

## Leaf Reader PRD

As a reader (someone who has purchased a book on Leaf), I want a simple way to instantly access the book I purchased. I also want super simple tools to help me share the book with others. I want to highlight, copy, and link to any section of the book, I want to share entire sections (the area between header tags), I want simple gift links to share with someone else, even one free copy to give away (via leaf reader only). I want to add my own notes and marginalia, then share those along with the section online. I want as many ways to show off the book I'm reading as possible (that doesn't ruin the reading experience). In short, I want my books to be as sharable as viral blog posts.

As a reader, I also want to be able to talk to my books. Not just search for keywords, but ask real questions and get answers directly from the text. I also want to be able to easily fly through the text and find exactly what I want with an easy-to-navigate table of contents.

As an author (someone who has listed their book on Leaf), I want my readers to be able to do all these things! Word of Mouth is the strongest form of marketing, and I want to make it as easy as possible for readers to share my work – without giving away the entire thing. As an author, I also want my book discoverable online. Each section of the book (the areas between header tags) should be indexed and crawled for SEO and AI search. In addition, each chapter should have FAQs that are automatically generated based on the text in the section. FAQs are good content for AI search. And although I don't want to write my book for AI, I want it cited in search results so my name and book are seen. However, I do NOT want my book to be used as training data, so block those training crawlers. As an author, I also want each ways to share snippets of my book, both online and with my email list.

As a reader and author, I want my book to look beautiful, timeless, and effortless to read online. It should be nearly as easy to read as a classic book.

As a reader and author, I also want my books to be easy to read on my phone and tablet, so make sure they are mobile ready.

