Application Definition Statement

A concise, concrete declaration of the app's main purpose and its intended audience

Purpose or Main Intent

A web and mobile app that helps individuals find books or e-books for sale.

Description of Intended Audience

Individuals looking for books for sale to add to their collection of books. As most of the audience will have e-readers, it must support mobile and desktop.

Core Functionality

Allows users to access information on books being sold. Also allows users to create a bookshelf for e-books and a wish list for physical copies of books.

Feature Set

- ❖ *Search for books.*
    - ➢ *Following Search Filter:*
        - ▪ *Author*
        - ▪ *Genre*
        - ▪ *Format*
        - ▪ *First-Edition*
- ❖ *View Detail of listed books. (Including an excerpt from the book)*
- ❖ Wish List and Bookshelf.
- ❖ User Login, Forgot Username and Password, User Signup.
- ❖ Compare Price from different sellers.

Nice to Have

- ❖ *Filter physical books by condition. (Poor, good, excellent)*
- ❖ *Email Wish List to friend.*

ACME interactive

Primary Persona

Ted Dooberman

"An application that is simple and quick to use, that lets me filter my results so I can find what I am looking for quickly."

Ted is a small business owner of a PC repair shop. He likes to keep reference material to stay abreast of new technology. He is constantly on the go, so he keeps this material on his iPad Air. He is tech savvy and has no problems using sites like Barnes and Nobles or Amazon. His only complaint is the amount of time it takes to find what he is looking for or they don't have what he is looking for. Since he is constantly on the go, he would prefer a mobile app since all of his reference material is on his iPad.

Characteristics	Influencers	Pain Points
Age: 34 Education: College Job Title: Owner/Technician Tech Familiarity: High Tech Usage: Daily Platform: iPad Air, iPhone, Asus Laptop.	❖ *An e-book service.* ❖ *A simple and quick experience.* ❖ *A way to save e-books and download later.* ❖ *Mobile component that he can access from his tablet.*	• *Lack of mobile version* • *Lack of feature to save and download later.*

Scenarios

Goal: Finding an E-book.
Ted opens up safari on his iPad. He then clicks his bookmarks and heads to Barnes and Noble or Amazon site. He does a basic search to see what reference materials are available. If he doesn't find anything that catches his attention, he then refines his search more specifically to the type of book he is looking for. (Genre, Author, Format)

Goal: Viewing/Saving an E-book
Once Ted has found an e-book that he is interested in, he taps on the image of the product. Once he has accessed the page, he quickly scans the information provided. He also reads an excerpt from the e-book (if provided) and the customer reviews. If he were interested, he would like to save it to his bookshelf or wish list.

Secondary Persona

Roy Fitzgerald

"I have a basic understanding of technology. But I need an application that is simple to use and easy to read."

Roy is a retired College Literature Professor, affectionately known by his former students as "Professor Fitz"; he is also an avid book collector. While he has a basic understanding of today's technology, he would like to see an application that is easier to use for someone of his age. At his advanced age, he has trouble seeing some of the font and buttons. He would like to see bigger buttons and bigger text that are easier to read. He likes to use Hard to Find Books and Out of Print websites to search for first edition books and out of print books. His complaints are the difficulty he has filtering the search results for specific first edition or out of print books and having trouble reading the text and seeing the buttons.

Characteristics	Influencers	Pain Points
Age: 71 Education: College/Master's Job Title: Retired College Professor Tech Familiarity: Basic Tech Usage: Daily Platform: Intel All in one desktop pc.	• *Allows for filtering to specific parameters.* • *An easy to use and simple interface.* • *A way to email wish list to family and friends.* • *Easy to read text and easy to find buttons.*	• *Difficult to understand or use* • *Restricted search parameters.* • *Small text and hard to see buttons.*

Scenarios

Goal: Find a book
Roy opens up chrome on his pc. He then manually types in the URL for Hard to find books or Out of Print websites. Once he has navigated to the site, he then does a basic search for first edition books. If nothing catches his attention, he then refines the search.

Goal: Viewing/Saving a book.
Once Roy has found an item he is interested in, he clicks the image. Once the page has loaded, he reads the description. He also views images of the book. If he were interested in the book, he would like to save it to a wish list for later. If he were interested in purchasing the book, he would like to be able to email or call the seller of the book. He would also like to compare prices of the same book that is being sold by different sellers.