Book Wish

Jana Weber

App Development

Img. 1

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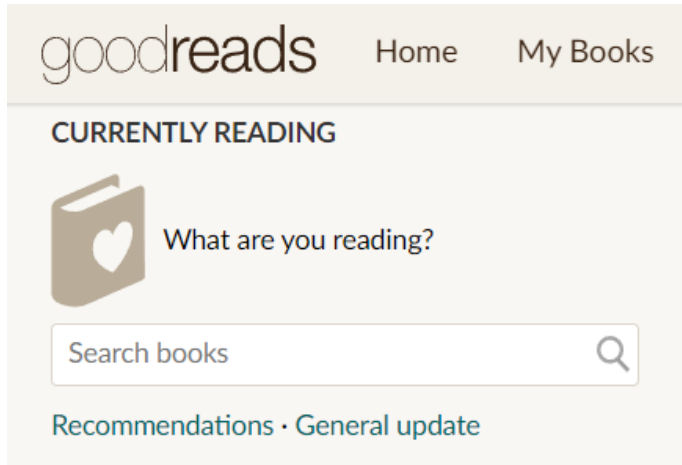
MY IDEA

MARKET
RESEARCH

DESIRED
FEATURES

LAUNCH AND
MARKETING

The idea – A social book wishlist

- Keeping track of the books you own – and the ones you still need

- Connecting with other people

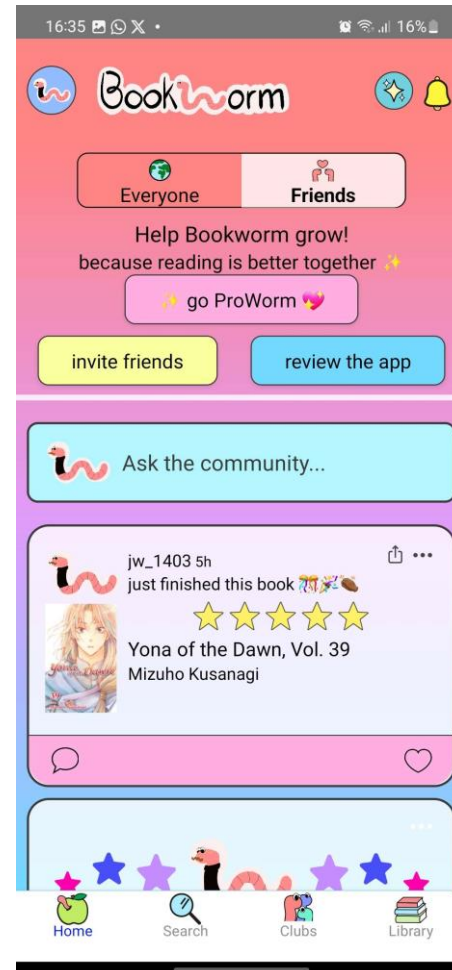- Gift ideas for your loved ones and inspiration for yourself

- Save and review books

Img. 2

Img. 3

Img. 4

Img. 5

Market research

Other apps that are similar:

- Apps for reviewing and discussing books

- Book tracking apps

- Wishlist apps

My idea will combine them

Create a place where (almost) everything book related comes together

Target group

- Age: teens and younger adults (16 – 25)

- Interests: books (!), making gifts, reviewing books

- Location: Germany, but not limited to that

- Shared problems: struggling to remember what you or someone else already own(s)

Img. 6

User feedback

Target: my boyfriend and some friends

Results:

