Canvas:

->User:

Customer jobs:

* look for books
* write books
* rent or buy books
* review books
* audio (convert from books to audios only for English book)

Pain:

* can’t bring book(s) along w them all the time
* book no longer publish
* price for printed books is higher than e-books
* hard to find a community has the same hobby
* new author doesn’t have ability (place, forum) to show out their contents (and may have chance to earn revenue from that)
* have to go to the book store to buy book(s)

Gain:

* Storage is unlimited
* Portability
* Find a community with in common hobby
* Find books that no longer available on the market
* Has a platform to write down your own story
* Sync with any phone

->Products:

Products and Services:

* Searching for a book
* Login, mapping your credit card or deposit money by SMS
* Buy e-books ( Buy chapters)
* Rent chapters (Rent books)
* Rating books in a minimalism way (only UP or DOWN)
* Review books
* Rating reviews
* Download e-books
* Write articles to rent
* Sell books
* Follow users/authors, rate users/authors
* Listen to audio (Convert from e-book)

Pain Relievers:

* User don’t have to go to the book store to buy books anymore
* User can buy the old book or rare book in a good looking condition
* User may have a chance to express their talent in writing and have reviews by other users
* Authors can sell their e-books beside selling their printed books in the book stores
* People who are busy or want to practice English can listen to the audio of the English book
* The only bad side of printed books is that readers need such a big space to carry those one whereas digital readers only need a cellphone or tablet to carry thousands of e-books
* Even if user forget their cellphone, they can log in to their relative’s cellphone and read their own e-books.

Gain Creators:

* User can carry thousands of digital books along with them and cellphone is the only condition.
* User can have new friends with the same hobbies or they may have chance to read marvelous contents from unknown authors
* User can buy rare books (no longer available or too old)

Users

Gains

Pains

Customer Jobs

Gain Creators

Products n Services

Pain Relievers

Products