

Building Readers' Community on

goodreads

OVERVIEW



It is a site for readers and book recommendations, intending to help people find and share books they love. People can identify new books to read by searching for specific titles or authors, get curated recommendations from Goodreads based on the books they've read and rated, or browse lists of new releases or themed lists voted on by users.

FEATURES AND FUNCTIONALITIES

Add extra shelves for additional reading statuses.

Join the annual reading challenge.

Automatically track Kindle reads by linking your Amazon account to Goodreads.

Readers Choice Awards

Share your notes and highlights.

Recommend a book to a friend.

Creating lists is great for discovering new books

Compare shelves with a friend.

Create Group, Join groups, have discussions, quotes, ask the Author

Track your reading stats.

KEY FACTS

2.6 million members

Total Visits
117.7M

Bounce Rate
50.31%

Pages per Visit
4.97

Avg Visit Duration
00:04:36

MARKET Trends and SWOT Analysis

Personalization and AI:

- Personalized book recommendations powered by artificial intelligence (AI) and machine learning (ML) algorithms are gaining traction.
- Users appreciate tailored suggestions based on their reading history, preferences, and behaviours.

Social Reading Communities:

- Book recommendation apps with integrated social features are on the rise.
- Users enjoy discussing books, sharing recommendations, and participating in virtual book clubs within the app.

Gamification Elements:

- Gamification features, such as reading challenges, badges, and rewards, are being implemented to motivate and engage users.
- This fosters a sense of achievement and community.

Strengths

Personalization Algorithms: Strengthens user engagement by providing highly personalized book recommendations based on individual reading habits and preferences.

Comprehensive Book Database: A vast and well-curated database with a wide range of genres and titles increases the likelihood of satisfying diverse user preferences.

Social Features: In-app social features like discussion boards, virtual book clubs, and sharing options enhance community building and user engagement.

Weakness

Dependency on User Input: The accuracy of recommendations relies heavily on user input, and inaccuracies may occur if users do not regularly update their preferences.

Limited Offline Features: The app might have limited offline features, which could be a weakness for users who prefer or have intermittent access to the internet.

Competitive Market: Fierce competition from well-established book-related platforms may pose challenges in acquiring and retaining users.

Opportunities

Audio Content Integration: Opportunities to integrate audiobooks and book-related podcasts to cater to users who prefer consuming content through listening.

Global Expansion: Expanding the app's reach to new markets or offering content in multiple languages can tap into a broader user base.

Partnerships with Authors: Collaborations with authors for exclusive content, interviews, or virtual book signings can provide unique and enticing offerings.

Threats

Data Privacy Concerns: Increasing concerns about data privacy and security could lead to user mistrust, especially if there are data breaches or mishandling of user information.

Rapid Technological Changes: Rapid changes in technology and reading habits may require constant adaptation to stay relevant and meet evolving user expectations.

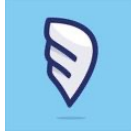
Negative User Reviews: Negative reviews and criticisms, whether valid or not, can impact app reputation and user acquisition efforts.

COMPETITIVE LANDSCAPE



FABLE

- App-based platform offering multiple stories for reading.
- It allows users to read the book with influencers or friends in reading clubs for digital natives.
- It also curates and summarises books for users.
- It provides stories to promote mental health wellness.
- Available for Android and iOS devices.



GLOSE

- Social reading platform for e-books that allows users to read books on smartphones, tablets, or computers and engage with other readers and authors through annotations and note-sharing.
- Users can follow other readers and authors and start interacting with them.
- It also offers an app for Android and iOS devices.



NOVELISTIK

- Social platform for authors and readers.
- Provides publishing tools for authors to create e-books and enable them to interact with readers and other writers.
- Readers can interact with friends, recommended readings, comment, share, highlight, and review books.



BOOKCLUB

- Online platform for book clubs.
- Users can join the book club which is led by the authors through its platform.
- Users can also listen to the authors perspective and intent through cinematic interviews.
- It also provides a Q&A session with authors.



SAGESPOT

- Provider of community marketing solutions.
- The platform enables creators to build a community and connect with people having the same interest and passions.
- Users can access the content, get into the conversations, and can monetize the knowledge and expertise.

USER PERSONA



Taylor Bing
Age: 21
Gender: Female
Occupation: MBA Student

Characteristics

- Prefer e-books and audiobooks for convenience.
- Active participant in online book communities and forums.
- Often engaged in social media, seeking instant and broad interactions.

Pain Points

- Limited time due to academic or early career demands to actively participate in book clubs.
- Desire for instant gratification in book summaries.
- Seeking a sense of belonging within a community.

Needs and Motivations

- Virtual book clubs and forums for vibrant discussions.
- Mobile-friendly interfaces for on-the-go engagement.
- Discovering new and trendy literature.
- Connecting with peers who share similar interests.



Olivia Reed
Age: 28
Gender: Female
Occupation: Marketing Specialist

Characteristics

- Enjoys exploring a wide range of genres, from classic literature to contemporary fiction and non-fiction.
- Reads at least one book per week, often during her commute or before bedtime.

Pain Points

- Wishes to have a conversation about her thoughts and opinions of mainstream bestsellers and hidden gems by like-minded readers.
- Desires to read books to other like minded readers.

Needs and Motivations

- To discover hidden literary treasures and broaden her reading horizons.
- Seeks a sense of community where she can engage in thoughtful discussions, exchange book recommendations, and build connections with people who share her passion for reading.



