**Introduction:**

Books are an inexpensive way to escape reality and reading gives us all an excuse to spend a day curled up in a chair (as opposed to in an economic downturn induced fetal position). Book resellers are doing well because more people are selling their used books to raise money (or trading them in for other good-reads) and more people are buying them.

Used books are one of the few used items you can purchase and give to someone without seeming cheap. Include a personal note about why the book was specially selected for the giftee and that purchasing used books is better for the environment and the gift will be even better received.

Selling books online can really help you to build authority in the subject matter or niche that you are part of. By adding a book to the range of content that you provide on your subject area, it becomes clear that you know a lot about a certain subject. This helps you to become a visible part of the wider conversation.

**Things To Clarify:**

**Is there a specific demographic age you want to focus on?**

Books for CGEC Students, 1st Year to Final Year

**Is there a location to focus on?**

Up to CGEC College and Cooch Behar City

**A specific customer segment? Define it.**

**Customer segment:**

Students purchase books for their class (1st Year and above)

Avid book enthusiasts

Prioritize my focus on #1 - the student who purchase books because this seems to be a problem when I was a student myself and would like to provide some solutions to fix this.

Pain points of students purchasing books for CGEC.

Expensive

Purchase the book for a few months and is left untouched or thrown away

A hassle purchasing the book and edition required

Sold out

**Some potential improvements to the pain points:**

Create an algorithim similar to Slickdeals on the new mobile application that will analyze the best option of the same product, but this application will make it cheaper for the students.

Create this mobile platform where students know will take the class next quarter or semester to join the wait list. This will generate a notification to the student who has the book and will be selling the following quarter. Once there is a match similar to Hinge (both parties agree on buying and selling), they can chat and proceed with exchanging contact details so that they can complete their deal .

I think I would focus on these things for the sake of a student in debt and having trouble finding the book that they need and those who don't know what to do with their book after finishing the class.

**Product vision Step by Step:**

Student downloads and signs up for the application

Prompt user to verify their College, email, address, and a profile picture

Sellers will post the books they have for sale and the application will give them a honest price they can sell for with location they are at

Buyer filters the application for location and book. Once they join the wait list for that specific book,

Matches the seller and they can chat and proceeed with the transaction (Like dating apps)

Note: Seller is still finishing class, but allows him to know that he can has already sold the book 4 weeks in advance (Reduces the hassle already). Buyer does not have to stress buying a book last minute and has it 4 weeks before class begins.

Photograph your books before sending them to the reseller

When reselling your books online, you'll need to send them in for the site to evaluate them – but be wary. You have no control over how the books will be handled during postage. We've read some angry reviews from users claiming that their valuation was reduced substantially due to water damage that wasn't there when they posted it. Before you post your pre-loved books, be sure to take lots of photos to prove their condition

**Pit Falls:**

Sellers may result to other competitor sites because they can sell for more

Answer: Amazon and other websites take a large percentage, which becomes the same price. In addition the ease and accessibility on this mobile platform gurantees book being bought and sold

VISION:

* Design a mobile app that allows users to easily buy and sell used books.
* Define facts like what is the scope of the app, who would be the audience etc.
* Break down the problem into parts (Define the different types of users, what actions can a user take and what this would result in).
* Think of an end to end solution for different kinds of possible users for this app. Think about what elements you think should be there on any given app screen and what would be the user journey. (Wirefeames & user flows)