CASE STUDY · PERSONAL PROJECT · 2026

Booklines

A spoiler-safe place to talk about books with people at your point in the story. A proudly Canadian concept, from a reader's frustration to hi-fi screens.

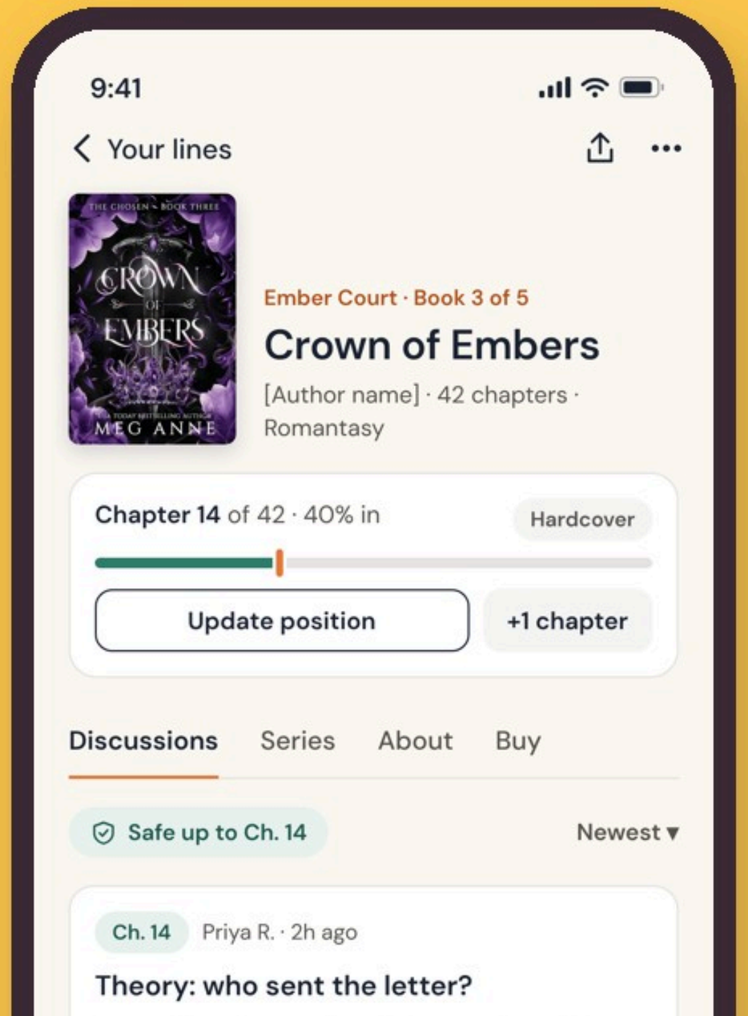
Founder and Product Designer: Solida Sar

