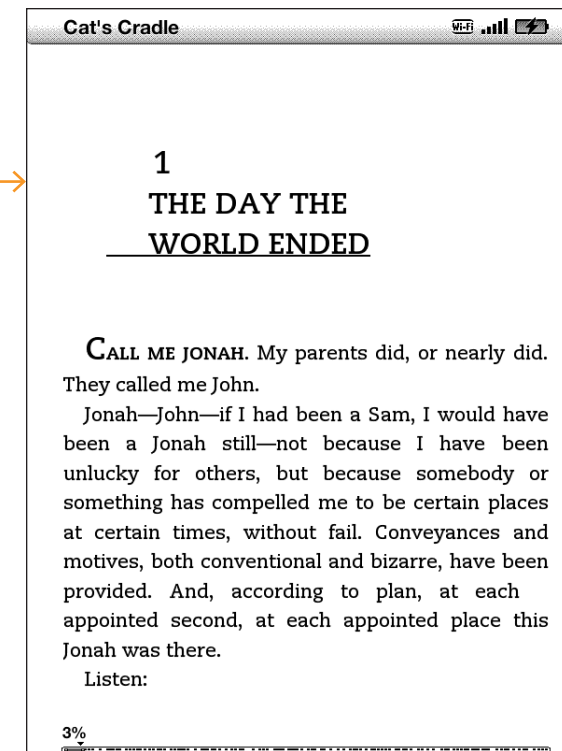
## 21.1 Home



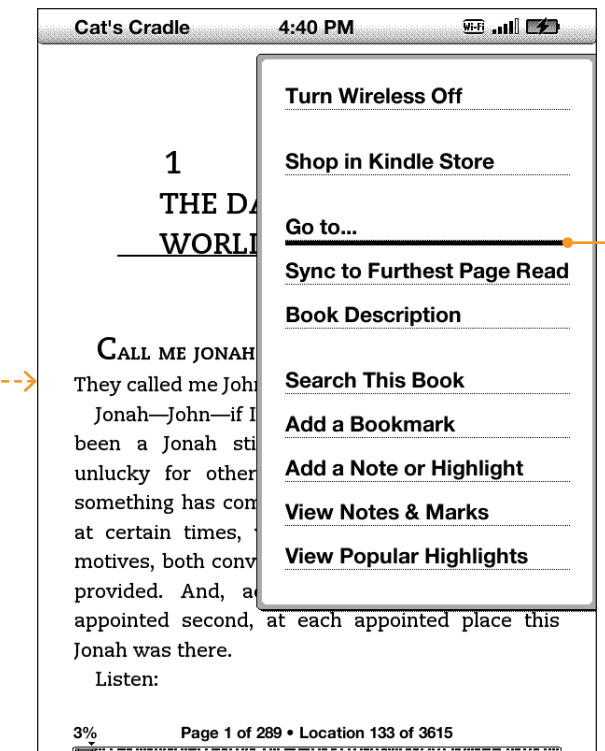
## 21.2 Collection



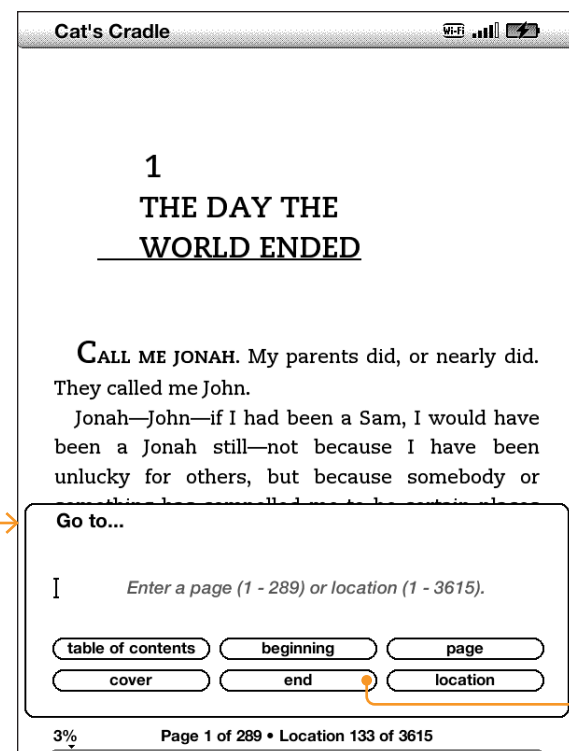
