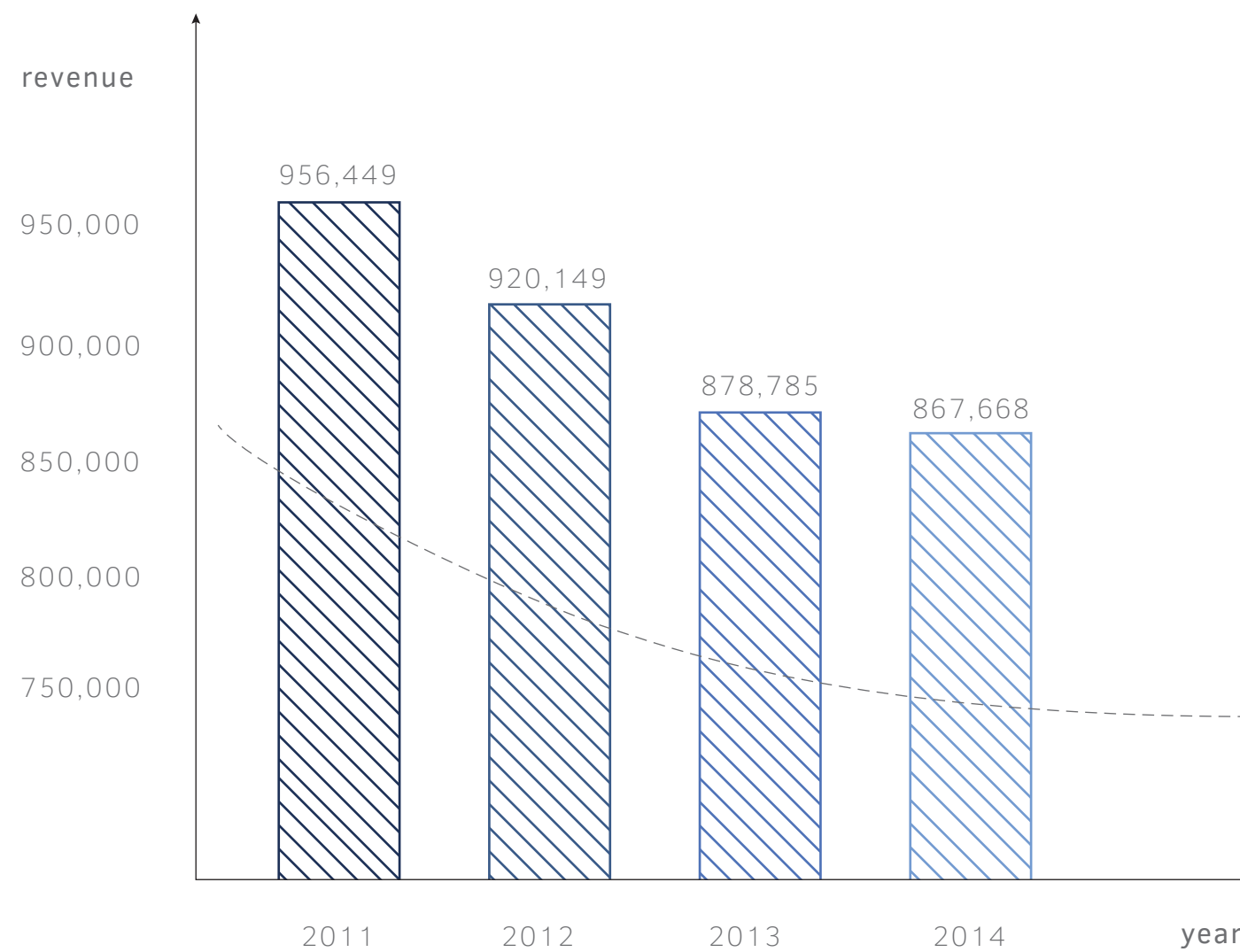


REDISCOVER
INDIGO

MANDY
VANESSA
MICHAELA
RICHARD
JACKIE
NAIXIN



SERVICE
DESIGN



BUSINESS PROBLEM

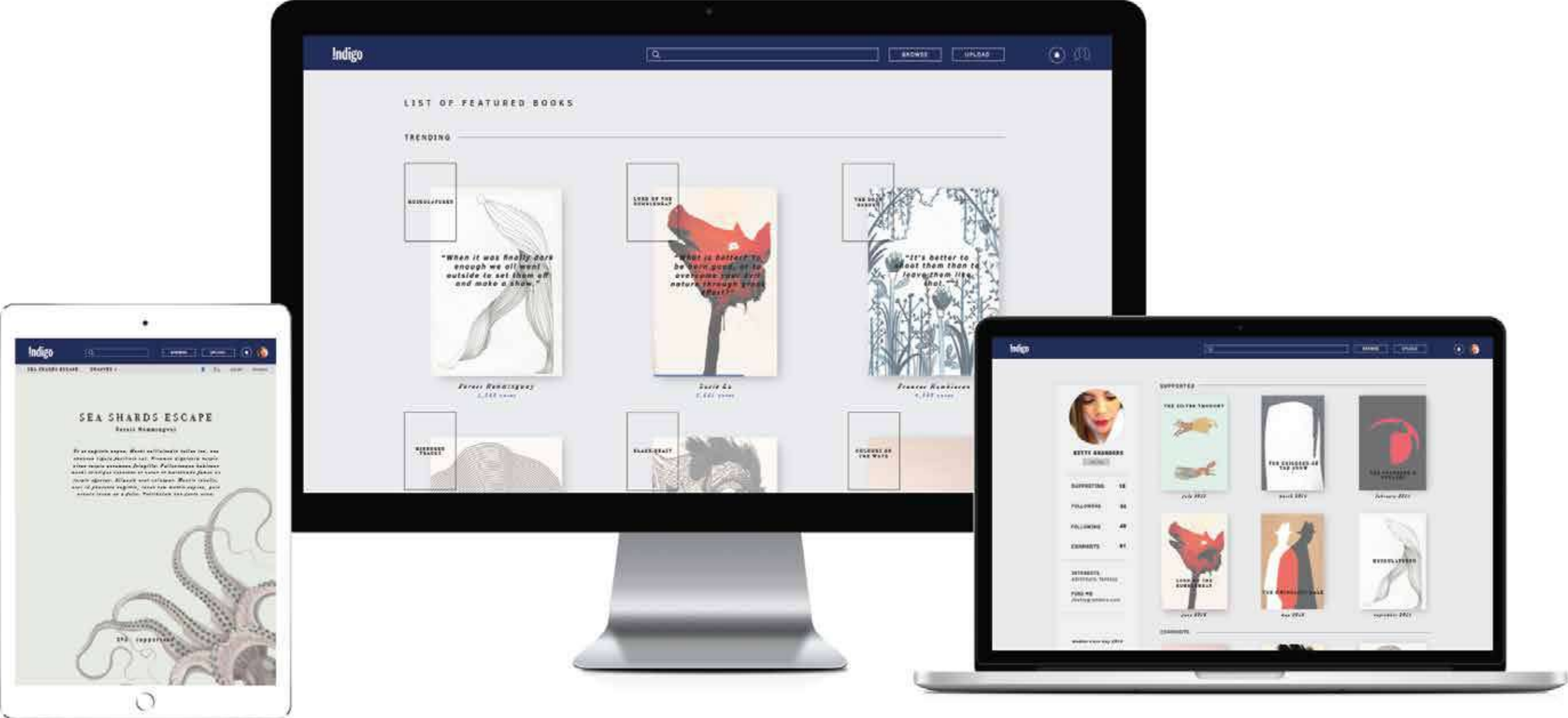
Indigo's book sales are declining because readers are able to purchase their books more quickly, conveniently and at a lower cost using internet-based retailers.



REFRAMING THE PROBLEM


We reframed this issue by looking at ways to rebuild a loyal customer base and generating an alternate revenue stream for Indigo.

FORM



OPENING

Expansion through encouragement of **aspiration and discovery**


expand by showcasing an alternative
approach that is different from
current internet-based retailers


aspiration and discovery through
creating or supporting stories



PROPOSAL

A platform that allows authors to showcase unpublished work and for readers to discover, support, and help bring their stories to the market.

OUR AUDIENCE

ASPIRING CANADIAN AUTHORS

Authors with unpublished work need a way to showcase their work, to gain exposure and create a fan base.

FICTION BOOK ENTHUSIASTS

Fiction book enthusiasts have the need to discover new content and trending topics. In the last 2 years, juvenile book sales comprise one-third of book sales in Canada.

