(Book.next)

Team Name: List never ends.

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Overview

Book.next is a website that serves as an online directory for books to provide universal and personalized recommendations for all users.

Key Benefits

1. Personalized Recommendations by users' top 10 books, search history, favorite authors and category
2. Trusted reviews by user, promotions/advertising review for books or products will be removed for Integrity of the product.
3. Discover new books, and explore popular book lists with current trends.
4. Rate and review books users read.
5. Vote for books to get the most popular books weekly/monthly/yearly and recommend the list to users.
6. Provide ease for consumer - one stop shop for reviews

Target

According to Statista, Generation Z accounts for 20.66% of the total population in the United States. But Gen Z only accounts for 8% of books that are read in 2020. During the pandemic new paradigm, it has been surveyed 35 % of Generation Z read more than pre pandemic. As a result, a total of 55% of Gen Z now read every week.

As for 2023, based on the data that 67% of Gen Z read books through their cell phones. The way that Gen Z discovers new books is through social media or internet search. Thus, our model recommends books to Gen Z to discover new books and experience new genres, providing a platform to be interested in books and to read more.

Current Barriers, Competitors

Book-review-related applications are widely available on the market. Amazon has a huge selection of books. Users can get both paper and digital books through the Amazon apps

and its kindle system. The Goodreads app allows users to recommend books based on genres, track their reading process, and interact with friends. Google Play Books provides users with ebooks and audiobooks and users can read books on multiple devices.

Book.next's main feature is to provide universal and personalized recommendations like other book apps. But it will be an outstanding application among its competitors:

1. Book.next is totally ads free. Users can enjoy a clean reading environment without interruption.
2. The reviews from users are up-to-date with Integrity. Our recommendation on review won't be impacted by the third-party.
3. For our target market - Generation Z - we can maintain a weekly/monthly/yearly book list of the most popular titles.

Feature capabilities

Feature for this semester

We provide universal recommendations for users. Users vote for their favorite books and we will use vote data to create a top 100 popular book list weekly/monthly/yearly Choice Rewards and recommend this list to users.

In addition, we offer personalized recommendations for users. Users write reviews and rate books. We will collect user's searching history, reviews, ratings, their favorite categories and authors to recommend books for them.

Moreover, users can share the URL of their favorite books to other platforms.

Advanced Features In The Future

1. Users can join online book clubs and connect with other readers. Users can share their favorite books with their friends.
2. Users can gain credits by reviewing and rating. Different levels of users unlock different authorities. Eg. High level users have access to VIP books.
3. Add books to the user's "Want To Read" list shelf and browse reviews before buying.

Data source

Two csv files are found in website kaggle (link below) and they will be merged to create different tables.

Link of data source:

https://www.kaggle.com/datasets/mohamedbakhet/amazon-books-reviews