Rahul Saxena
Age: 45
Gender: Male
Occupation: IT Consultant

Characteristics

- Prefers a more private and controlled environment for book discussions rather than engaging in large, public forums.
- Chooses books that align with his interests and contribute to his intellectual growth.

Pain Points

- Desire for meaningful connections in book discussions.
- Seeking platforms that respect privacy and offer curated content.
- Find it challenging to navigate complex or overly busy online platforms, impacting his overall user experience.

Needs and Motivations

- Platforms that support both public and private discussions.
- Seeks a community that shares and appreciates his interest in intellectually stimulating literature.
- Streamlining the reading experience within a busy life.

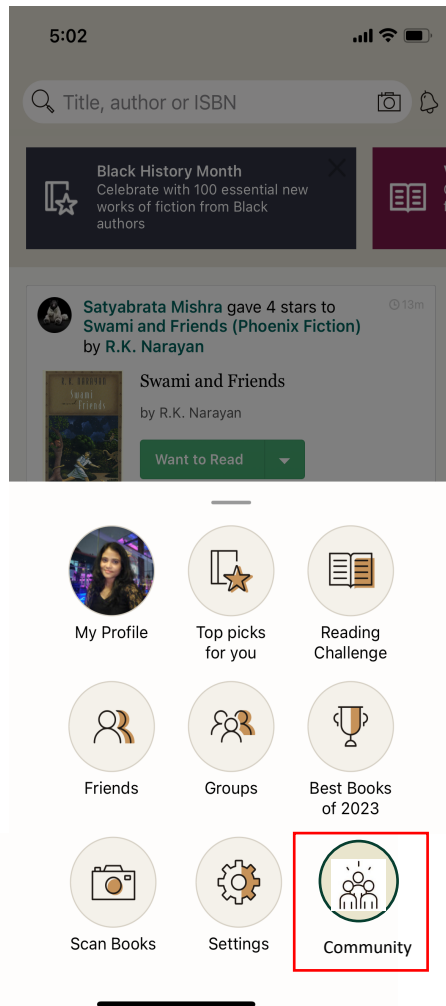
SOLUTIONS OVERVIEW

User Pain Points Identified	Solution Approach	Feature Name
<ul style="list-style-type: none">• Seeking platforms that respect privacy and offer curated content.	<ul style="list-style-type: none">• Introduce the CloseSpace, a dedicated section within the app that prioritizes user privacy and respectful interactions.	CloseSpace
<ul style="list-style-type: none">• Wishes to have a conversation about her thoughts and opinions of varied genres with like-minded readers.	<ul style="list-style-type: none">• Implement BookMeets within the app to organise meetings, and host compelling discussions within the community.	BookMeets
<ul style="list-style-type: none">• Desire for instant gratification in book summaries	<ul style="list-style-type: none">• Introduce the QuickLitz feature, offering concise and engaging instant book summaries accessible within the app	QuickLitz
<ul style="list-style-type: none">• Seeking a sense of belonging within a community.	Create an Inclusive Book Buddy Program, pairing readers based on shared interests and reading preferences, where individuals can connect, discuss books, and share experience	Book Buddy Program
<ul style="list-style-type: none">• Desire to read books with other like minded readers.	<ul style="list-style-type: none">• Enable live reactions to specific book moments with spoiler-free comments, restricting participation until others reach the corresponding part in their reading.	ReadwithFriends
<ul style="list-style-type: none">• Desire for meaningful connections in book discussions.	<ul style="list-style-type: none">• In the Friends section, swipe friends reading same books and the reader can initiate more meaningful book discussion	MatchReaders

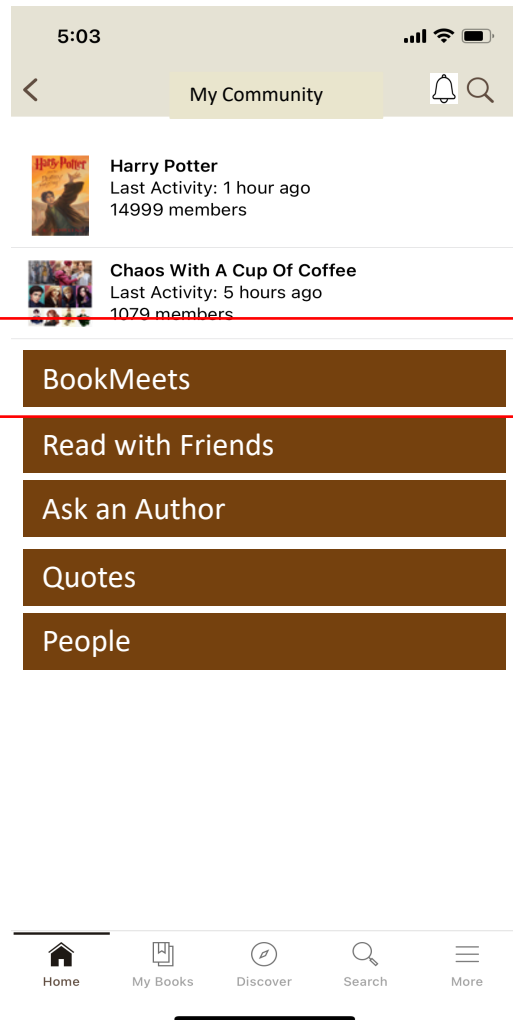
FEATURE PRIORITIZATION

FEATURE	REACH (%)	IMPACT (Scale of 1-5)	CONFIDENCE (%)	EFFORT (Person - month)	RICE SCORE	PRIORITY
CloseSpace	80	3	90	1	216	5
BookMeets	95	5	100	0.5	950	1
BookBuddyProgram	85	4	80	1	272	4
ReadwithFriends	90	4	100	0.5	720	2
MatchReaders	90	5	95	0.75	570	3

