**Project Idea – Book Club App**

Build an App Landing page showcasing the app, its features and how to download it.

**External user’s goal:**

The site users are people interested in knowing more and downloading the app.

**Site owner's goal:**

* Downloads
* Subscriptions
* Newsletter

**Potential features to include:**

* Descriptions of its main features.
* Screenshots of the various screens of the app.
* Download and Subscription.

**Advanced potential feature (nice-to-have)**

* Blog section
* FAQ page

**Requirements:**

* Front-end application using HTML and CSS
* Website must be responsive

**Product Development**

**Product Concept**

* *This project will not create the app itself, but only the website presenting it. The product concept below serves as a compass to guide and direct the development of the website.*

BOOKDROPS comes to tackle one of the emerging issues born with the quarantine - **people with spare time** in their hands. This is a unique opportunity to take on a **new hobby, learn something new or dive deeper into something** and good books are key to that.

This is a **subscription program** **that delivers books** to the user’s address weekly, bi-weekly or monthly. The selection is **based on the** **user’s interests** – be it fictional such as romances or non-fictional such as history or self-help books.

Recommendations take into consideration best-sellers, **community reviews** and even books read and liked by the user.

There is also an important **social aspect** to BOOKDROPS – each user has their own **bookshelf** – public or private, users can **post and read reviews**, join discussion groups, follow other users, **earn badges** and **become a specialist** in each topic.

**Sinek’s Golden Circle:**

|  |  |
| --- | --- |
|  | **Why – What is our cause, purpose or belief:**  We want to expand your horizon, teach you new things, and inspire you into inspiring others. Help you access your untapped potential.  **How – The steps to make the Why a reality:**  By bringing the library to the palm of your hand. Reading is the gateway to future better self.  **What – What we do, what is our product:**  We connect our customers to the best books on any given topic. We give them the ultimate incentive to read them, by sending these very books to their address and creating interest and engagement through social interactions. |

**Website goals:**

* App downloads and subscriptions
* Brand awareness
* Lead Generation through newsletter
* Social network followers and engagement

**Website features:**

* Download links to Android and iOS
* App features
* Screenshots of various app screens
* FAQ
* Subscription
* Testimonials
* Blog
* Contact

