App Idea:

Rent books digitally ala Redbox but for books on your phone.

Elevator Pitch

A book renting service as an app where users can rent digital copies of novels/comics/biographies/ etc, for a set amount of time at a lower price compared to permanent purchases on competing platforms such as Google Books.

Document Assumption

1.) Not wanting to spend more to permanently own digital copies of books.
2.) Willing to complete books in a limited amount of time.
3.) Users are looking for a more accessible avenue for reading.

Write Your Problem Statement

Identify the motivations and preferred methods of e-reading among phone/tablet/pc users, such as renting vs full ownership and what gets them to read in the first place.
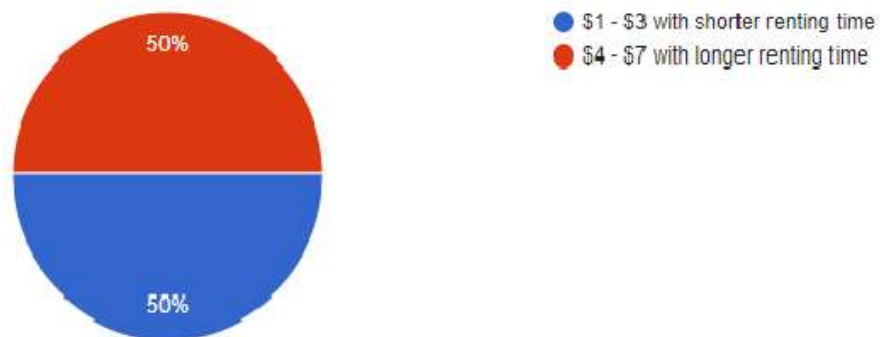
Analysis & Reporting Results

Key Findings

1.) Most people read relatively frequently and are interested in renting their books.
2.) User curated features is a must to help increase reading among users.
3.) There is a 50/50 split among users that are willing to pay less for shorter renting periods and those that will pay slightly more for longer renting periods.

Most surprising result: the 50/50 split on pricing, I thought most would select the cheaper option with not as long renting period.

What price range are you comfortable with for renting books?

6 responses

- $1 - $3 with shorter renting time
- $4 - $7 with longer renting time

50%

50%

Addressing the problem statement

 The responses helped address concerns and questions brought up from the problem statement. The main goal was to gauge how often the average person reads and if renting content is preferable to permanent purchases. Of course a larger amount of responses would be highly beneficial and help solidify answers to the problem statement.