**EXECUTIVE SUMMARY**

Nhóm 2,

FANAS

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EXECUTIVE   
SUMMARY

AUTHOR NAME

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# OVERVIEW

| **Project Title:** FANAS Web Application for Audiobooks  **Overview**: This product capitalizes on the growing demand for digital content consumption, particularly in the audiobook segment.  **Budget:** 60 million VND.  **Time:** 12 weeks/3 months.  **Sponsor**: Self-represented.  **Solution**: The user-friendly audiobook software "Fanas" is made to accommodate readers with a wide range of preferences. Users can browse a huge library of audiobooks that are neatly filtered by author, title. Easy ways to make purchases also simplify the process of getting preferred audiobooks. |
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# PROBLEM SUMMARY

| **Problem**: Customers who do not have time to read books/e-books and want to be multi-tasking when passive listening to audiobooks.  **Pain points**: Recognize the difficulties or annoyances that users of other audiobooks presently have with the platforms that are in place   * A few common complaints could include lack of personalization. * Subscription tiers and associated benefits. * Security of users's payment information.   **Target audience**: Young adults (18-34) and adults (35-54) who enjoy consuming books but have limited time for traditional reading. |
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# THE SOLUTION

| **Key features**:   * Customer: * **Suggesting contents**: Algorithms to analyze user preferences and reading history to provide personalized recommendations. * **Playback controls**: playback speeds, fast forward, rewind, bookmarks. * **Subscription**: Flexible subscription options, such as monthly, yearly, or pay-per-book models, as well as family plans or student discounts. * Admin: * **Create/Upload audiobooks**: manage audiobook information, upload audiobook files from narrators. |
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| **Attribute of successful solution:**   * Friendly user journey, UX/UI. * High-quality content of audiobooks. * Focused personalization. * Security in customer’s purchasement and subscription. * Appropriate product scalability and performance in budget. * Easy operation in admin works. |

# ANALYSIS

| **FONOS**  Strength:   * Content library size, exclusive titles, playback options, offline access, personalization features, and accessibility options. * Friendly UI/UX design. * Transparent subscription plan and purchasing. * Customer reviews, ratings, and testimonials about Fonos on app stores, social media platforms, and review websites.   Weakness:   * Poor personalized recommendations or tailored content suggestions based on users' preferences and listening habits. * Insufficient or unresponsive customer support channels. |
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# CONCLUSION

| With the need for time efficiency, book readers now are able to read book by listening to it. Users can now access various types of books and pick their favorite ones, and listen to them while they are doing other jobs. |
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