Bookclub App Design Document

Problem Statement

Mary is a book club member and has been a member of book clubs for several year. She would like a book club app to record book club activity and as a means of communicating with members. She enjoys being in a book club as it an interesting social outlet where she gets to hang out with likeminded people.

One issue that often arises is that club members can't always remember who chose the last few books and whose turn it is to choose the next book. It would be so nice to have an app that settles these arguments once and for all. Ideally, it would be great to be able to scan through a list of meetings and see at a glance which books were recently chosen and by whom. Mary sees this as a primary need and anything extra would be a bonus. As book clubs are a social event, the app should have a casual user feel to reflect the social environment it is intended for.

So far, Mary has found that all communications is carried out by text or email and everyone keeps an entry in their own calendar. So an app that includes an ability to email or text people with meeting details would be perfect. At least, the app should improve on text/emailing communication mechanism that is currently in use.

Book clubs are a common features of modern for the past 20 years or so. Most English speaking people will have heard of television book clubs such as the Oprah Winfrey show in the US and the Richard and Judy show in the UK. Despite the existence of these enormous book clubs, most book clubs are small local groups with a few members. The app should target this market as this group make up the majority of book club members.

If I had all that I would be delighted. A future enhancement might be a followers feature where people can follow our book club meetings.