SOCIAL MEDIA CONNECT APP

PROJECT OBJECTIVE

The objective of this project is to create an engaging, interactive, and community-driven social media platform specifically designed for book lovers.

PROBLEM

Despite the growing number of book lovers worldwide, there is a lack of engaging, community-driven platforms where readers can connect, discuss, and share their reading experiences in real-time. Existing platforms like Goodreads focus more on tracking books rather than fostering meaningful conversations. Social media apps, on the other hand, are not optimized for book discussions, making it hard for readers to find like-minded individuals, discover personalized recommendations, and engage in interactive reading challenges.

Key Problems:
- Lack of interactive discussions and engaging book communities.
- Difficulty in finding personalized book recommendations.
- No centralized space for tracking books and sharing reading experiences.
- Limited support for indie authors and new book discoveries.

SOLUTION

This social media app for book lovers bridges this gap by offering an interactive and engaging space where readers can join book communities, share thoughts, track reading progress, and discover personalized book recommendations.

USER TARGET

Casual Readers – People who enjoy reading but don't actively engage in book discussions.
Avid Readers – Bookworms who read multiple books a month and love sharing reviews.
Book Collectors – Enthusiasts who collect and display books.
Aspiring Writers – People who not only read but also want to share their own work.
Reading Communities – Clubs and groups that discuss books and host reading events.

COMPETITIVE ANALYSIS (FACEBOOK)

Facebook is a multi-purpose social networking platform that allows users to connect, share content, join groups, and engage in discussions. It serves various user needs, from socializing to business marketing, content sharing, and community engagement.

Weaknesses

1) Lack of Book-Specific Features – Facebook is not tailored for book tracking, recommendations, or structured book discussions.
2) Disorganized Book Communities – Book groups exist but lack structured reading lists, discussion threads, and book challenges.
3) Algorithm-Driven Visibility – Many posts in book groups get lost due to Facebook's algorithm prioritizing trending content.
4) Generic Engagement – Unlike Goodreads, Facebook lacks in-depth book reviews, ratings, and progress tracking.
5) Distraction from Other Content – Facebook includes ads, non-book-related posts, and unrelated discussions, making it less focused.

Opportunities

1) Focused Book Community – Unlike Facebook, app is exclusively for book lovers, making discussions more engaging and relevant.
2) Structured Book Discussions – Your app can allow chapter-wise discussions, reading challenges, and book-specific conversations.
3) Book Tracking & Recommendations – A dedicated feature to track reading progress, wishlists, and AI-based book suggestions.
4) Minimal Distractions – Unlike Facebook, which is filled with ads and various unrelated posts, my app will keep the focus on books.
5) Gamification & Challenges – Introduce reading goals, badges, and streaks to keep users motivated and engaged.
6) Indie Author & Reader Connection – Provide a dedicated space for new authors to interact with readers, unlike Facebook's cluttered groups.

USER PERSONA

The Passionate Bookworm

Name: Ayesha Malik
Age: 24
Occupation: University Student (Literature Major)
Location: Lahore, Pakistan

Goals & Needs:

- Wants to discover and discuss Urdu & English Books.
- Looks for book clubs and reading communities in Pakistan.
- Loves book-themed aesthetics and a well-designed reading tracker.

Pain Points:

Finds mainstream social media too cluttered with non-book content.
Hard to find genuine book discussions in Pakistani communities.
Struggles to track reading habits in an engaging way.

Motivations:

📖 Loves deep, meaningful conversations about books.
👥 Wants to connect with Pakistani readers with similar interests.
💡 Interested in book recommendations based on Pakistani authors.

USER PERSONA

The Aspiring Writer & Poet

Name: Sara Javed
Age: 28
Occupation: Freelancer & Poet
Location: Islamabad, Pakistan
Tech Usage: Uses Instagram, TikTok, and Facebook to share poetry and writing.

Goals & Needs:

- Wants a platform to share poetry and short stories.
- Prefers engagement with a literary-focused audience.
- Looks for feedback and writing inspiration from the book community.

Pain Points:

- Hard to find local platforms to share and promote original writing.
- Feels lost in mainstream social media with limited book-centric engagement.
- Struggles to get feedback & visibility on her work.

Motivations:

📣 Wants to promote Pakistani literature and poetry.
💡 Seeks inspiration and motivation from fellow writers.
📖 Interested in Urdu literature & contemporary Pakistani authors.