## 21.3 Book



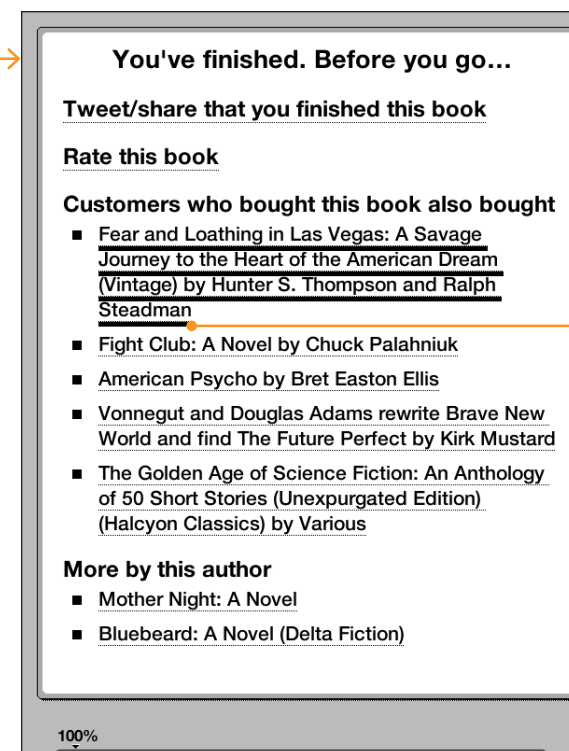
## 21.4 Book Menu



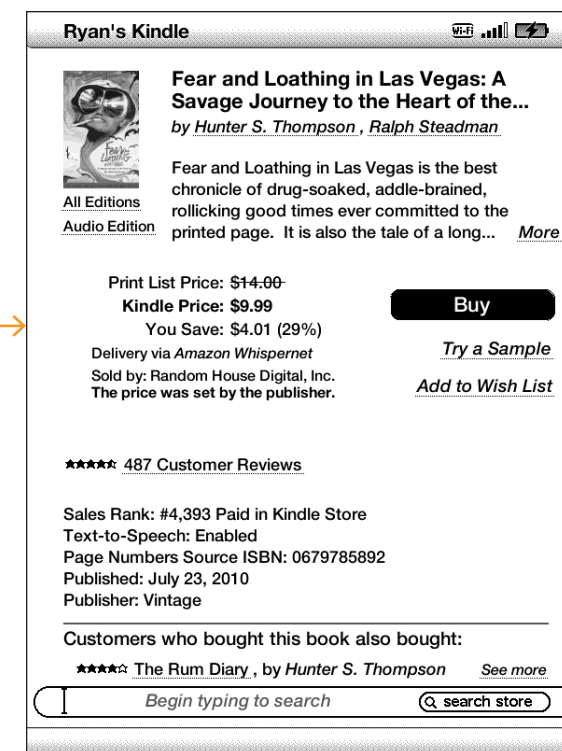
## 21.5 Go To



## 21.6 Book Finished, Page 1