Infographic: The Canadian Book Market. (2015). [Infographics on the Canadian Book Market]. Stats from The Canadian Book Market 2014. Retrieved from http://www.booknetcanada.ca/blog/2015/3/16/infographic-the-canadian-book-market-2014.html#.VStp3_nF-Sr





ABOUT CLIENT

Indigo

VISION

Making Connections. Creating Experiences.

BRAND PROMISE

To add a little joy to our customers' day each and every time they interact with us.

MISSION STATEMENT

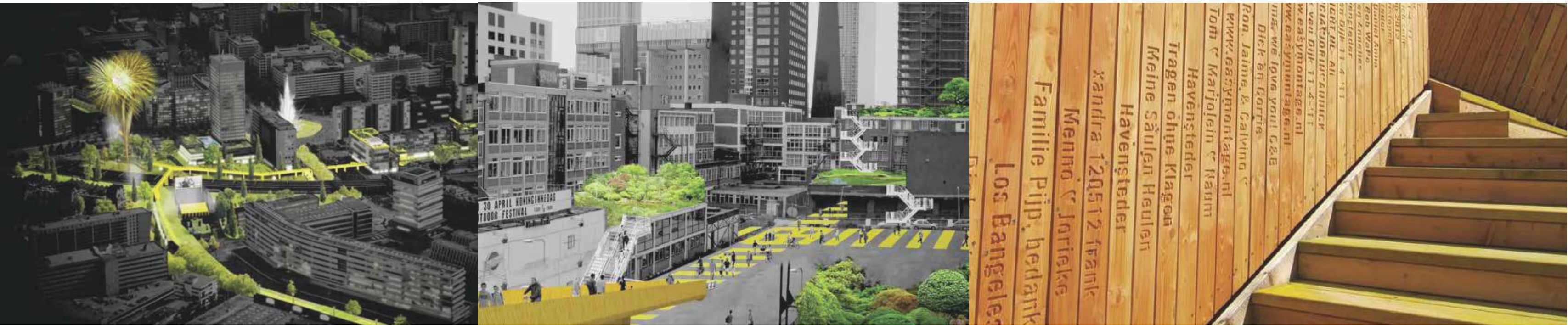
To provide our customers with the most inspiring retail and digital environments in the world for books and life-enriching products and experiences.

INSIGHTS

The Luchtsingel Bridge

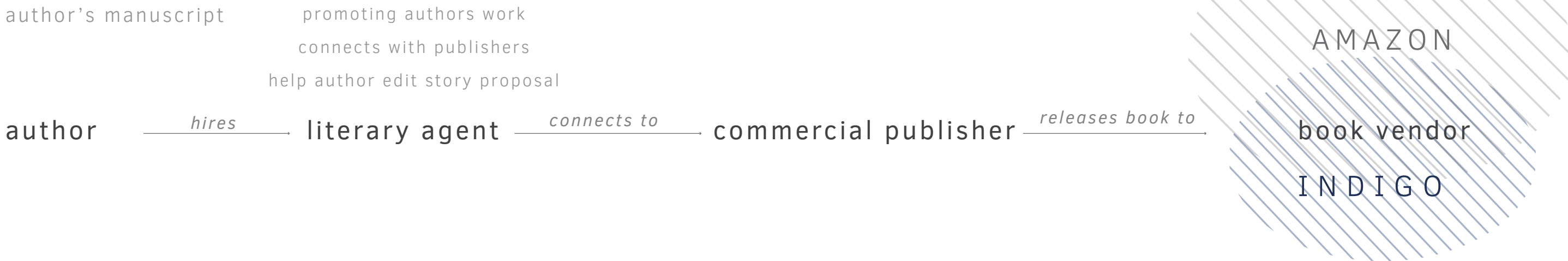
By building this bridge, a connection is formed between surrounding areas and “dead zones” are revitalized with life and people.

This crowdfunding project tests the policy framework and design visions for the city of Rotterdam and experiments with alternative development strategies for the city.