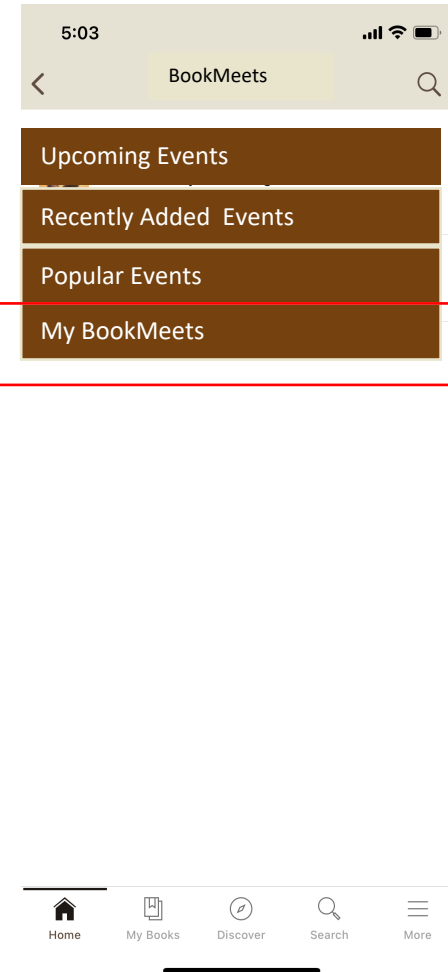
Based on the RICE Score, we will implement the Priority 1, 2 and 3 features in Sprint 1 and then build the other features in next Sprint.

**Step 1 –**

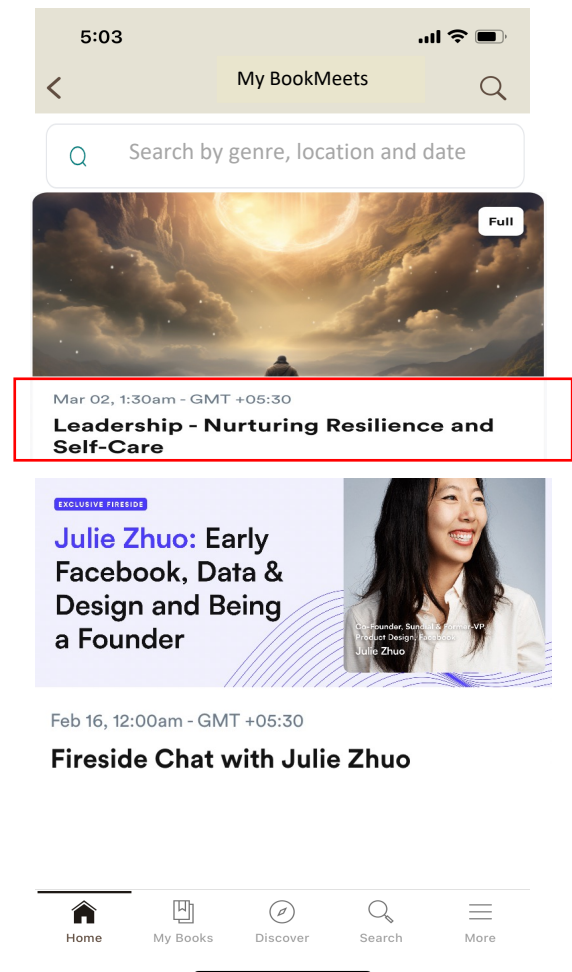
- Add a "Community" tab to the main navigation.

**Step 2 –**

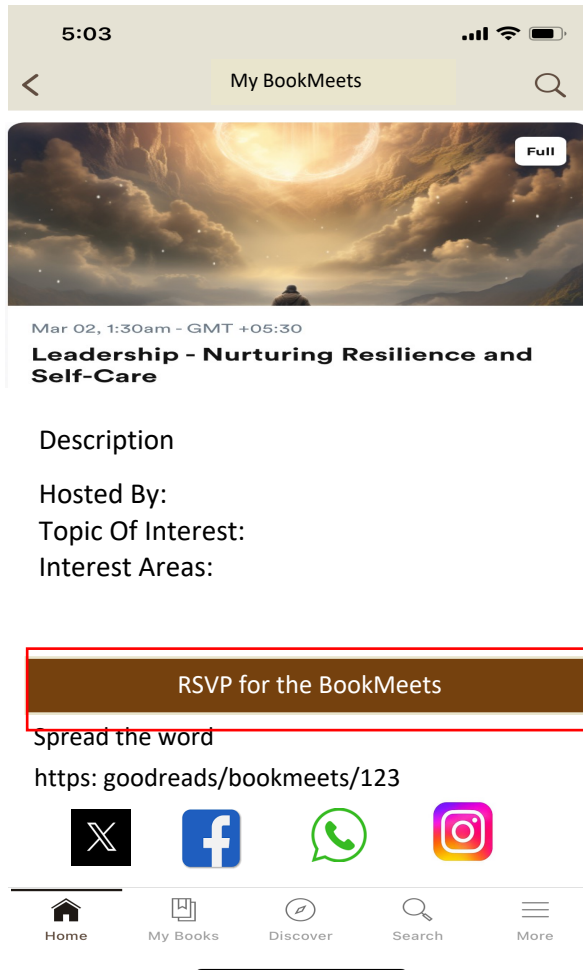
- Click on the "BookMeets" section

**Step 3 –**

- Under the Events section, there will be display of upcoming events, recently added events, popular events and my bookmeets.
- User clicks on My Bookmeets which events which user has registered for.