- Things like this exist already, but not combined

- Related to some of the problems that inspired the app

- Suggested to include more social features

Img. 6

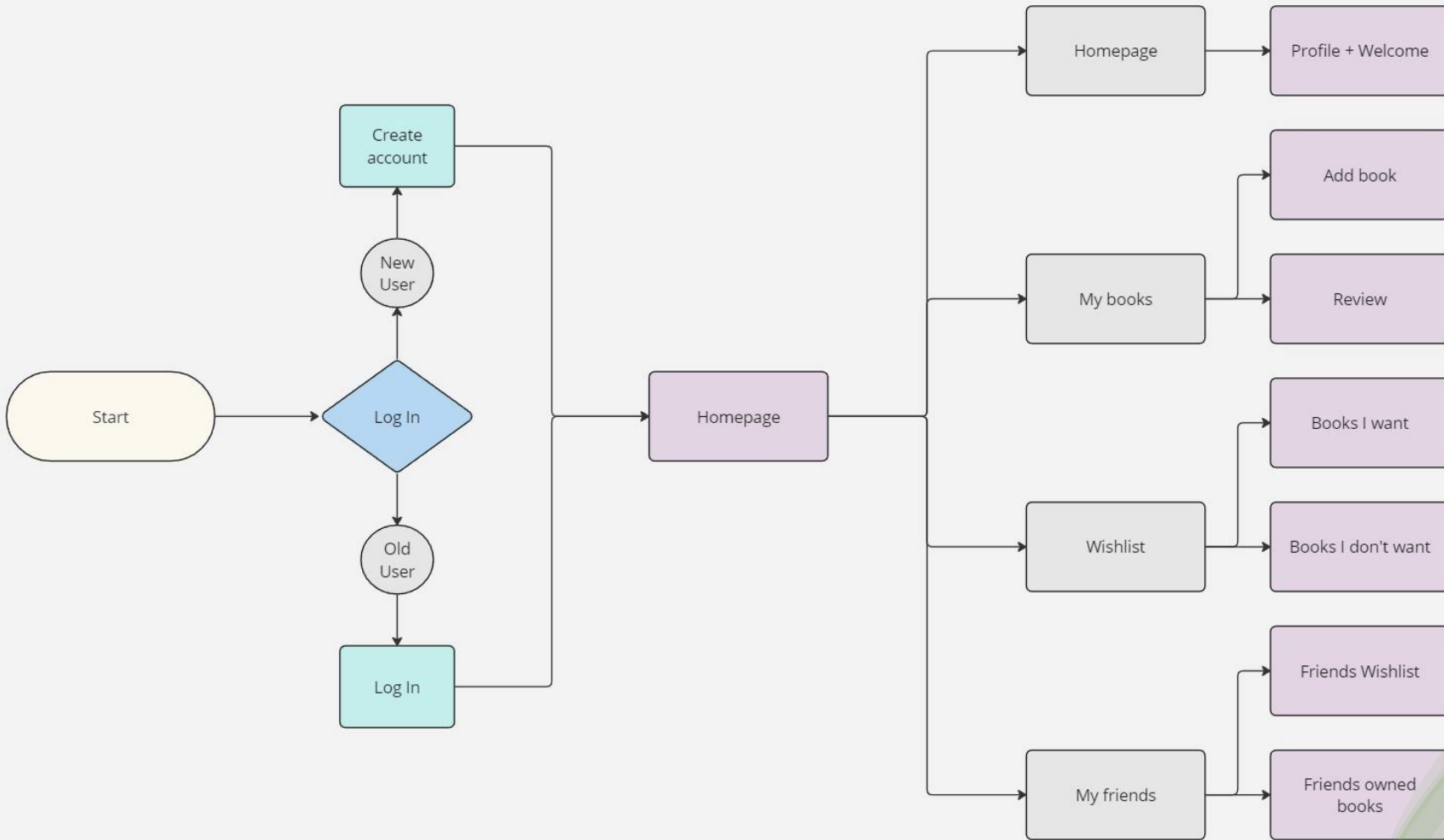# App features

Creating a wishlist

Customisable profiles

Rating books

Searching for profiles

Adding friends

User flow

Launch and Marketing

- „Book Wish - All your book needs in one place"
- „Brighten someones day with the help of Book Wish"
- Appeal to the problem of forgetting what you own
- Flyers and Posters in bookstores
- Ads on „BookTok"

Img. 8

Sources

Goodreads. n.d. Homepage. https://www.goodreads.com (last opened January 9th, 2024).

Giftful. n.d. Homepage. https://giftful.com (last opened January 9th, 2024).

Bookworm reads. 2024. App. https://play.google.com/store/search?q=bookworm+reads&c=apps&hl=de&gl=US (last opened January 9th, 2024).

Image sources

- Image 1 & 9: Freepik. n.d. „Hand drawn flat design stack books illustration". https://www.freepik.com/free-vector/hand-drawn-flat-design-stack-books-illustration_24307396.htm#query=book&position=4&from_view=keyword&track=sph&uuid=3ec716 34-61de-4dc0-8b39-caf715fdd598 (last opened January 9th, 2024).

- Image 2: Freepik. n.d. „Hand drawn flat design stack books". https://www.freepik.com/free-vector/hand-drawn-flat-design-stack-books_24372882.htm#from_view=detail_serie (last opened January 9th, 2024).

- Image 3: Goodreads. n.d. Homepage. https://www.goodreads.com (last opened January 9th, 2024).

- Image 4: Giftful. n.d. Homepage. https://giftful.com (last opened January 9th, 2024).

- Image 5: Bookworm reads. 2024. App Homescreen Screenshot. https://play.google.com/store/search?q=bookworm+reads&c=apps&hl=de&gl=US (created on January 9th, 2024).

- Image 6: Freepik. n.d. „Free vector hand drawn flat design stack of books". https://www.freepik.com/free-vector/hand-drawn-flat-design-stack-books_24372889.htm#query=book&position=6&from_view=keyword&track=sph&uuid=0601ee7d-cf0c-4642-bfb1-ac85298c20eb (last opened January 9th, 2024).

- Image 7: self-created