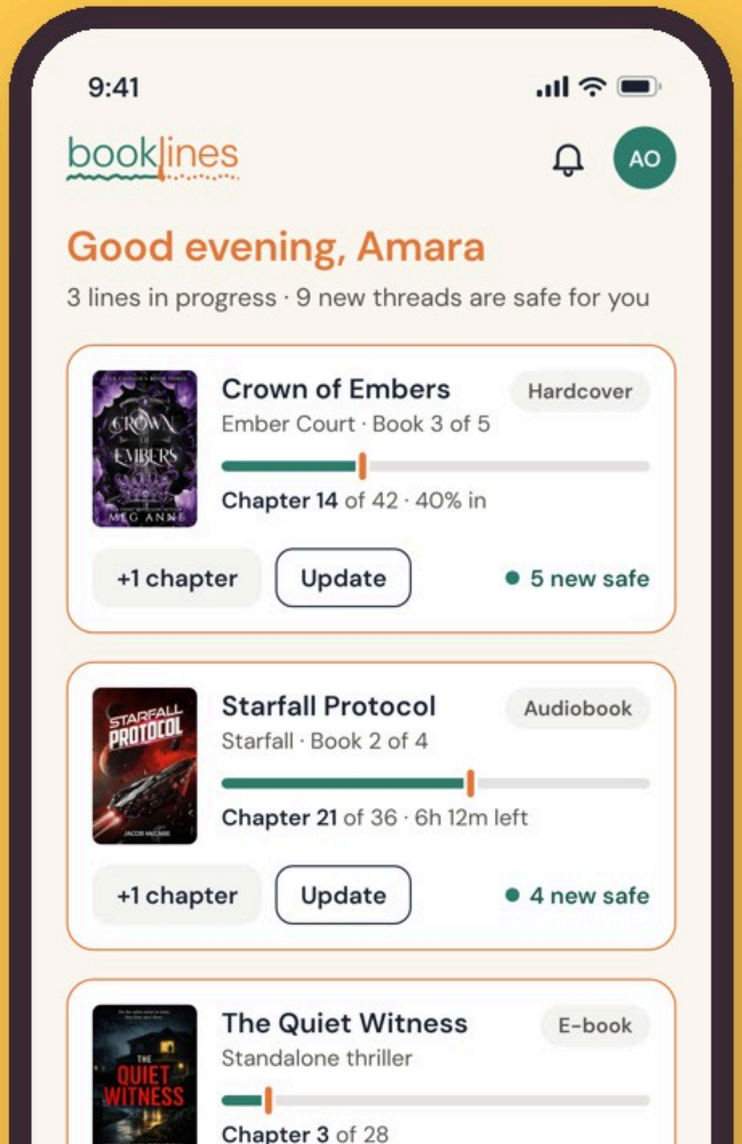
COVERED SECTIONS

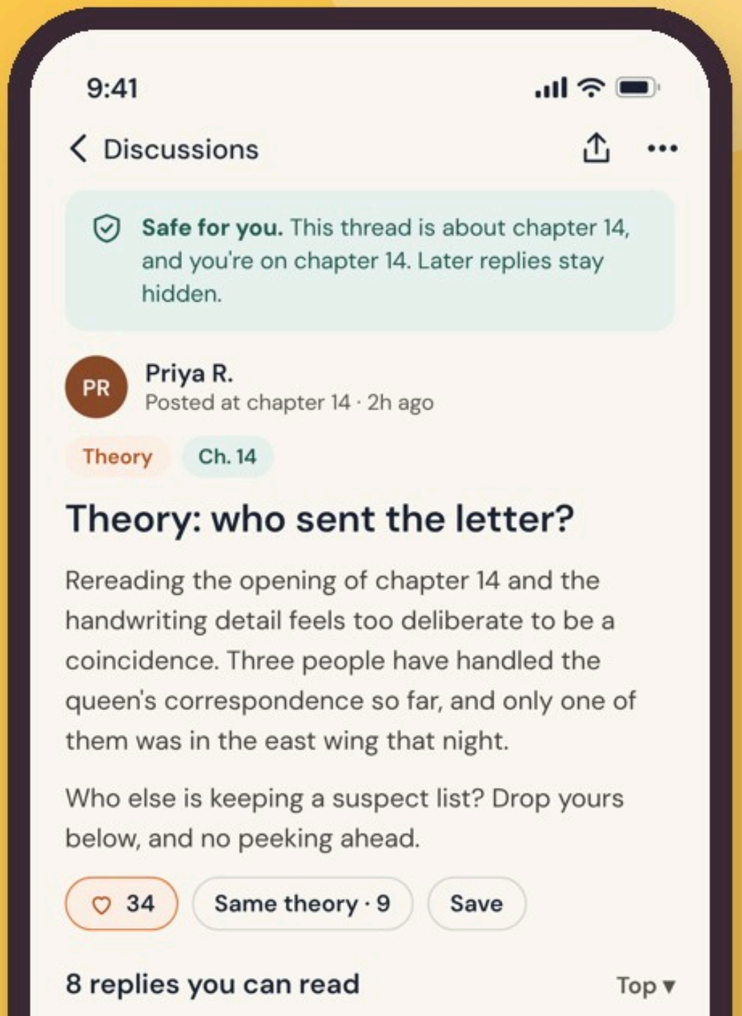
1. The problem
2. Reading position, the core idea
3. Discovery
4. Brand
5. Structure and flows
6. Hi-fi design
7. Key design decisions
8. Design system and front-end
9. What's next and reflection