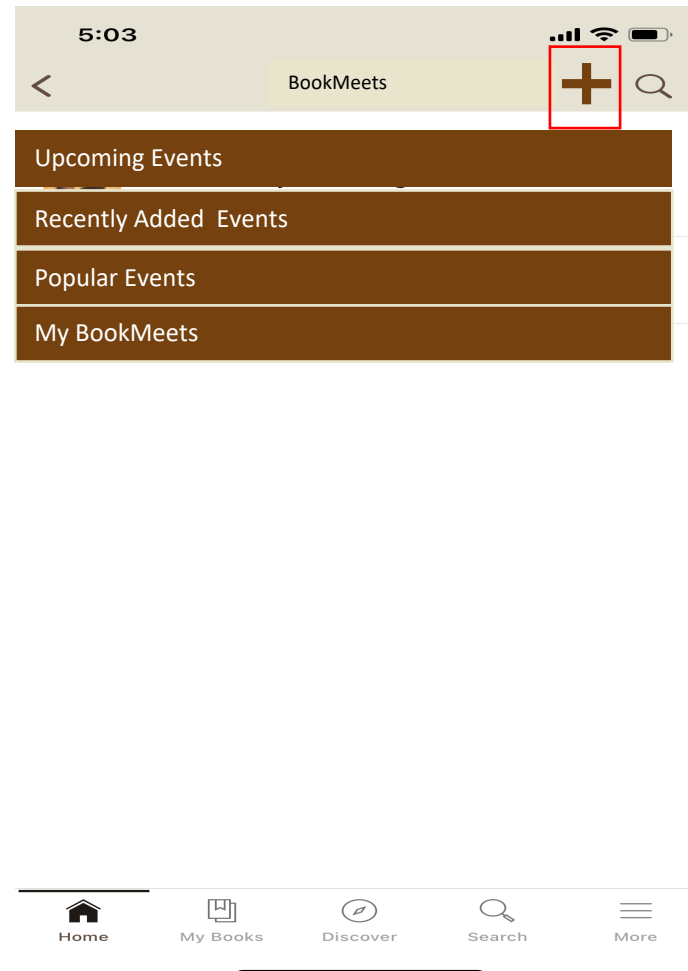
**Step 4 –**

- Search for genre, location, and date.
- Each event card displays the book cover, event name, date, and location.



Step 5 –

- Display detailed information about the BookMeets event.
- Include the book cover, event name, date, time, location, and host details.
- Provide a button for users to RSVP and share the event details through social media



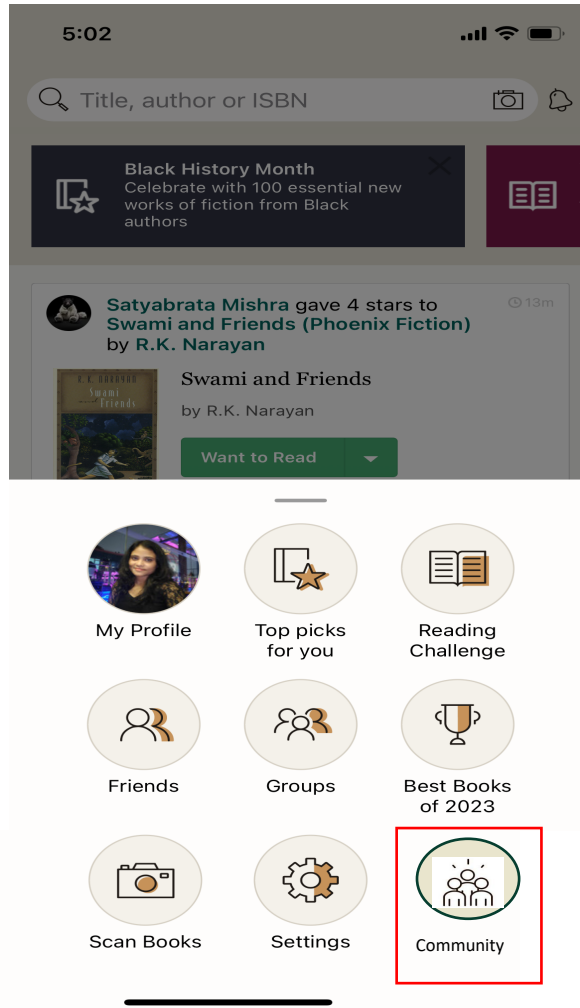
Step 6 –

- Create BookMeets by clicking on plus sign with event name, date, time, location, and book details.
- Include an option for users to add discussion topics or themes.
- Enable set event privacy (public, private, or invite-only).



