Kindly take a look at the concluding pitch for the semester-long product design project I accomplished at Columbia University, part of Gary Zamchick's Innovation and Design Lab.

Pain Point:

Avid book readers often find themselves limited in their options to fully explore the worlds, characters, and themes of their favorite books beyond review websites like goodreads and social media communities like "bookstagram" and "booktok". These platforms may lack the desired level of engagement and depth, leaving readers craving for more immersive experiences. This is especially true for series long mature fiction books that involve extensive world-building, as readers struggle to find ways to amplify their imagination and stay engaged in the story.

Our research revealed that music is a popular way for book readers to enhance their reading experience by relating to characters and immersing themselves in the world of their current reading. In fact, some authors have started creating and releasing official playlists, including character-specific or chapter-by-chapter playlists, at the beginning of their books or on their websites. However, integrating music into the reading experience can be a challenge. Creating playlists that perfectly capture the essence of a book can be time-consuming and frustrating, especially for those who are not skilled or interested in playlist creation.

That's where PageTunes comes into play! It's a revolutionary platform that combines the power of books and music in a whole new way. Our platform leverages AI playlist generation and an interactive community forum to provide an immersive and personalized experience for book lovers, allowing them to create, discover, and share book specific playlists that elevate their reading experience like never before.

Solution: End Use Description

PageTunes comes with amazing features that provide users with a unique and immersive way to explore the worlds and characters of their favorite books. Our AI playlist generation tool, book playlists, community-driven features, seamless integration with music streaming services, and exclusive partnerships with publishers and authors set us apart and make us the go-to platform for book lovers who want to enhance their reading experience

1. With PageTunes, users can easily create playlists based on the themes, characters, and chapters from their favorite books. Our AI-powered playlist generation feature automatically curates music that complements the book, creating a seamless integration of literature and music.

2. Our platform fosters a sense of community among book lovers. Users can contribute their own playlists based on books they love, and share it with other users. This creates a collaborative environment where users can share their passion for BOTH literature and music. Social features like comments, sharing, and user profiles are also available to enhance a sense of ownership among users.

3. PageTunes integrates with popular music streaming services like Spotify, Apple Music, and Amazon Music, allowing users to easily listen to book playlists while reading, without having to switch between apps. This seamless integration enhances the overall reading experience and convenience for users.

4. PageTunes aims to also collaborate with publishers and authors in the future to create exclusive playlists for their books. This will not only add value to the app but will also generate interest and buzz for the books themselves, creating a win-win for both parties.