

IDEATION REPORT OF cTEXT WEBSITE

1. Introduction

College education can be pretty expensive. Adding another expense to the fees can be devastating and this often comes in terms text books. The objective of this website/app is to make it possible for students to upload their unwanted texts books, sell them or exchange them with fellow students. The app is only a meeting and academically social website and will not have any feature of financial transaction conducted on it.

2. Expected Features

The below features will be on the website to enhance efficiency and effectiveness needed to achieve the set objective.

- **Responsive Design**
The layout of the website should automatically adapt to the screen dimensions so as to work on all dimensions.
- **Fast Loading**
Many users can flock the website and having website operate optimally can boost visits and sales from the website.
- **Social Media Integration**
The website needs to push out the contents onto social media (Twitter, Facebook, Instagram) to make it more visible and reach more audience.
- **Easy to remember web address**
Shorter, easier to remember domain names are always good and recommended. This highly impacts search engine results.
- **Search Engine Optimization**
Since majority of website visitors come through search engines (mostly google), SEO makes it easy for the website to be visible to the visitors.

3. Market Survey

There are numerous websites that offer service to cTEXT. Below are a few of them:

- Abe Books
- Book Depository
- Text Books
- The Cannon
- Thrift Books

These websites sell books but have limitations that will be included in the cTEXT website. This include subscription. cTEXT will not require users to subscribe so as to buy a text book. The website will also have chatroom where buyers and sellers will interact and plan their buy/sell or exchange of text books.

4. References

Below are some of the websites that look similar in functionality and features with cTEXT website.

- <https://www.abebooks.com>
- <https://www.bookdepository.com/author/Canada>
- <https://www.textbooks.com>

- <https://thecannon.ca/classifieds/books>
- <https://www.thriftbooks.com>