

# Topic: The Reading List

Author: Sebastian Caballero

Date: 08/28/2022

## 1. Problem Background

- People have been continuously switching to ebooks and online reading.
- There is not a good app that keeps track of your online reading into one place.
- There have been attempts at this, but they all lack some qualities, and most require using various apps to do the work.
- A lot of people that constantly read would find an app like this useful, and it could also encourage and attract more people into reading.

## 2. Target

- Readers would like a more efficient way to organize their online reading in an all-in-one platform, without the need for more than 1 application.
- At the same time, it would be ideal if what they read online or chose to put in the platform gets tracked and will bring suggestions on what else to read based on different similar info
- Make reading and organizing their books easier for the people that are using the application.
- Allow readers to put reviews on what they've read.
- Help many individuals to find what they are looking for or reads that might interest them.

## 3. Causes

- People that read online don't have a place where they can track what they read and get data from that is accessible anywhere they are or without the need to use multiple apps for the same purpose.
- There is not a good enough platform that offers good features for a reading list all in one. They lack important qualities.
- Web design issues, clunkiness, hard to understand, bad UI, not organized

## 4. Countermeasures

- Create a platform for people that would represent the reader's current books or reads, and where it tracks their progress.
- Have a system to be able to categorize the reader's likings to recommend him future books to read based on his past readings.
- Have a good web design, while also keeping it simple, minimalist, non-clunky so people don't get confused and can access what they want easily.
- Add a forum for readers to share any questions or discussions, as well as to leave reviews.

## 5. Check/Evaluate

- Will online books have more downloads or buys due to an app like this making it easier and accessible?
- How many people leave reviews and are active on the app?
- Books can be read and bookmarked in the app effectively.
- Drop a review on the website and see how useful it has been for people and gather feedback on whether this tool is useful on their online reading.

## 6. Act/Standardize

- Make the site be accessible on the web, on mobile apps and on PCs/laptops.
- Make the site have a forum for people to have book related discussion and leave reviews on them or the app.
- Maintain more updates with making the UI better and its system.
- Can we apply this idea to any other topics/subjects that could better the quality of life of users?