UX Design Project Idea

BookRapport

<u>Discovery</u>

Who is your project focusing on?

BookRapport focuses on connecting book clubs with independent bookstores, and, potentially, authors and publishers.

Who is the target audience or user group for your project?

1. Readers who want to start a book club
2. Book clubs who want to grow their membership
3. Independent bookstores who want to supplement their sales and increase awareness of their store and services
4. Publishers who want to reach book clubs about their new releases and popular backlist titles

What is their problem and how does/will your project solve the problem?

1. For users who don't know how to start or spread the word about a book club, BookRapport will allow them to start a book club online using an interactive web form in fifteen minutes or less
2. For book clubs who want to grow their clubs and/or transition from simply meeting to drink wine and gossip, BookRapport allows them to meet in a local bookstore, which allows them to advertise their club and increase their membership, receive assistance with selecting & ordering their reading selections, obtain advance reading copies of new books, draw the attention of publishers representatives to hear about their new titles, and hear from authors (in person or via Skype) about the their books, and, if wanted, can accept the assistance of a bookseller to help moderate book club discussions.

<u>Design</u>

If you're starting with your own idea, what is it?

BookRapport is a social website that connects book clubs with independent bookstores in their area. The site allows users to start or grow a book club with the assistance of a local bookstore. It also allows local bookstores to offer their space for book club meetings and special events. The book clubs benefit by having a space to meet, assistance with selecting and ordering books, access to advanced reading copies, publisher representatives, and authors. Bookstores benefit by growing their customer base, supplementing their sales, and generating word-of-mouth advertising.

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What do you imagine it will end up being? (e.g., mobile app, website, desktop application, Kiosk, interactive wall, a service, etc.)

I envision BookRapport as a website, although it could grow into a mobile app, as well.

Validation

How will you validate what you design?

I have access to independent bookstore sellers and staff, as well as members of various book clubs in my area for validation.