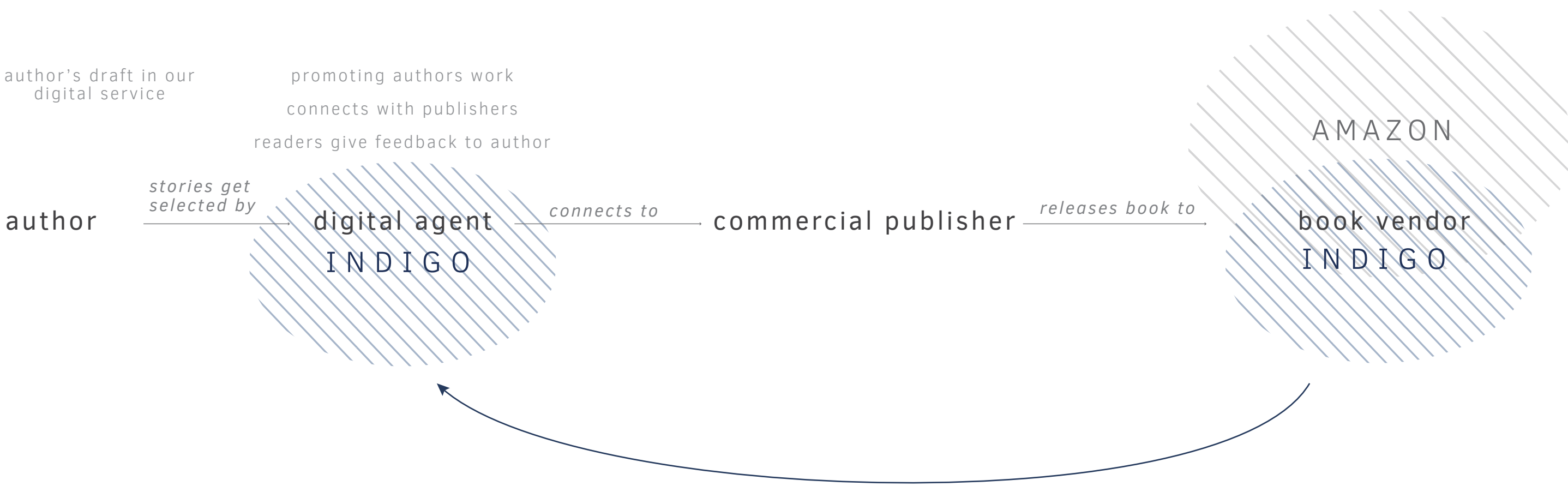
BRAND SHIFT

PROCESS OF COMMERCIAL PUBLISHING



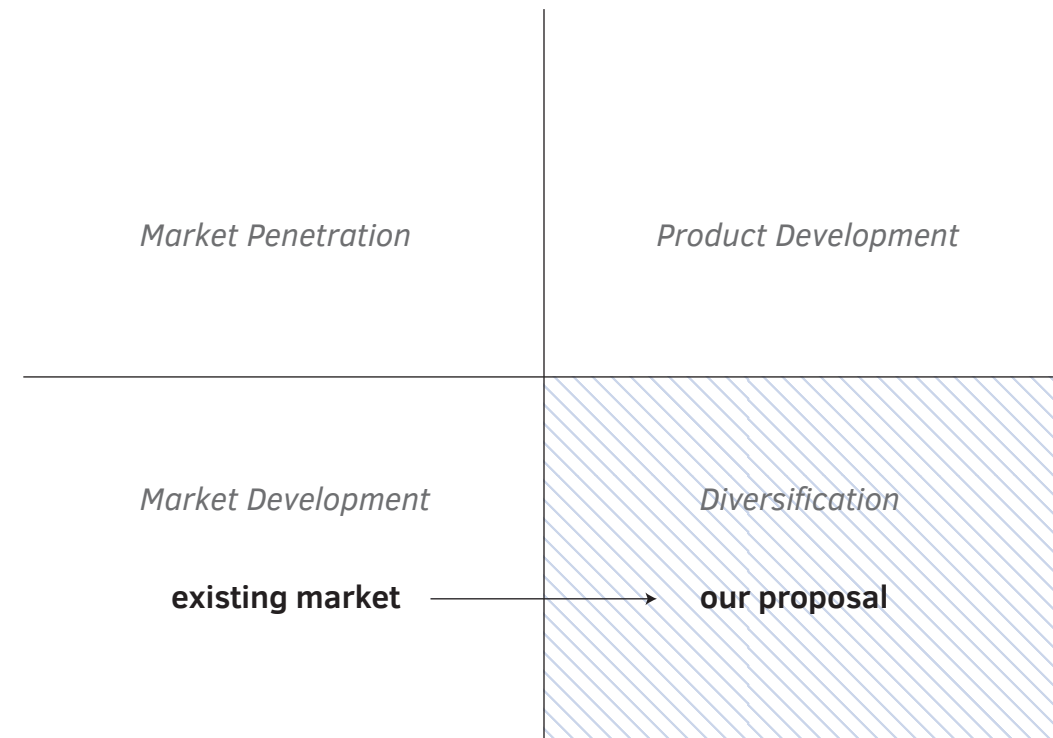
BRAND SHIFT

OUR PROPOSED DIGITAL SERVICE



ANSOFF MATRIX

Framework to help develop strategies for future growth in businesses





DESIGN STRATEGY

blue ocean strategies

After reframing, we used the Blue Ocean Strategy and shifted our service to strive towards differentiation and the formation of a new revenue stream rather than competing within the existing market.

CUSTOMER JOURNEY FRAMEWORK

important touchpoints along the journey

discover

word of mouth + in-store

- Receive recommendations from personal network or discover the platform in-store

first use

website

- Explore different authors and stories
- Authors can upload their book proposals

continued use

website

- Once a proposal is fully supported, the author can confirm and exchange contact information with the publisher

release

in-store

- Published authors can have book signings and have their book featured in in-store displays
- Readers can purchase a copy of the book and locate their name inside

DISCOVER

Previews are shown with a quote from the story to allow readers to discover content in a new way.

Indigo

BROWSE

UPLOAD

LIST OF FEATURED BOOKS

TRENDING

MUSKULATUREN

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt."

Forest Hemmingway

4,898 supporters

LORD OF THE BUMBLEMEAT

"Duis metus est, commodo lacus. Nullam eu massa eu arcu fermentum euismod."

Susie Lu

2,561 supporters

THE LOST GARDEN

"Nullam sollicitudin."

Frances Humbleson

1,290 supporters

MIRRORED TRACKS

