

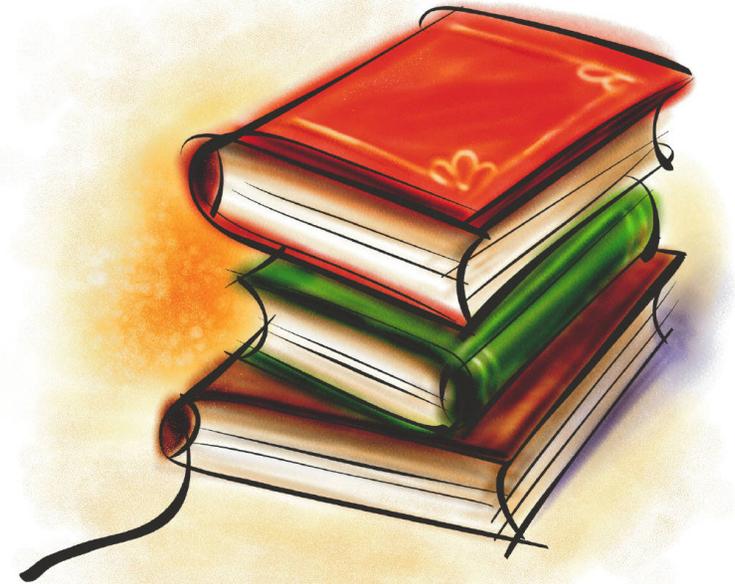
BOOKWORM PROPOSAL

Need/Problem

As one who loves reading books, I sometimes find it hard to remember which books I have read, especially if it's part of a series. I also have a hard time remembering which book is which in a series when making recommendations to others.

Most books that I have read, have been through a recommendation from some one I know. Sometimes when I'm looking for that next good read, nobody is around to ask for a recommendation, or I can't recall the last book that was recommended. I need a way to catalog the books I have read, ones I own, and the ones I would like to read.

It would be nice to see the books you own in addition to titles your friends have, coupled with summaries and reviews from your friends to help decide what books you might enjoy.



Proposed Solution

Create an application for mobile phones that will:

- allow users to catalog all the books they have read
- list books they would like to read
- display a brief descriptions about each book automatically.
- add books manually, or by scanning the barcode
- create review of books
- share your reviews and lists with friends, and be able to see friends lists and reviews through the app
- share with friends the books you have read

Background Research

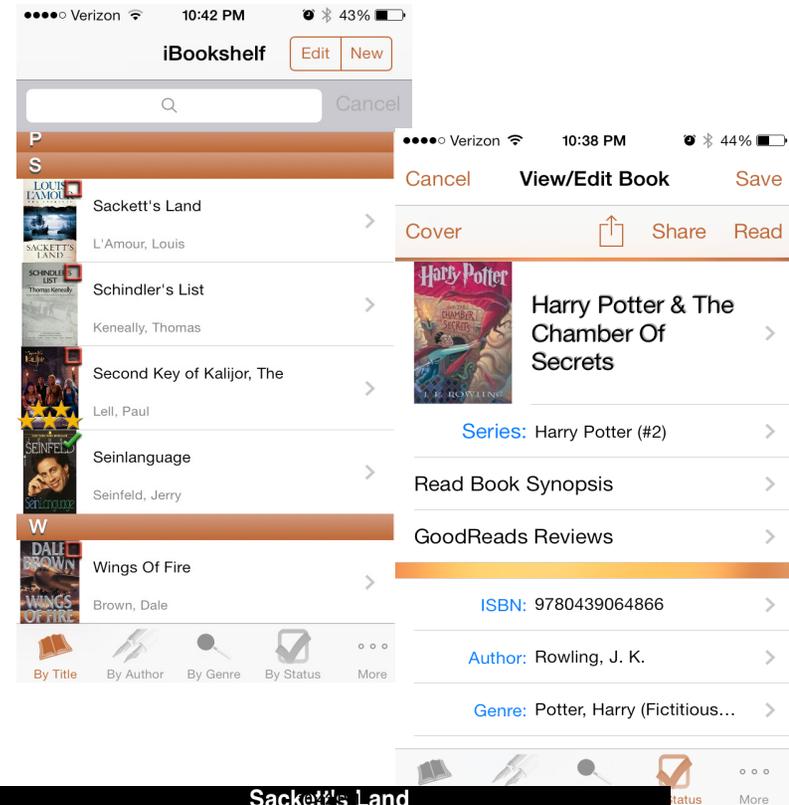
There are a handful of applications available that will allow you to catalog books. Most of them will do the same thing, though some do a better job than others. The two that I liked most were iBookshelf and Book Keeper.