BOOKLINES · PERSONAL PROJECT

Read unspoiled, and still be part of the conversation







01 · OVERVIEW

From a personal frustration to hi-fi screens

booklines

A spoiler-safe place to talk about books with people at your point in the story.

Self-initiated, proudly Canadian, at booklines.ca.

ROLE

Founder: product strategy, UX, UI, brand and front-end planning

TIMELINE

November 2026, concept to hi-fi

PLATFORM

Responsive web first, native mobile next

STATUS

Designs ready for reader interviews and usability testing

02 · THE PROBLEM

Talking about a book mid-read risks spoilers

I read and collect romantasy, sci-fi, romance and thrillers. Muting words on TikTok, skipping comment sections and avoiding group chats had become part of reading.

Spoilers are all-or-nothing

A spoiler tag or a “finished it” toggle doesn’t help someone halfway through book 3 of 10.

Series info is scattered

Reading order, novellas and “what’s next” live across wikis, fan sites and forum posts.

Clubs run on patchwork

A group chat for talk, a spreadsheet for pace, and early finishers spoiling slower readers.

How might we let readers talk about a story as they read it, without ever seeing more than they’ve reached?

03 · THE CORE IDEA

Every feature reads from your reading position

Position is stored as the book plus the chapter, with an optional percentage. That one idea turned a list of features into one product.

Feature	How reading position shapes it
Discussions	Threads and replies past your chapter stay hidden, titles included
Posting	Your reply is tagged with your chapter, so readers behind you never see it
Finishing a book	Every thread unlocks, including the ending, and a spoiler zone opens
Discover and search	Blurbs for later books in a series you're reading stay hidden
Ratings	Chapter ratings build a pacing line you only see up to your own chapter
Profiles	Your exact chapter is never shown to readers who are behind you

Why chapters: print pages, e-book percentages and audiobook timestamps don't line up, but chapters mostly do.

04 · DISCOVERY

No one ties spoiler safety to your position

Product	Strength	Gap Booklines fills
Goodreads	Catalogue, shelves, reviews	Spoilers loosely tagged
StoryGraph	Tracking, stats, mood picks	Light on discussion and clubs
Fable	Social book clubs with chat	Not tied to each reader's position
Reddit, Discord	Active fan communities	Spoilers handled by rules and tags

Positioning: keep tracking light, with import from Goodreads and The StoryGraph, and win on spoiler-safe conversation.

Five proto-personas

Amara, a series reader, leads the MVP; plus a club organizer, a reader always behind, an audiobook listener and a French and English local reader.

A journey map

The moments that matter: starting a book, wanting to talk mid-read, and finishing.

Next: interviews with 10 to 15 series readers and 3 to 5 club organizers to test these assumptions.

05 · BRAND

The logo is the core idea, drawn as a line



Solid green: what you've read

Spike: where you are

Dots: what's ahead

Bookline became Booklines

"Bookline" is already an established bookseller, and readers follow many lines at once. I registered booklines.ca.

Six directions, one waveform

Bookmark, spines, speech bubble and combinations, before the waveform. It also reads as audio, ready for audiobooks.

The tagline moved out

I built every screen with and without "Read unspoiled". Without it was cleaner, so the tagline lives in marketing.

Six sections, four flows that carry the MVP

Home | Discover | TBR | Clubs (later) | Search | Profile

01

Sign up

Genres and formats, the current book and chapter, a spoiler level, and an optional shelf import.

