



Audible

See What You learn

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Insights:

The “Leisure Upgraders” need pleasure and self-improvement, yet reading can be time- consuming.

Solution:

Play short novels or fun scientific facts from Audible books on public transportation, then use quick games to show people how much they have learned by listening.



Step 1: Play

Play free sections of
audible books on
public transportation
during commute
times.





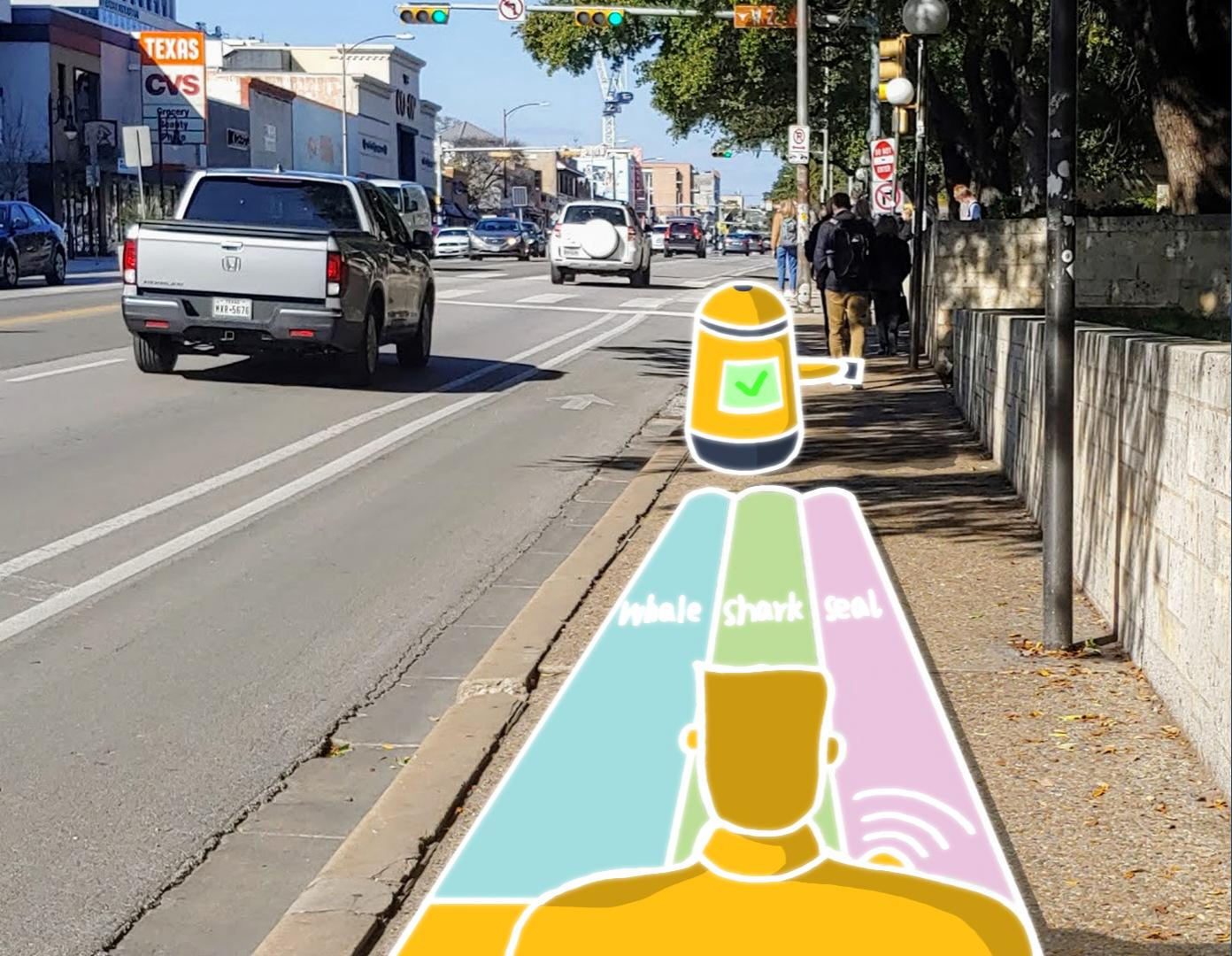
Step 2: Listen

The content would be brief and fun sections of available Audible books like *Talking to Strangers* and *Atomic Habits*.

Step 3: Game

Quick digital games near commute stops digitally update with questions relevant to the audible selection recently played on the closest bus or subway.





Step 4: Right!

Step on the right answer, and the bot gives you a pair of Audible earphones.



Step 4: Wrong!

Step on the wrong
one, and the bot still
gives you
something... a ticket!

Step 5: Ticket

The “ticket” introduces Audible and gives the player a free section on the question they got wrong.