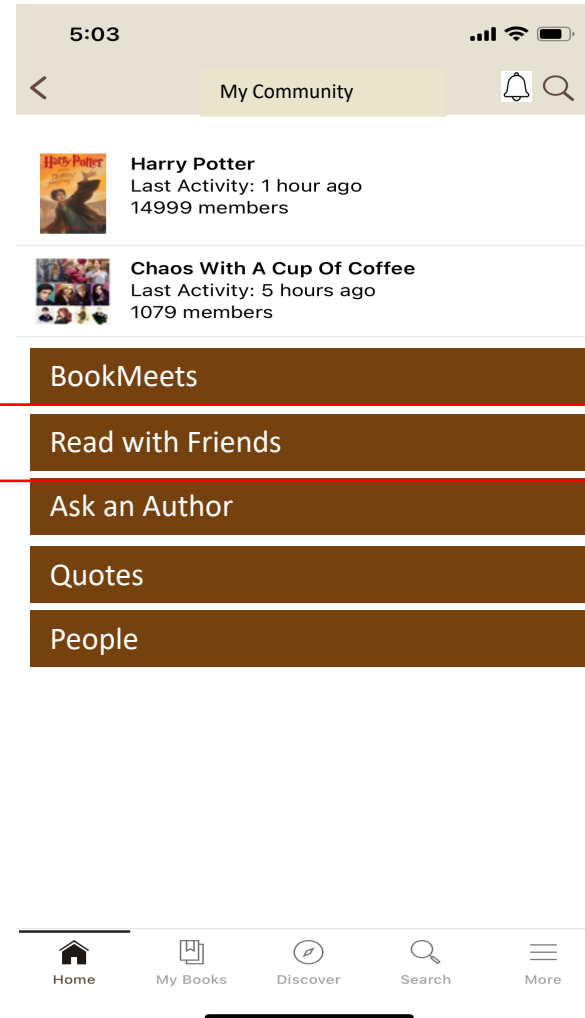
Step 7 –

- Threaded discussions for each BookMeets event and users can post comments, share thoughts, and ask questions related to the event.
- Option to upload images or links related to the book or discussion.



Step 1 –

- Add a "Community" tab to the main navigation.