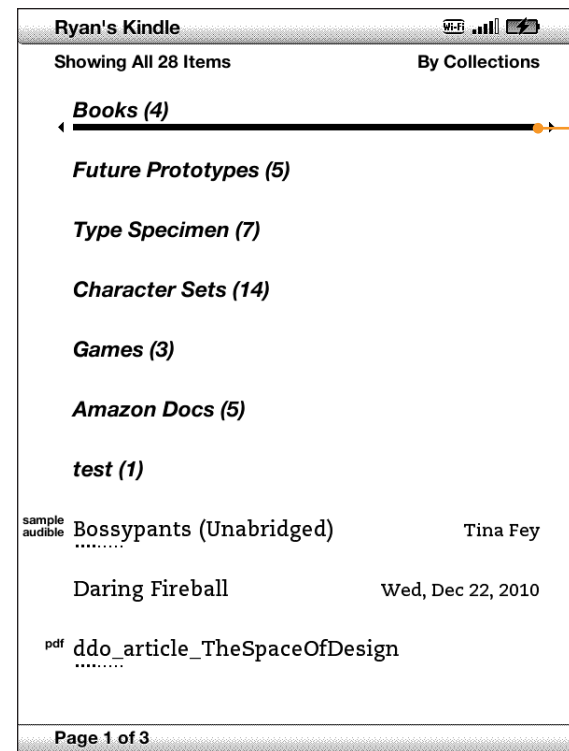
## 21.7 Store, CWBTBAB



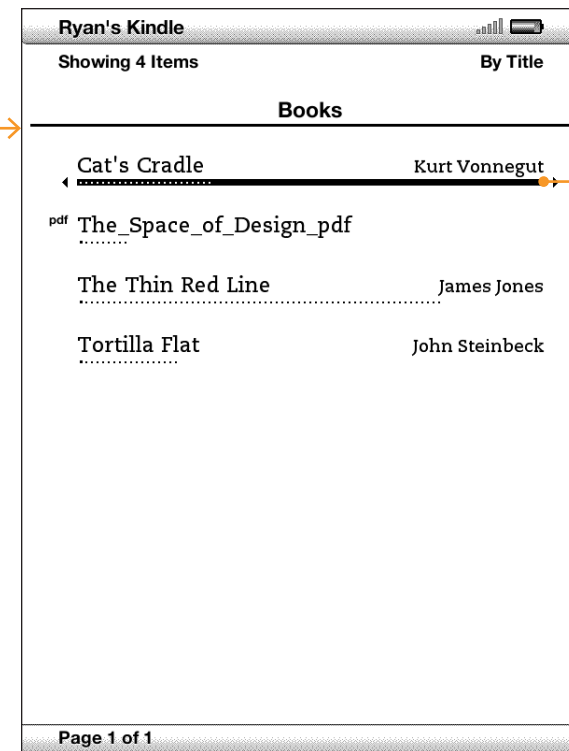
This screen has multiple pages but no indication of pagination.