"Sed tristique consequat turpis. Duis at vitae, libero."

BLACK BEAST

"Integer, arcu at rutrum faucibus, risus mauris, in velit lacus eget leo."

COLOURS OF THE WAVE

"Auctor ante sollicitudin."



THE LOST GARDEN

I am the most unfortunate of men. Rich, respected, fairly well educated and of sound health -- with many other advantages usually valued by those having them and coveted by those who have them not -- I sometimes think that I should be less unhappy if they had been denied me, for then the contrast between my outer and my inner life would not be continually demanding a painful attention. In the stress of privation and the need of effort I might sometimes forget the sombre secret ever baffling the conjecture magnam aliquam quaerat voluptatem.

Frances Humbleson
1,290 supporters






READ

Scroll down to read the uploaded chapters, and turn on comments to read comments that have been made public by the author.



Indigo

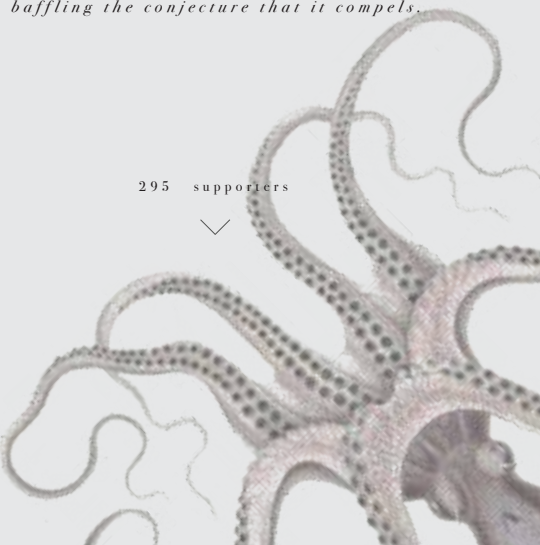
BROWSE UPLOAD  

IVAN YOUNG SEA SHARDS ESCAPE  A A  SUPPORT


SEA SHARDS ESCAPE

Ivan Young



I am the most unfortunate of men. Rich, respected, fairly well educated and of sound health -- with many other advantages usually valued by those having them and coveted by those who have them not -- I sometimes think that I should be less unhappy if they had been denied me, for then the contrast between my outer and my inner life would not be continually demanding a painful attention. In the stress of privation and the need of effort I might sometimes forget the sombre secret ever baffling the conjecture that it compels.