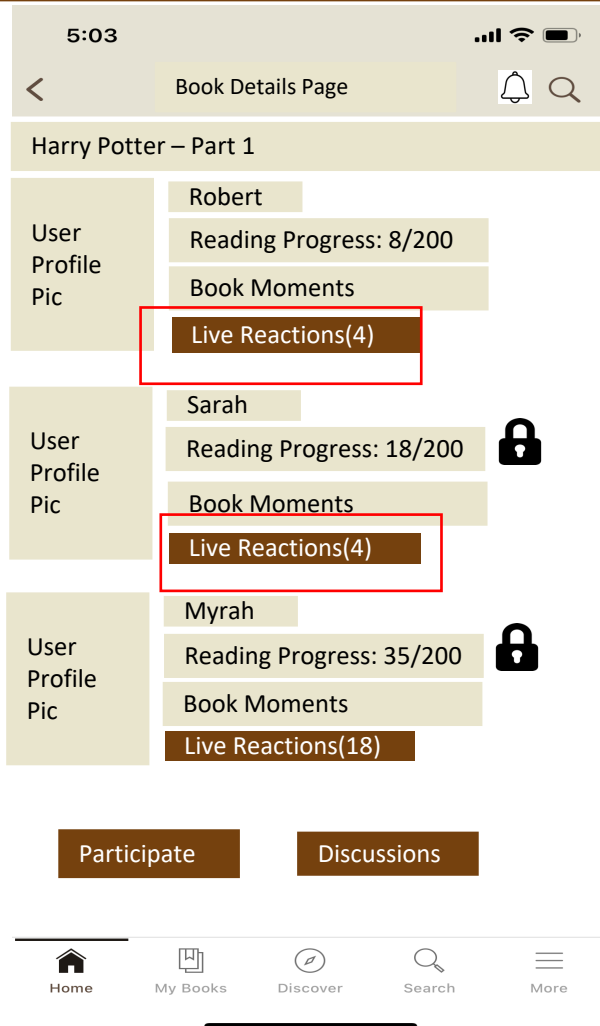
Step 2 –

- Click on the "Read with Friends" section



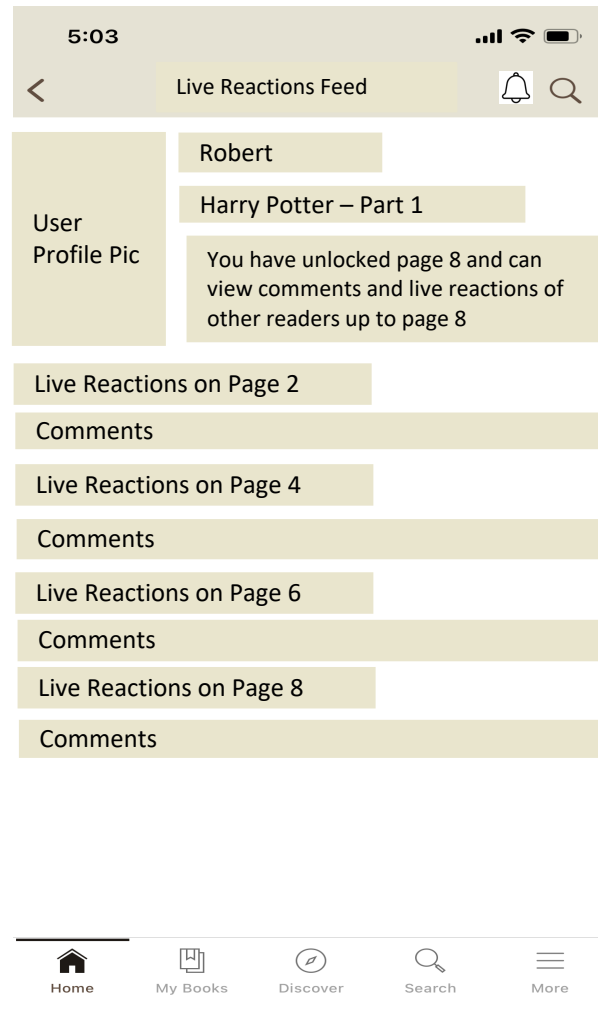
Step 3 –

- Search genre, books or authors using the search icon.
- The page shows all the list of books that is being read by readers.
- Reader can join one or multiple book readings sessions.



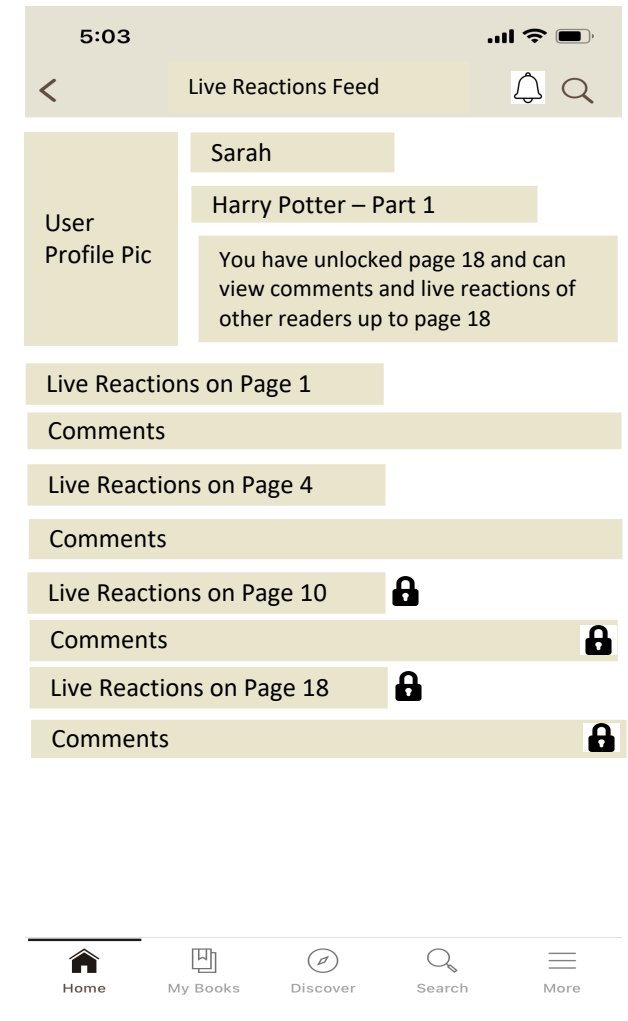
Step 4 –

- Each user participating in the Read with Friends feature is represented in a card format.
- User's profile picture, book moments, and their reading progress are displayed.
- "Participate" button allows the user to join live reactions.
- Discussion button directs the user to discussions related to the book.



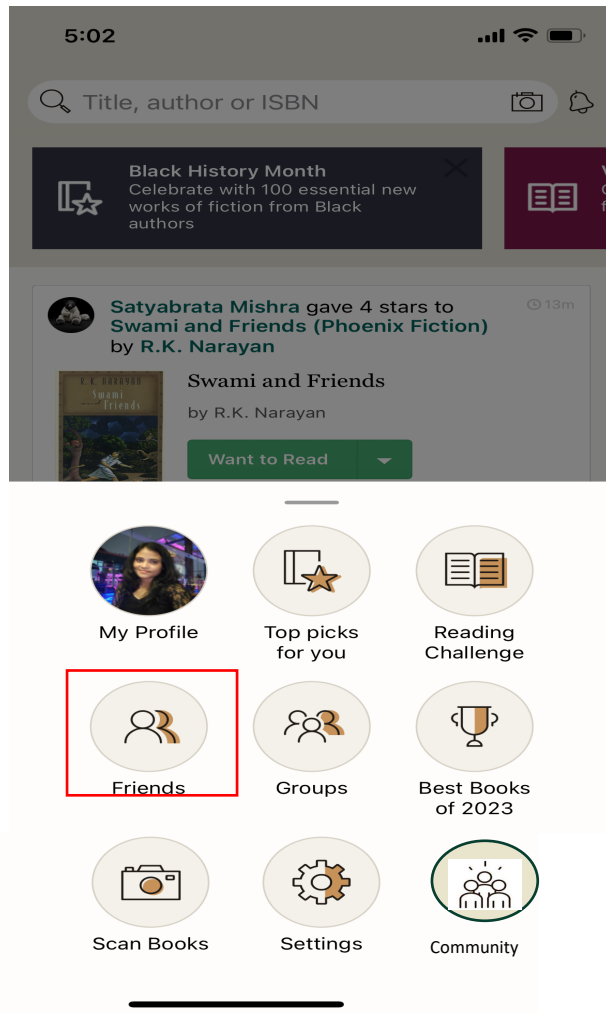
Step 5 –

- Click on the "Live Reactions" of Robert to view the live reactions feed
- Live reactions of pages are captured.
- Comments are also added by the user. If there is any spoilers, user is alerted and the comments are locked till the user has completed reading the pages.



