

Strategy Plane

BookLiker app

Who is this for?

The app would give a quick preview to anyone interested in reading books and to check what books other people interested in. The app can be used by everyone as it is simple to use.

Is the content relevant?

The content is relevant to those like to browse and explore books what can be interesting to others. Also give recent information about option to buy the books from the external websites.

Is the technology appropriate?

The technology used is good for creating simple but reusable elements.

Business goals?

When the website generates enough usage, this app can used to contact retailers regarding the sales generated by the website's leads.

Why would a user want this?

This is a simple app, not a catalogue, no ads and nothing to take user's attention rather than a mix of books.

What would be a good user experience?

To see the diversity of other people's choice to read and discover new books.