Slow Growth in eBook Sales at Two Birds Publishing

Module 2 Challenge

Hypothesis

The decline in the ebook renewal rates is like due to a combination of the following,

1. **Competition from other forms of media**
    a. **WHY:** There are many options for consumers to choose from including audiobooks and the rise of social media content has brought in short video snippets of useful information
2. **Increasing availability of free content**
    a. **WHY:** There are tons of free ebooks available on the web for users to download
3. **Changing reading habits**
    a. **WHY**: Many consumers prefer to buying physical books rather than reading off a screen
4. **Accessibility issues**
    a. **WHY**: Some consumers might find it difficult to access the ebook content, or may have a negative experience with the technology, which can reduce their desire to renew

Hypothesis Continued:

1. **Competition from other forms of media**
    a. Year-to-date eBook revenues were down 6.3% as compared to the first nine months of 2021 for a total of $759.2 million. Digital audiobook format continued with double digit increases, 13.6% for September, coming in at $75.0 million in revenue. Source: Link
2. **Increasing availability of free content**
    a. Free ebooks are available at public libraries across the US. Over 439 libraries invested into digital space, checkouts of ebooks are up 52%. Source: Link
3. **Changing reading habits**
    a. Ebook sales plunge 17% as readers switch back to print due to ‘screen fatigue’. Source: Link
4. **Accessibility issues**
    a. 88% of online customers say they wouldn’t return to a website after having a bad user experience. Source: Link
    b. 53% of marketers leverage message personalization in their email marketing strategy. Source: Link

Design-Thinking: Empathy

Customer 1

- Have been Two Birds app user for two years
- Downloaded 5 books within each year that were read during vacations.
- Prefers audiobooks due to long driving commute to work.
- Likes to read self development, innovation, and thriller books. Wishes the app had more genres available.
- Finds the app interface pretty good, but lacks personalized comment and reading recommendations per users liking

Design-Thinking: Empathy

Customer 2

- Potential new customer
- learnt about the app through word of mouth
- Heard about great customer service but app's user interface isnt great
- Currently a student and interested to see if Two Birds offer books used in class
- As a personal goal, wants to read more books

Design-Thinking: Define

The problems with Two Birds that arose during the empathy phase are the following,

1. Preference of audibooks
2. No time to read ebooks even though subscribed
3. Users expressed interested in the diversity of genres
4. Lack of student books, reading material
5. Requires more personalized content, books recommendations, author shoutouts, and etc. to connect with users

Design-Thinking: Ideate

Potential solutions could be the following,

1. Personalized recommendations
2. Content Diversification
3. User On-Boarding
4. In-App Community
5. In-App Gamification & Rewards System
6. User Feedback and Improvement
7. Student offering & discounts, first months free plus free reading when you sign up
8. Customer support available 24/7 via chat, call, text, and email

Design-Thinking: Prototype

1. **Content Diversification:** Diversify content offerings on the app including adding more genres. Add other media options, audiobooks, comics, multimedia content.
2. **Gamification:** Gamify the process of reading, where the user collects points or stars for the amount of time or pages read. Add reading challenges and badges to incentivize users to keep using the app. Points can be used towards a purchase within the app
3. **Personalized recommendations:** Add more personalized content, book recommendations based on users reading history, in-app behaviour
4. **User Feedback and Improvement:** Regularly collect feedback to understand their pain points. Address needs through updates and new features.
5. **User On-Boarding:** Offer onboarding experience for new users, with clear and concise instructions on how to use the app
6. **Push Notifications:** Provide relevant notifications to users to keep them engaged with the app. Send reminders about new releases, promotions, or new reading challenges.

Design-Thinking: Testing Strategy

1. **Define Objective:** pick new features from the list in the prototype that are intended to accomplish our goal
2. **Target Audience:** Select a target audience to test the new features that fall under the age group of 18-50
3. **Usability Test:** Run usability testing, function testing, and performance testing and select the metrics that will be used to evaluate results including feedback surveys, net promoter score, user retention, session length, conversion rate
4. **Test**: Conduct the tests with the selected target audience in-person testing, remote testing, or a combination of both.