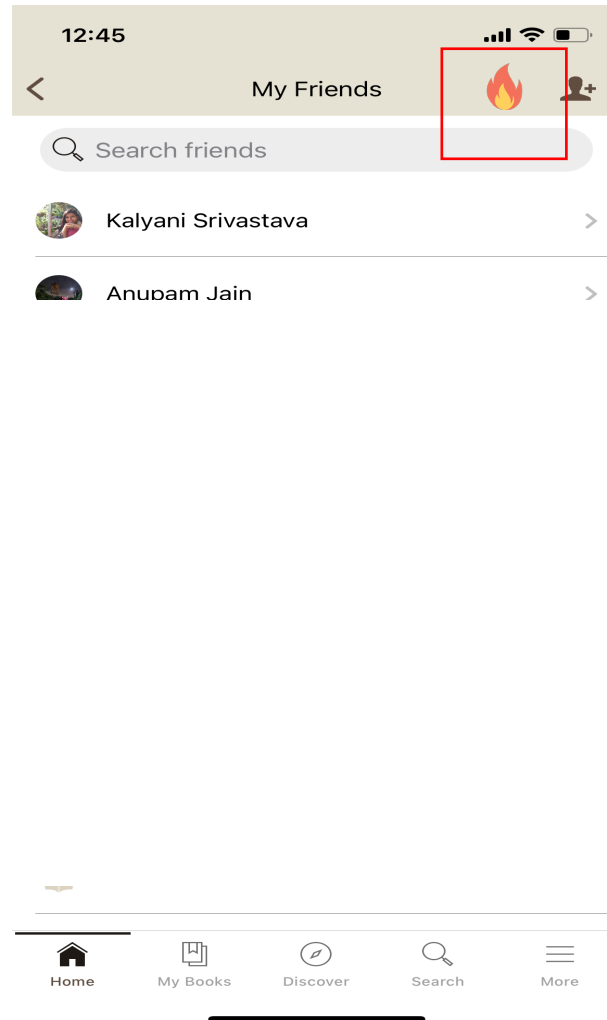
Step 6 –

- Click on the "Live Reactions" of Sarah to view the live reactions feed
- Sarah user can read the comments/live reactions of user Robert as she has already finished reading those pages.
- Robert user cannot read the comments/live reactions of user Sarah as he hasn't reached those pages, so the comment view are locked



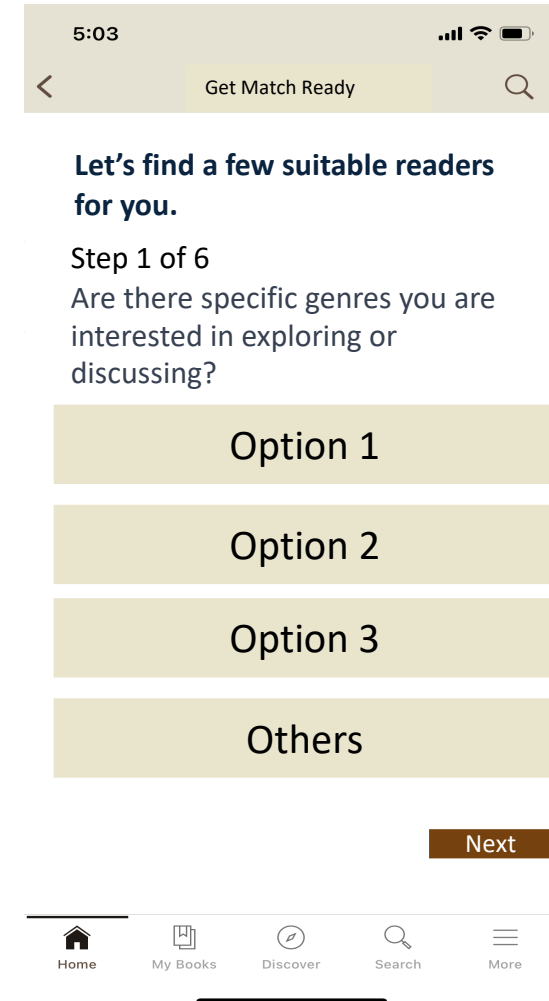
Step 1 –

- Go to “Friends” section



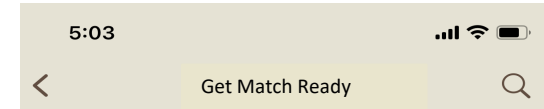
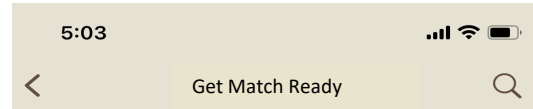
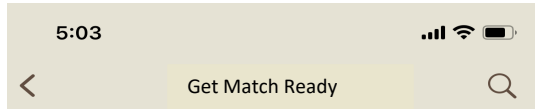
Step 2 –

- Click on the match readers icon to get matched with likeminded readers.