02

Set my position

Pick a chapter, add an optional percentage, and see what stays hidden.

03

Read and post safely

Read replies at or before my chapter, and reply with my chapter attached.

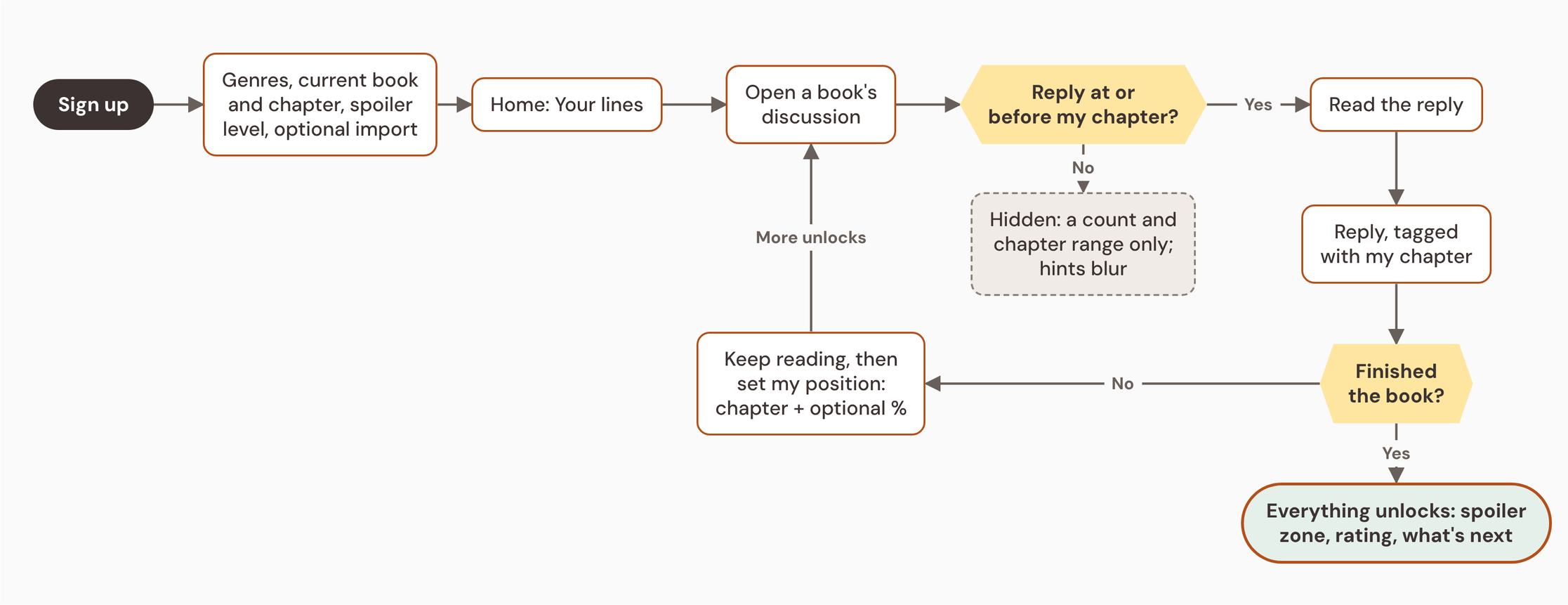
04

Finish a book

Everything unlocks, the spoiler zone opens, then rate it and see what's next.