User Personas - Commuter Reader

Basic information

Commuter Reader

"Archetype"

- Age: 25-45
- Occupation: Finance
- Location: New York City, NY
- More info: Educated
- More info: Middle to High Income

Bio

Commuter Reader is a finance professional who lives in NYC. He/ She loves to read books that fit their interest including finance, politics, professional development, leadership, self improvement. Additionally, this persona enjoys thriller and crime novels. To make the most out of their daily commute, they read on the train. But whenever they drive to work, the choose to listen to audio books.

Personality

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player
Passive	Active
Safe	Risky

User Personas - Commuter Reader Continued..

More about Commuter Reader

Interests

Reading Genres including,
1. Thriller, crime
2. finance books
3. professional development
4. self improvement

Invests commuter time towards reading due to feeling of relaxation

Prefers convenient format such as ebooks, audiobooks

Influences

This persona enjoys reading books that help to progress his/her carrier, to stay up to date on finance trends and tools

Daily life influences this personas reading routine such as available time

Book reviews, ratings, and recommendations of friends and family influence his/her reading habbits

Goals

Invest more time in reading on his mobile device or ipad during the commute

Needs and expectations

Convenient and easy access to books: Commuter readers may expect to be able to easily find and access books on their mobile device

Personalized Recommendations based on their reading history and preferences, to help them discover new books that fit their interests.

User-friendly interface: They may expect the ebook app to have a user-friendly interface, with easy navigation, adjustable text size, and other features that enhance the reading experience.

Motivations

Effective use of free time

Relaxation and Escapism

staying informed and knowledgeable

Pain points and frustrations

Finding books that fits his/her interest. App doesn't provide audiobooks

Has busy schedule, works late, limits free time

App on the Mobile device has a weird interface, which demotivates its usage

User Personas - Busy Professional

Basic information

Busy Professional

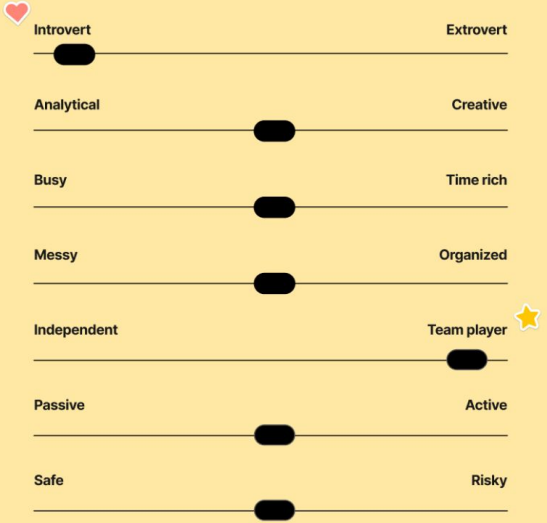
"Archetype"

- Age: 30-50
- Occupation: Senior Consultant
- Location: New York City, NY
- More info: Educated
- More info: High Income

Bio

Busy professional is between ages 30-50 working in a consulting industry, highly education and has high income. This persona has a demanding work schedule and has limited free time to devote to reading. But when he/she does read, they read engaging books and stays up to date with the latest business and industry trends. Prioritizes professional development and uses reading as a means of relaxation and stress relief.

Personality



User Personas - Busy Professional Continued...