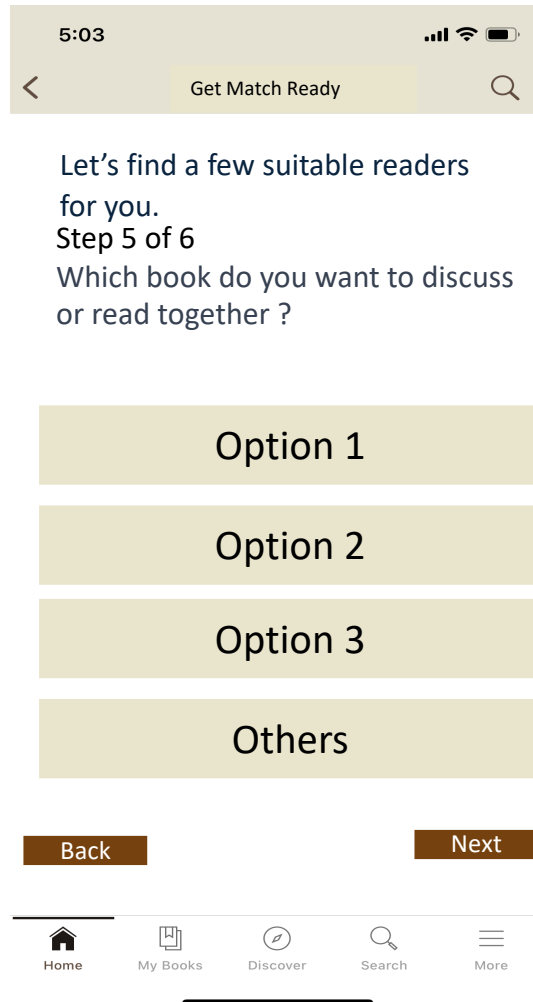


Step 3 –

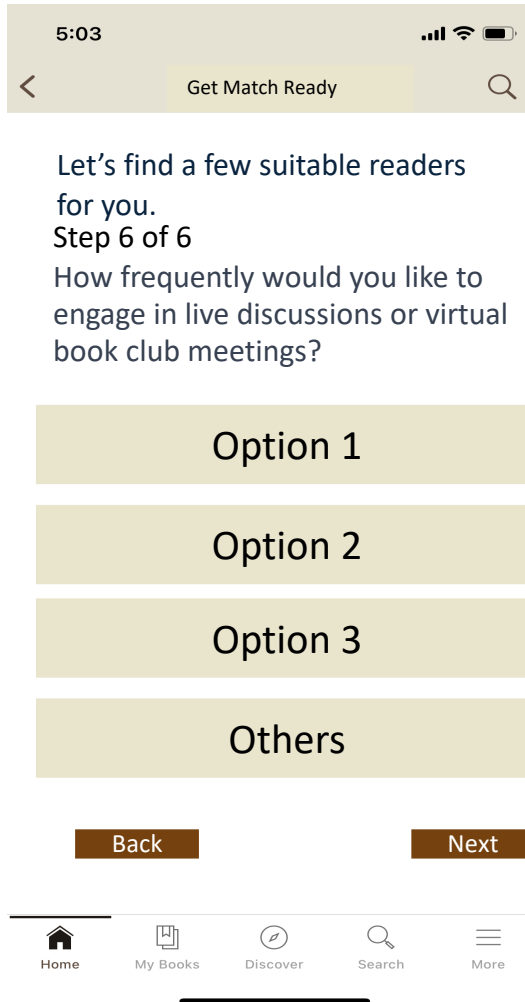
- User will answer 5 sets of questions in order to get matched with other readers based on preferences

**Step 3 –**

- User will answer 6 sets of questions in order to get matched with other readers based on preferences

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**Step 4 –**

- User gets matched with readers based on preferences and books reading session with them.

GO TO MARKET STRATEGY

PRE LAUNCH

Phase 1 : Feature Development

Design and Technical development of the features based on user stories.

Phase 2: Beta Testing

Testing of the features on a small sample size of users

Phase 3: Feedback and Release

The features based on feedback of the users are reiterated and set for release.

LAUNCH

Phase 1 : Teaser Campaigns

- Launch teaser campaigns on social media platforms to create anticipation.
- Use engaging content, countdowns, and sneak peeks to capture audience attention.

Phase 2: Educational Campaigns

- Roll out educational campaigns through in-app tutorials, videos.
- Focus on conveying the value of each feature and how it enhances the overall book reading community building experience.

Phase 3: Feature Rollout

- Communicate feature availability through targeted messaging.

POST LAUNCH

User Feedback Mechanism

Establishing Clear Channels:

- Set up dedicated channels within the app for user feedback.
- Monitor social media platforms and app store reviews for user sentiments.

Conducting a Comprehensive Review:

- Evaluate the success metrics, user feedback, and overall market impact.
- Explore potential integrations with other apps or services.

SUCCESS METRICS

Features	Metrics	KPIs
BookMeets	Engagement of user	No of bookmeets created/week
		No of readers attended bookmeets/month
		No of readers joined discussions/month
ReadwithFriends	Engagement of user	No of pages read by readers/day
		No of live reactions by readers/day
		No of comments given by readers/day
		No of books joined by readers/day
MatchReader	Engagement of user	No of readers matched/day
		No of friends made by readers/month
		No of readers re-connected/month
		No of books completed together/month

THANK YOU