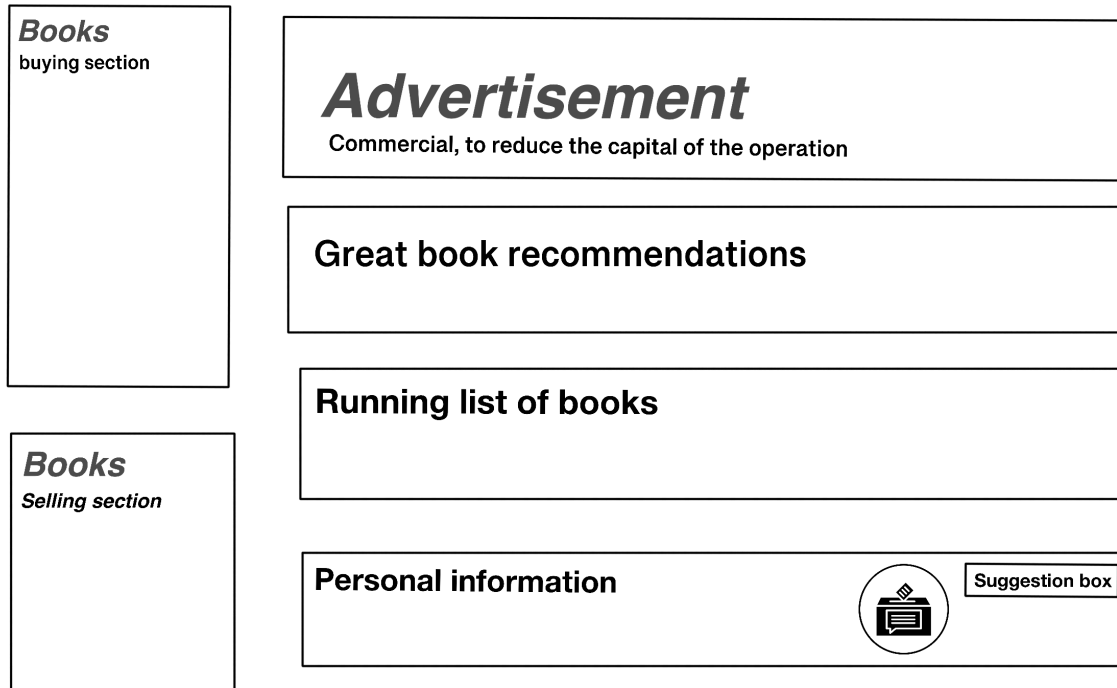
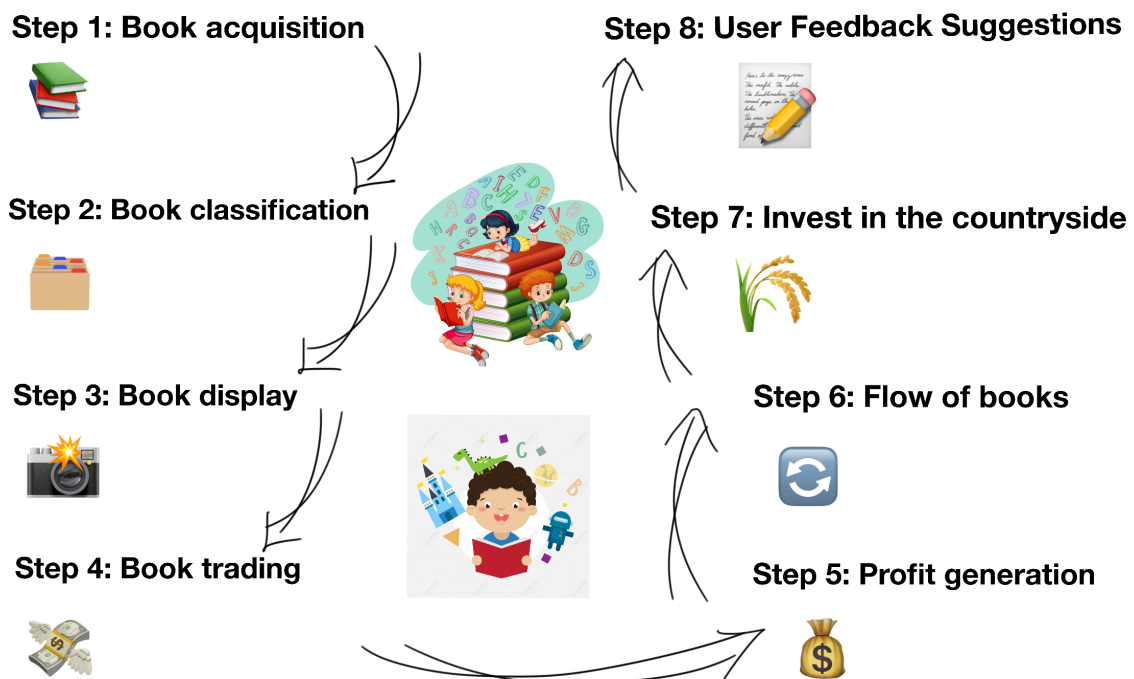


Used books flow platform 



Flow chart of used books



Customer Discovery Plan for Second-Hand Book Exchange Platform

Value proposition:

This online second-hand bookstore platform is established to provide people with access to books across various categories at low prices. By optimizing resources and facilitating book exchanges, we will circulate books through online bookstores and distribute them to rural school areas in China. Our group aims to contribute to quality education by operating a mature second-hand bookstore website and connecting with communities trapped in poverty in China.

Target Audience:

Our primary target audience includes individuals who are willing to buy and exchange second-hand books, especially those who have tight budgets. This encompasses a diverse group in terms of age, gender, educational background, and location. The decision-makers and users might overlap, as book buyers are often also the end users. However, we should also consider that some users may be parents or guardians buying books for children.

Further recommendations :

Our team members considered several methods that would be more effective for our platform. The first is to build partnerships with schools, libraries and NGOs to increase book donations and reach a wider audience.

The second is to increase social media activity and use social media to raise awareness about your platform and its mission. Share success stories and impact metrics to attract more users and donors.