More about Busy Professional

Interests

- Reading Genres including,
  1. professional development
  2. news, industry trends
  3. Innovation and design
  4. business
- Invests commute time towards reading
- Prefers convenient format such as ebooks, audiobooks

Influences

- This persona enjoys reading books that help to progress his/her carrier, to stay up to date on business trends and tools
- Book reviews, ratings, and recommendations, Best Sellers List

Goals

- Invest more time in reading
- Become an expert of industries that he/she consults

Needs and expectations

- App delivers exceptional interface that tracks books they want to read
- High quality content
- Apps Ability to integrate with other tools
- Availability of popular books, up to date content

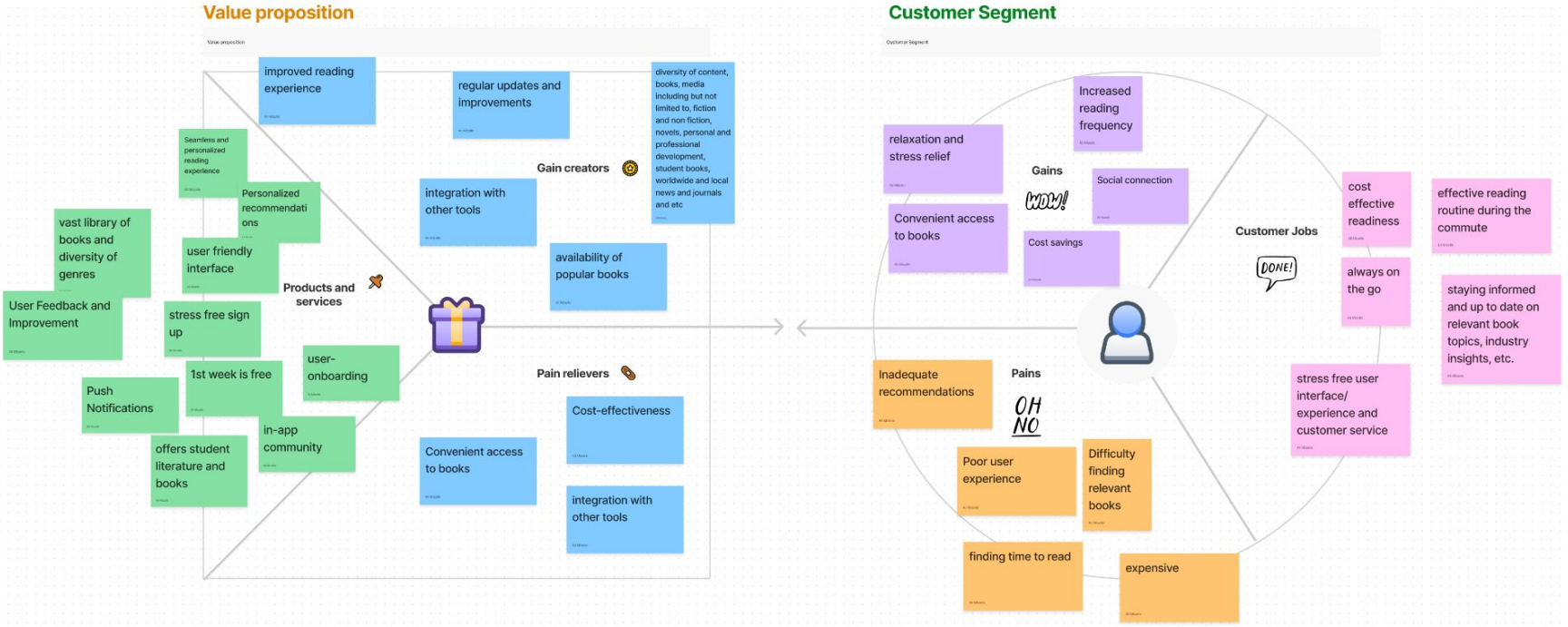
Motivations

- Professional growth and development
- staying informed and knowledgeable
- Improving their skills
- become an expert at their job

