Strategy

Main goals of the site:
The Main goal of the site is to allow the user to quickly and with ease create, edit and delete book reviews and recommendations Be able to view other users reviews. they will have a login that is specific to them so only they can edit their reviews in their own private "your reviews section".

Who are we building it for?
We are building it for a whole range of book lovers , from beginners to avid readers. This site will allow them to share their thoughts on their favourite(or not-so favourite) books, read the reviews of other readers and make decisions on their next book.

What are the goals for the user?
The goals for the user are to be able to easily navigate the web page without having to click too many times to the desired area they want. To be able to access reviews left by others, view reviews on this book, access their own profiles and create, edit and delete reviews they have left.

What are the goals of the business?
The goals of the business are to generate book sales from a preferred supplier by directing users of the site to an online shop where they can purchase books they have seen reviews for.

Is the content relevant?

The content is relevant to a whole host of different users, the site is made to look and feel like an old style bookshelf, and the friendly fonts,colours and styles are to appeal to readers from all walks of life.

What makes the site so special?
This site is special because it would appeal to a wide variety of users, it has a friendly feel to it that many customers will appreciate and feel they are comfortable navigating and leaving their reviews.

Why would this Benefit a user?
This allows the user to comfortably and confidently look through reviews and feel at ease with leaving their own reviews, the site's no frills approach means it is simple to use and has a very friendly feel.