# Home to Book Description to Store

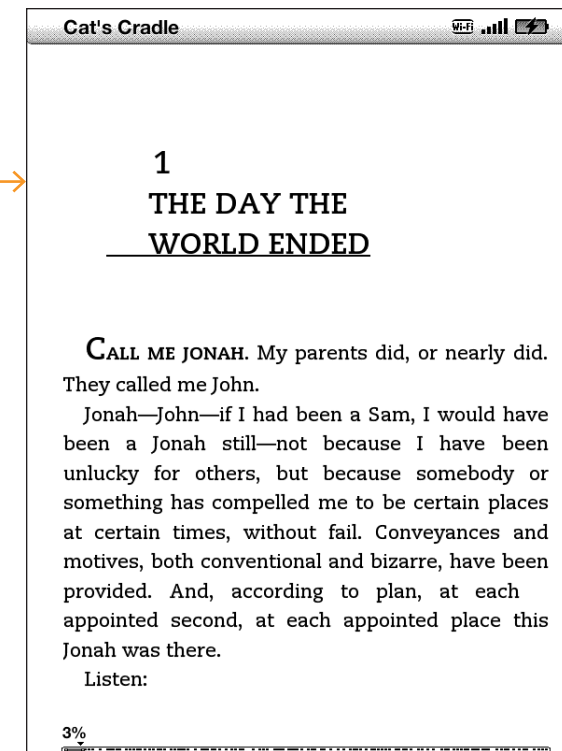
## 22.1 Home



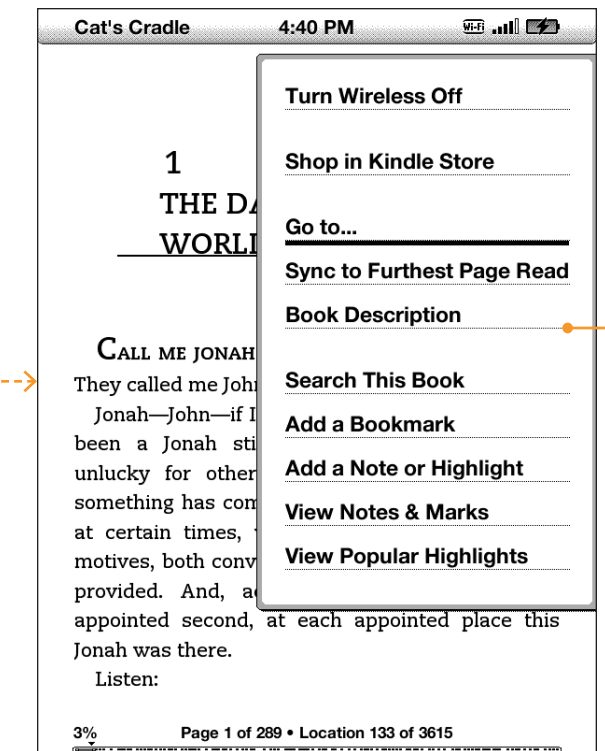
## 22.2 Collection



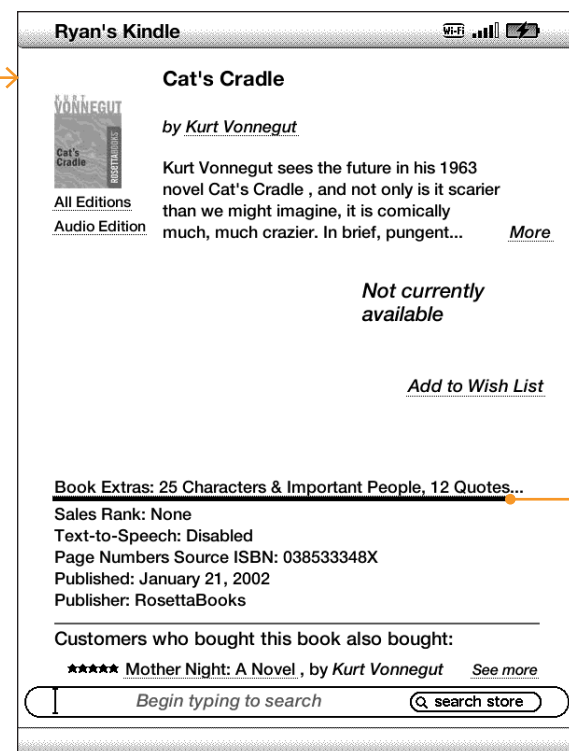
## 22.3 Book



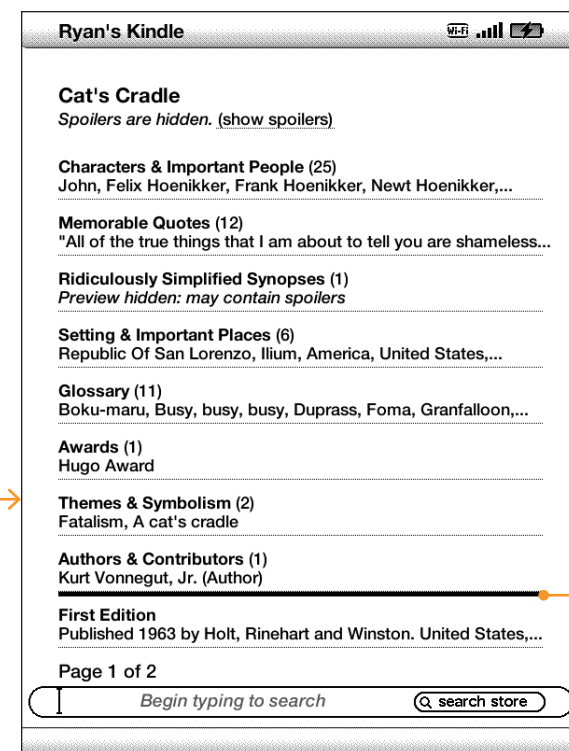
## 22.4 Book Menu



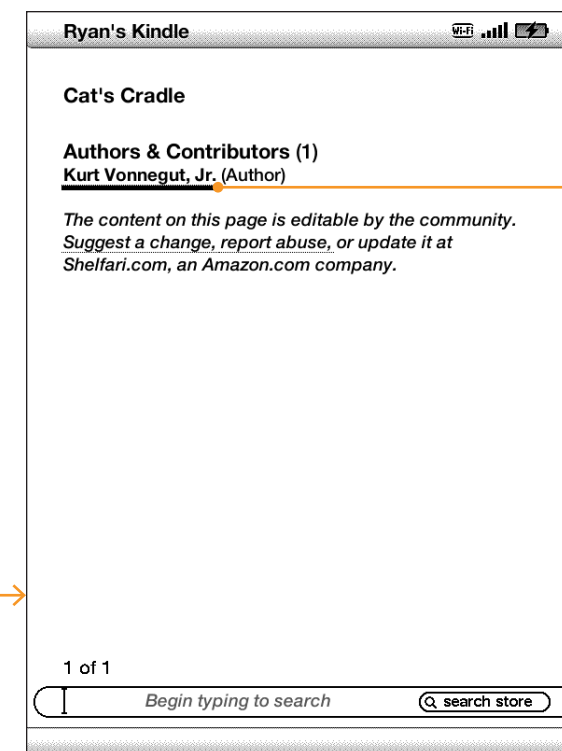