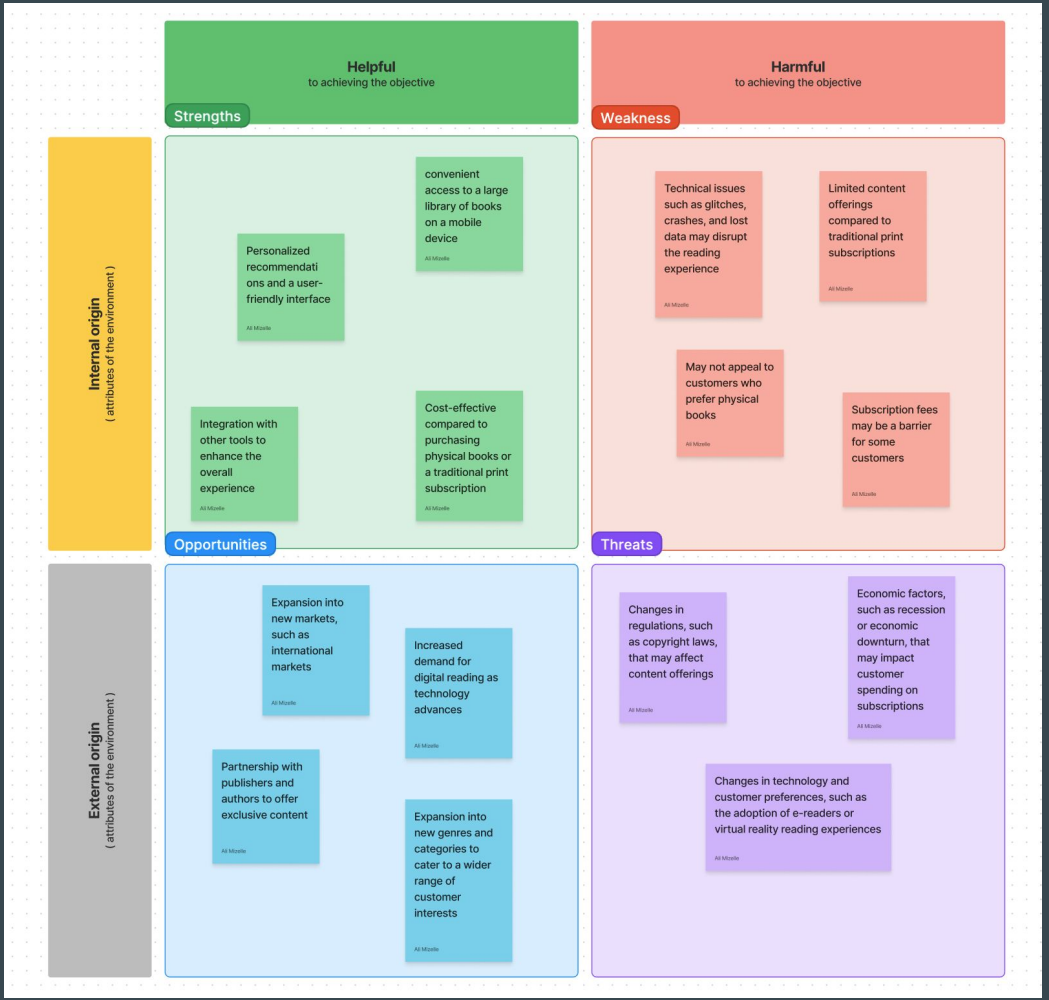
Pain points and frustrations

- inconvenient reading format
- Technical issues, lack of customer support
- lack of time
- inadequate recommendations
- Poor user experience