295 supporters



Indigo

BROWSE UPLOAD  

IVAN YOUNG SEA SHARDS ESCAPE  A A  SUPPORT

One does not remember one's birth -- one has to be told. But with me it was different; life came to me full-handed and open dowered me with all my faculties and powers. Of a previous it existence I know no more than others, for all have stammering intimations that may be memories and may be dreams. I know only that my first consciousness was of maturity in body and mind -- a consciousness accepted without surprise or without conjecture. I merely found myself walking in a forest, half-clad, footsore, unutterably weary and hungry. Seeing a farmhouse, I approached and asked for food, which was given me by one who inquired my name. I did not know, yet knew that all had names, which I shall not name again.

Greatly embarrassed, I retreated, and night coming on, lay down in the forest and slept.



The next day, I entered a large town which I shall not name. Nor shall I recount further incidents of the life that is now to end -- a life of wandering, always and everywhere haunted by an overmastering sense of crime in punishment of wrong and of terror in punishment of crime. Let me see if I can reduce it to narrative. Something in the huge number.



I seem once to have lived near a great city, a prosperous with planter, married to a woman whom I loved and distrusted. We had, it sometimes seems, one child, a youth of brilliant parts and promise. He is at all times a vague figure, never clearly drawn, frequently altogether out of the picture.

I hope you've enjoyed this little snippet of my latest work (title - Sea Shards Escape. Thanks for stopping by! who has acquaintance with the literature of fact and fiction. I went to the city, telling my wife that I should be absent until the new following afternoon.

To each and all, the peace that was not mine.

Indigo

BROWSE UPLOAD  

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One luckless evening it occurred to me to test my wife's brand fidelity in a vulgar, commonplace way familiar to everyone who has acquaintance with the literature of fact and fiction. I went to the city, telling my wife that I should be absent until the new following afternoon.

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Betty Granders

I am really enjoying this fast paced storyline. Your choice of first person narration is unexpected for this type of novel, but it makes things intriguing. Definitely supporting this novel!