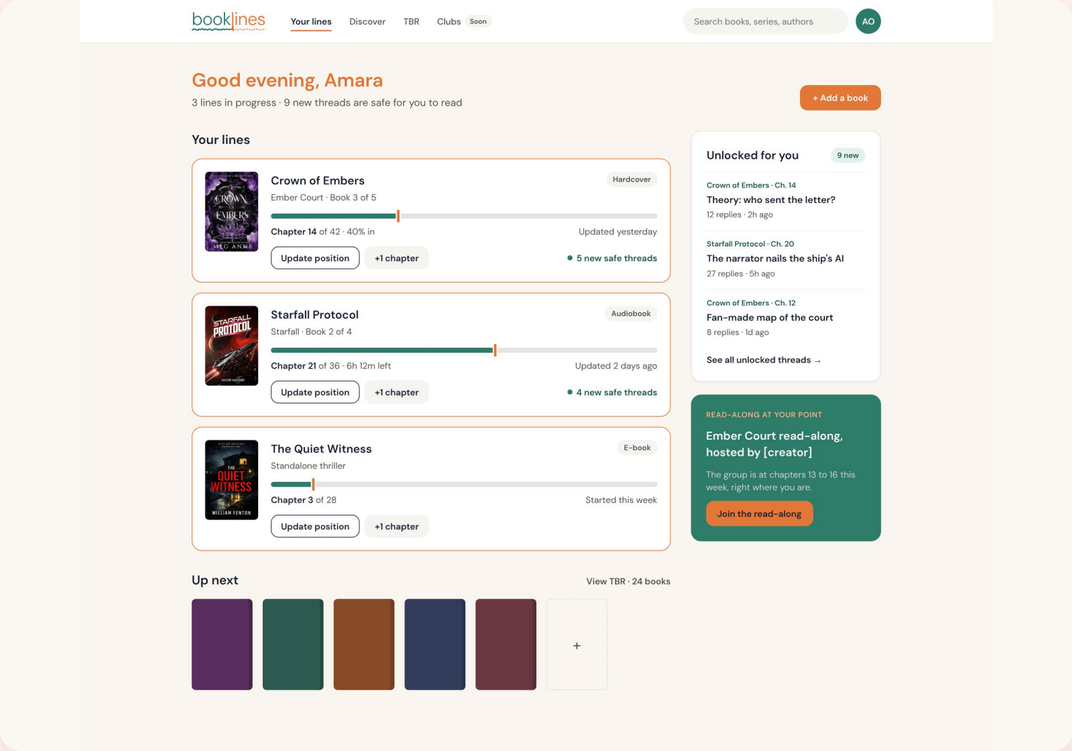
Wireframed in greyscale first, web and mobile. The site map also exposed screens still to design: series page, settings, author page and landing page.