## 22.5 Book Description



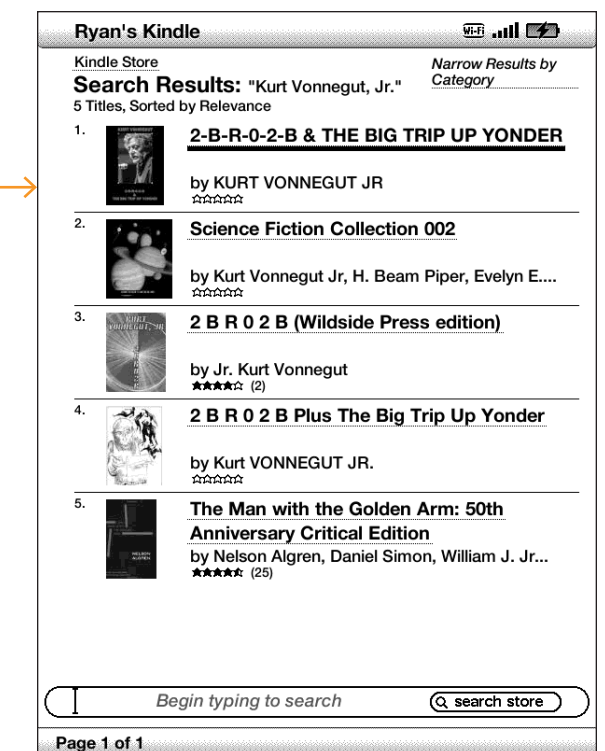
## 22.6 Book Extras, Page 1



## 22.7 Authors & Contributors



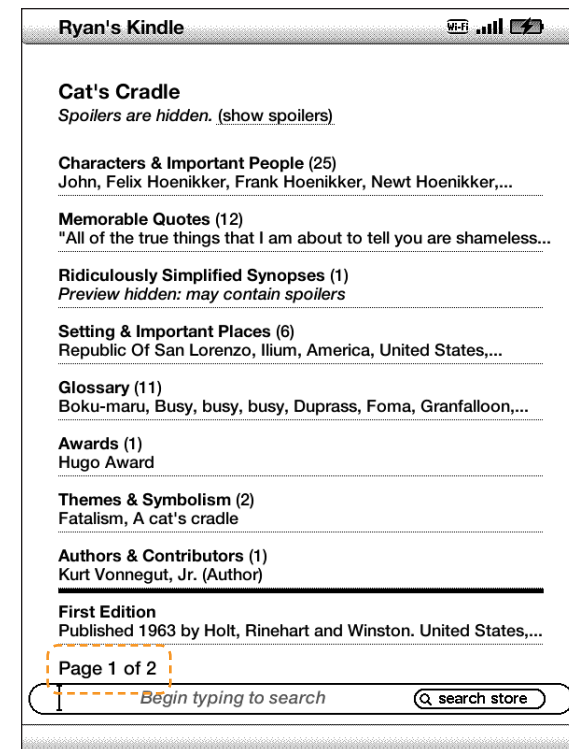
## 22.8 Store, Kurt Vonnegut Jr.



Some description pages have the book extras link and some don't.

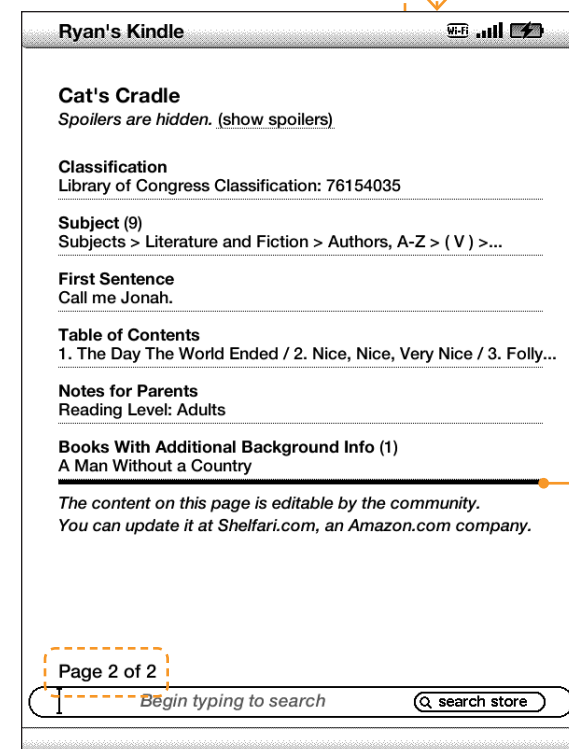