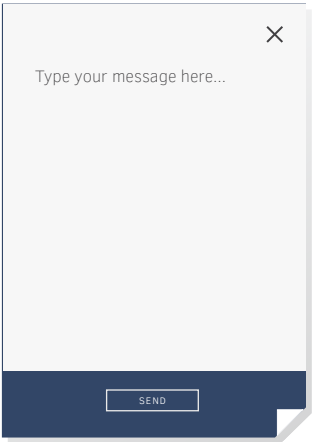
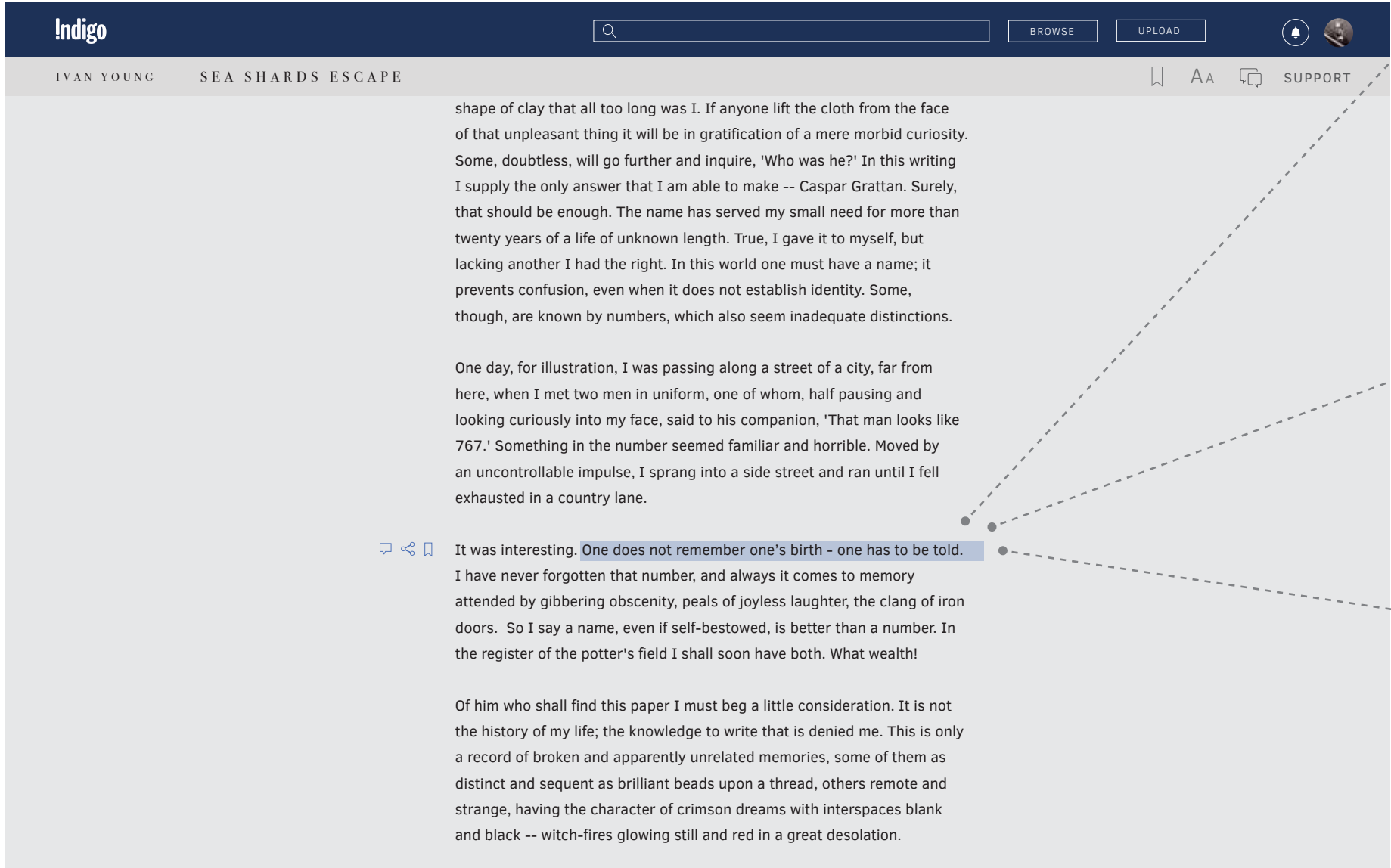
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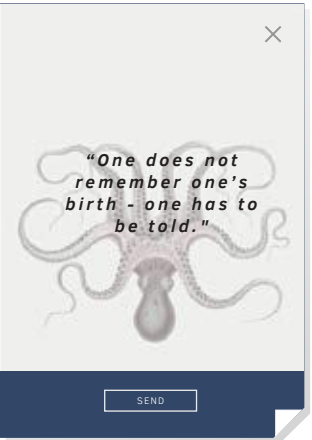
To each and all, the peace that was not mine.

CONNECT

After discovering a book readers can highlight a specific part of a story to comment on, share or bookmark while reading.



COMMENT



SHARE

BOOKMARK

SUPPORT

Click or tap the support button to upvote any book you would like to see published.

Indigo

BROWSE

UPLOAD

SUPPORT

IVAN YOUNG SEA SHARDS ESCAPE

SUPPORT THE AUTHOR

Thanks for your support!

Would you like to donate to the author?
You will be recognized in the print copy of this book after it's publication.

\$

Any amount over \$1

CONFIRM

One day, for illustration, I was passing along a street of a city, far from here, when I met two men in uniform, one of whom, half pausing and looking curiously into my face, said to his companion, 'That man looks like 767.' Something in the number seemed familiar and horrible. Moved by an uncontrollable impulse, I sprang into a side street and ran until I fell exhausted in a country lane.

I have never forgotten that number, and always it comes to memory attended by gibbering obscenity, peals of joyless laughter, the clang of iron doors. So I say a name, even if self-bestowed, is better than a number. In the register of the potter's field I shall soon have both. What wealth!

Of him who shall find this paper I must beg a little consideration. It is not the history of my life; the knowledge to write that is denied me. This is only

Indigo

LIST OF FEATURED BOOKS

TRENDING

MUSKULATUREN

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt"

Forest Hemmingway
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Susie Lu
2,561 supporters

MIRRORED TRACKS

"Sed tristique consequat turpis. Duis at vitae, libero."

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"Integer, arcu at rutrum faucibus, risus mauris, in velit lacus eget leo."