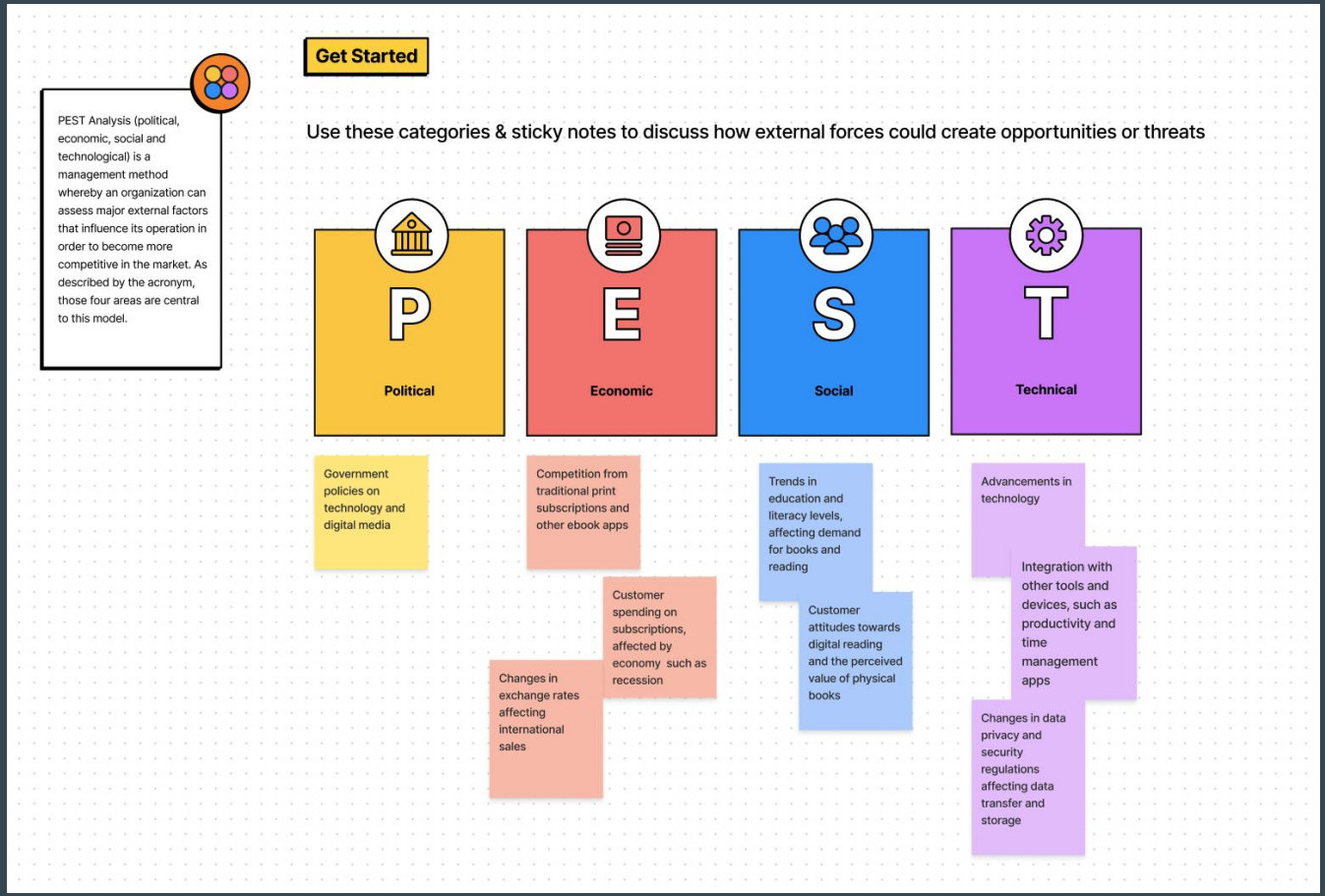
Value Proposition Canvas



SWOT Analysis



PEST Analysis



Summary of Findings

- Unhappy User experience due to poor app design
- Users have troubles maneuvering around the app
- Lack of relevant reading content for specific user interests
- Lack of adequate personal recommendations
- Technical support hard to reach

Summary of Recommendations

- Include benefits such as tailored recommendations, custom features, and personalized service to fit users interests
- Redesign app so it offers benefits including reliability, durability, and high performance. Additionally, Integration with other tools to enhance the overall experience
- Gamify the process of reading, where the user collects points or stars for the amount of time or pages read. Add reading challenges and badges to incentivize users to keep using the app. Points can be used towards a purchase within the app
- Diversify content offerings on the app including adding more genres and other media options, audiobooks, comics, multimedia content and integrate student literature
- Offer onboarding experience for new users