Read, reply and unlock, chapter by chapter

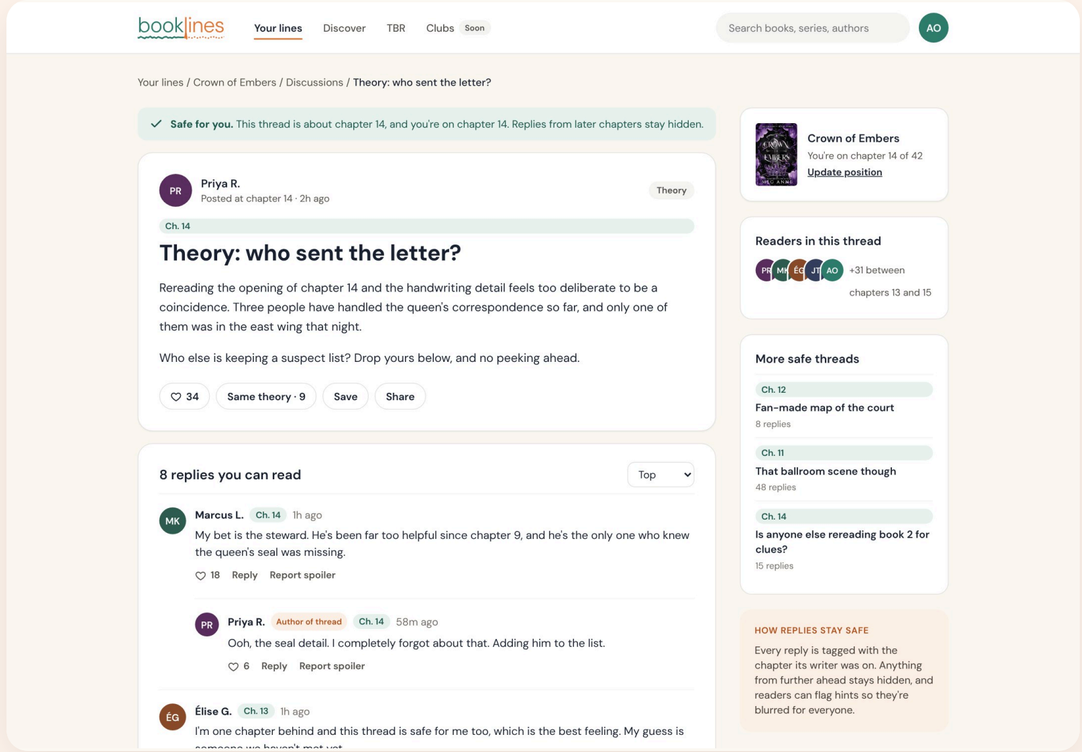


07 · HI-FI DESIGN · WEB

Your lines, and threads you can trust

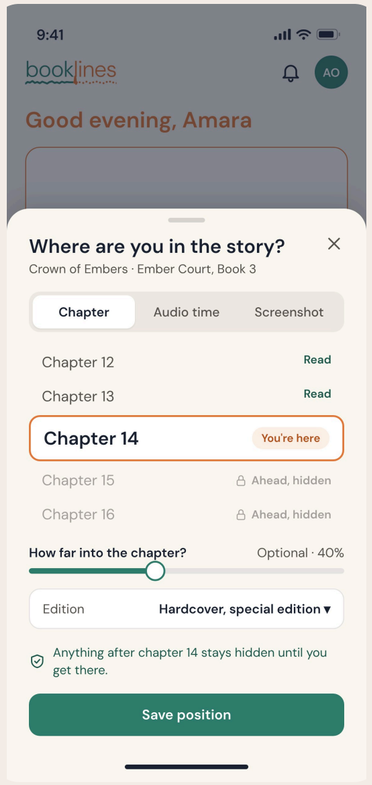


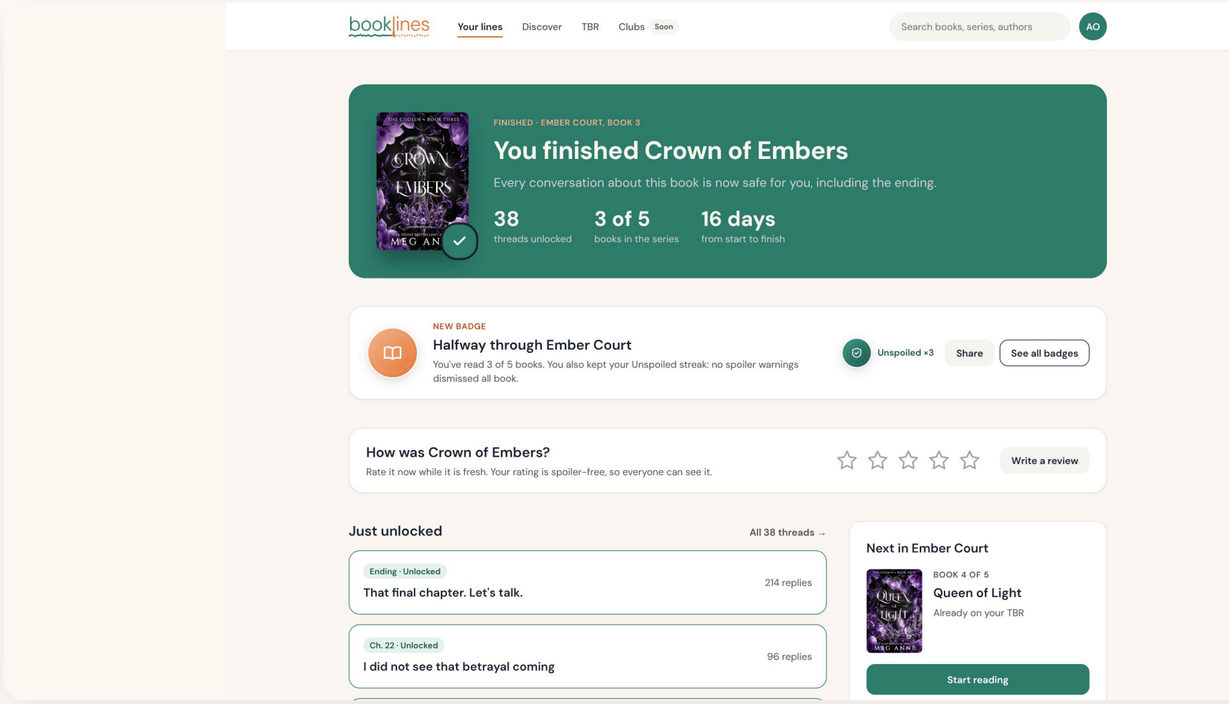
Your lines: each book shows a green progress line with an orange spike at your chapter.