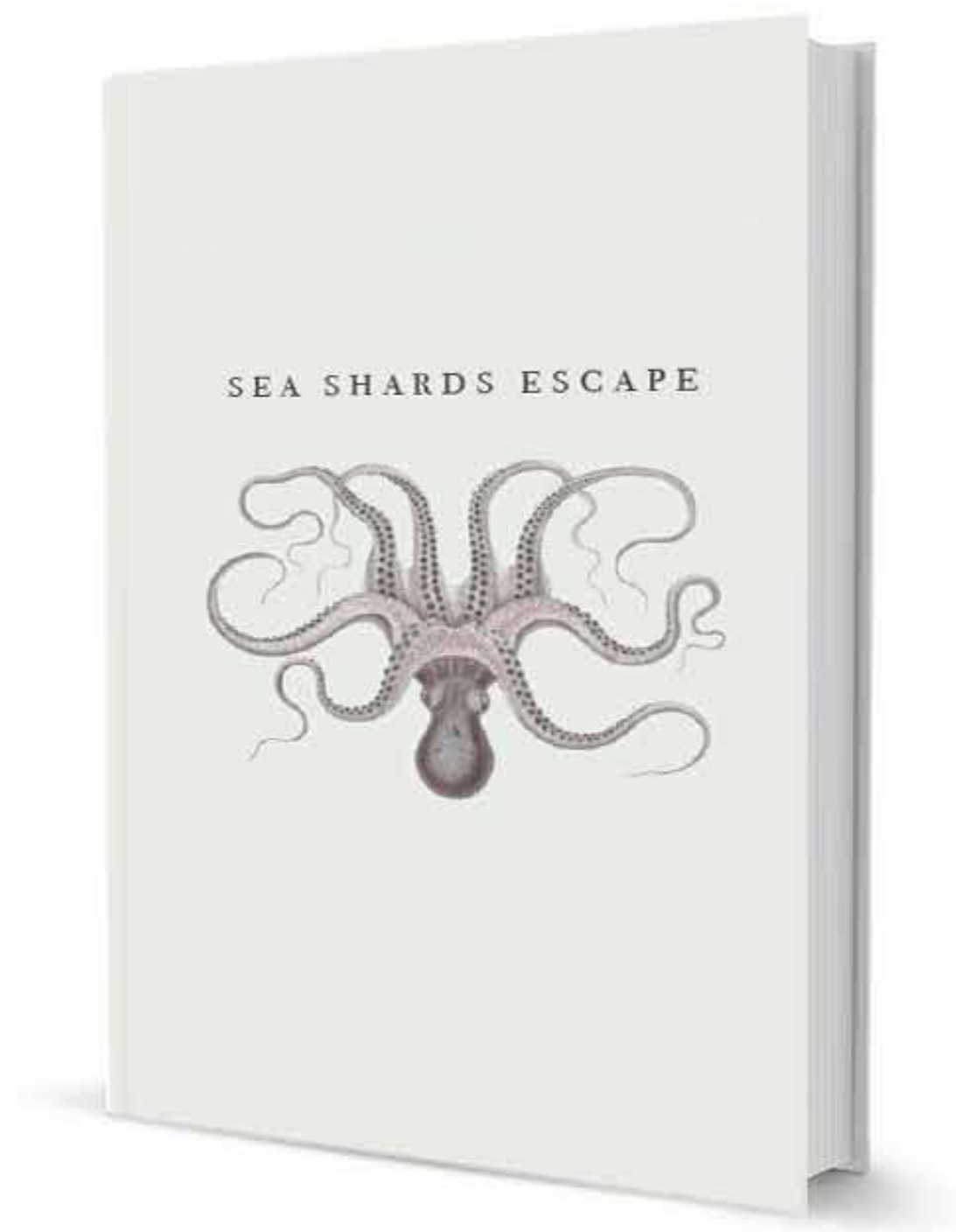
VALUE

FOR CUSTOMERS

Aspiring authors are provided with a platform that allows them to easily connect with both readers and publishers. Book enthusiasts can discover and read new stories by these authors.

FOR BUSINESS

By shifting Indigo's brand model we will create a new revenue stream that contributes to a sustainable business model.



MEASURABILITY

The number of people uploading stories and supporting work

The number of books being published through the use of our service

Percentage of books (published through our service) sold in-stores and online

Increase in online and in-store traffic

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