Pros:

- Displayed cover jacket
- Listing by title, author, author last name, genre, rating, location
- List books owned or on a wishlist
- Allowed sharing through facebook and twitter

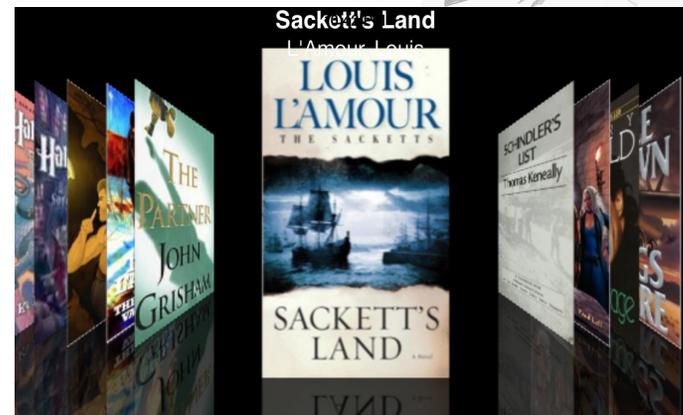
Cons:

- Barcode scanning to add books was spotty at best
- You can't add a review to the book
- No way to see reviews from others
- No list of what your friends are reading



Target Audiences

The target audience will be mostly bibliophiles between their teenage years on through those in their 50's, but will also include any book reader who utilizes a smartphone or tablet on a regular basis.



Interview Summaries

Screener Question:

Are you an avid book reader(Bibliophile)?

Tonia - 30 - 39 year old female

Interview Questions:

How do you keep track of the books you have read?

I don't

How do you decide on what books you choose to read?

friend referrals,

If you use an app/software, which one do you use, and what do you like or dislike about it?

N/A

If you were to use an app/change apps, what features would you want it to have?

Catalog by genre & author, description of the book, best sellers, awards won

How important would it be if the app allowed you to read reviews from friends with similar reading interests (the ability to review books and share them with your friends), and why?

quite hi, give you confidence in what you read, and the ability to discuss it, censorship,

Screener Question:

Are you an avid book reader(Bibliophile)?

Deanna - 19 - 29 year old female

Interview Questions:

How do you keep track of the books you have read?

I have a list on my computer, a word file

How do you decide on what books you choose to read?

cover, then summary on the back, sometimes referrals

If you use an app/software, which one do you use, and what do you like or dislike about it?

word, just a typed list, you can't see the cover art

If you were to use an app/change apps, what features would you want it to have?

search engine, open the ebook from in another app, have it refer similar books like tivo

How important would it be if the app allowed you to read reviews from friends with similar reading interests (the ability to review books and share them with your friends), and why?

Great, I'd love to be able to get ideas of what to read from my friends.

Interview Summaries

 Screener Question:

Are you an avid book reader(Bibliophile)?

Jaren - 30 - 39 year old male

 Interview Questions:

How do you keep track of the books you have read?

I just look at the books on my shelves at home

How do you decide on what books you choose to read?

online reviews, and friend referrals

If you use an app/software, which one do you use, and what do you like or dislike about it?

N/A

If you were to use an app/change apps, what features would you want it to have?

add books by scanning barcode, add notes about whether or not I liked the book

How important would it be if the app allowed you to read reviews from friends with similar reading interests (the ability to review books and share them with your friends), and why?

I would like that.

 Screener Question:

Are you an avid book reader(Bibliophile)?

Christina - 13 - 18 year old female

 Interview Questions:

How do you keep track of the books you have read?

I have a list in notes I keep on my iPad

How do you decide on what books you choose to read?

I search online and read reviews, I also get suggestions from friends and family

If you use an app/software, which one do you use, and what do you like or dislike about it?

notes on my iPad

If you were to use an app/change apps, what features would you want it to have?

list books like iTunes does so it's easy to find, list them by author and genre

How important would it be if the app allowed you to read reviews from friends with similar reading interests (the ability to review books and share them with your friends), and why?

It would be awesome if I could also share it with my facebook friends