# Home to Book Description to Store (Continued)

## 23.6 Book Extras, Page 1

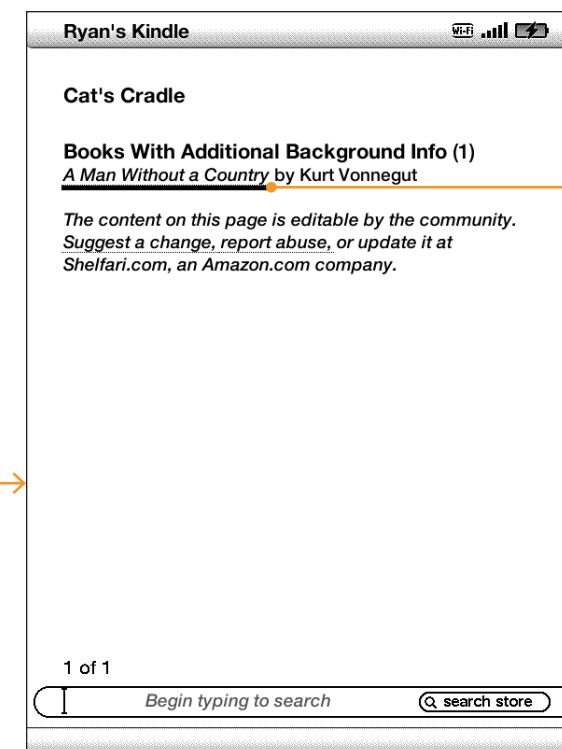


Press hardware Previous Page button. Press hardware Next Page button.

## 23.1 Book Extras, Page 2



## 23.2 Books With Additional Background Info



## 23.3 Store, A Man Without a Country

