

Now

- Search tool for textbooks (by title, author, ISBN)
 - This is a top priority feature because in order to compare prices for one book offered by different booksellers, users will have to be given a way to search for the textbook in the first place. Although the application can offer another way of searching by directly looking up the required textbooks for their classes through the application, users will ideally know what they are looking for when purchasing textbooks. A search tool is therefore essential to help users achieve the goal of comparing different booksellers and prices of the same product.
- Selecting universities
 - The affordance of selecting universities must be implemented because according to previous user research, many check to see if nearby offline stores, such as the on-campus bookstore, carry the textbooks they are looking for in addition to online booksellers. Allowing users to select universities enables the application to let users know whether or not textbooks are available in any nearby offline stores before they have to physically make the trip, by using location information. Because users still rely on offline stores, this feature would not only cater towards those who visit offline bookstores, but also help achieve the user goal of saving time in the whole search process.
- Price comparison
 - The price comparison tool is critical because the main goal of this application is to help users save money when searching and buying textbooks. If there was no way to compare prices offered by different booksellers, there would logically be no way for this application to actually help save money in the process. With a price comparison tool, users are able to save costs by purchasing the cheaper or cheapest offerings, thereby helping them solve the current overarching problem of having to buy overpriced textbooks (according to user interviews).
- Shipping Information
 - This feature is equally necessary as the price comparison feature for a MVP because it similarly helps users save money and time—the main user goals of the application. In prior user interviews conducted, users commonly expressed the problem that they tried to purchase those textbooks that are required for the course as soon as possible. By providing shipping information for each bookseller, users can achieve their goal of knowing when they should expect to receive their books and plan their purchase accordingly by choosing the bookseller with the shortest delivery time. Shipping information also includes details about the shipping fee; displaying the shipping costs would also address the problem of unnecessary overspending (as stated above) because users can buy from the bookseller that offers the lower or lowest shipping fee.

Next

- Reviews

- Featuring reviews of the different booksellers is relatively secondary because the main goal is to save time and cost in the whole process and thus provide convenience for the users. Reviews of the books do not directly help improve or address the inconvenience users are currently experiencing in the process. Reviews would indicate the reliability of a bookseller and would save time and costs in the *long run* by ensuring the trustworthiness of information such as delivery time, presented by the bookseller. Otherwise, however, users do not immediately need to know how reliable the bookseller is, as the goal is to expedite and economize the time-consuming and expensive search process.
- Filters (organized by reviews, price, delivery time, purchase options)
 - Allowing users to filter through the booksellers is an additional tool that would help speed up the process of finding a bookseller by ordering it a certain way according to the chosen filter; for example, if price was the main attribute that influenced the user's choice of bookseller, then organizing the booksellers by price would help save a good amount of time in the search process. However, users can still find all the information and do the filtering themselves from the search results page (though it may take more time), which makes a case for why this feature can be implemented later in the process and does not qualify to be part of a MVP.

Later

- Search tool for classes
 - The search tool for classes that comes after user select the university they attend is something that might potentially be useful, but does not demand much attention yet. Allowing users to find out which textbooks are required by searching up their courses might be helpful for those who have not previously looked up their textbooks for the school year. Yet, most users who are students usually have this knowledge prior to searching textbooks and might not necessarily use the application to find out the ones they need to buy because most colleges provide that information through their online portal.
- Textbook list page
 - This feature is likewise worth revisiting, but not that important at the moment. Like the feature stated above, having a page with a list of the required textbooks would not add much for the same reasons. Users typically are able to easily access syllabi for their courses, which indicate the required textbooks most of the time. Both the textbook list page and search tool for classes might not necessarily help achieve the user goal of efficiently searching and buying textbooks because users would most likely know which textbooks they are looking for in the first place.
- Description about the book (synopsis)
 - A description of the book, or synopsis, is not entirely imperative. Having a description of what the book is about does not address the major problems users are experiencing; it does not simplify the search and purchase process. Although providing basic information about the author and publisher is critical for users need to be able to confirm that they are

purchasing the correct book or version of the book, information about the content of the book does not influence whether or not users can save time and money in this process.