A safe thread: replies carry their chapter; hints blur and later replies wait.

Set your place, then finish to unlock it all





Set position shows what stays hidden before you save. **Finishing** is a reward: every thread unlocks, a badge, and an invite to rate.

09 · KEY DESIGN DECISIONS

Show that more exists, without giving it away

Hide titles too

Locked threads show only a count and chapter range. A title alone can be a spoiler.

Position-tagged replies

Replies from further ahead stay hidden, so a thread can be trusted completely.

Blur, don’t delete

Hints blur behind “Show anyway”: protected by default, still the reader’s choice.

Three spoiler levels

Strict (recommended), Balanced and Relaxed, chosen at sign-up.

Two kinds of review

Spoiler-free for everyone, and spoiler reviews only for readers who finished.

Profiles protect too

Your exact chapter only shows to readers you follow; progress can hint at a twist.

Designed in Tailwind tokens, ready to build

- **ink** #1B2333 · text, primary buttons
- **paper** #FBF8F2 · page background
- **read-600** #2F7D6D · read, progress, unlocked
- **line-500** #E5793A · your position, what's ahead
- **line-700** #B4521C · orange text at 4.5:1

Real elements

Buttons, links, inputs and labels are real HTML, even in mockups, for keyboards and screen readers.

Meaning beyond colour

Read and unread also differ in shape: solid line versus dots, lock icons and labels.

Layout that stacks

Flex and grid with Tailwind spacing, a 1152px container, and side panels that stack on small screens.

Stack plan: React or Next.js, Tailwind CSS v4, Open Library, and reader data hosted in Canada.

11 · WHAT'S NEXT

Validate with real readers before building more

01

Interviews with 10 to 15 series readers and 3 to 5 club organizers

02

Usability tests of the four MVP flows with a clickable prototype

03

Fill the gaps: series page, settings, author page, landing page

04

Build the MVP front end and run a private read-along beta in Canada

Later

Book clubs, local meetups, audiobooks and book-to-screen adaptations

How I'll measure success: weekly active readers, position updates per reader, discussion posts per series, readers who return the next week, and zero reported spoilers in the beta.

One strong idea makes every later decision easier

Find the spine early

Once reading position was the core, features stopped competing, and each screen had an obvious rule.

Show, then decide

Building screens with and without the tagline settled a debate that discussion alone couldn’t.

Name the gaps honestly

The site map exposed undesigned screens, and the personas are still assumptions. That keeps the next phase on evidence.

Design for the build

Working in tokens and real HTML elements makes the jump back into front-end development much shorter.



Thank you

Solida Sar · design + code

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