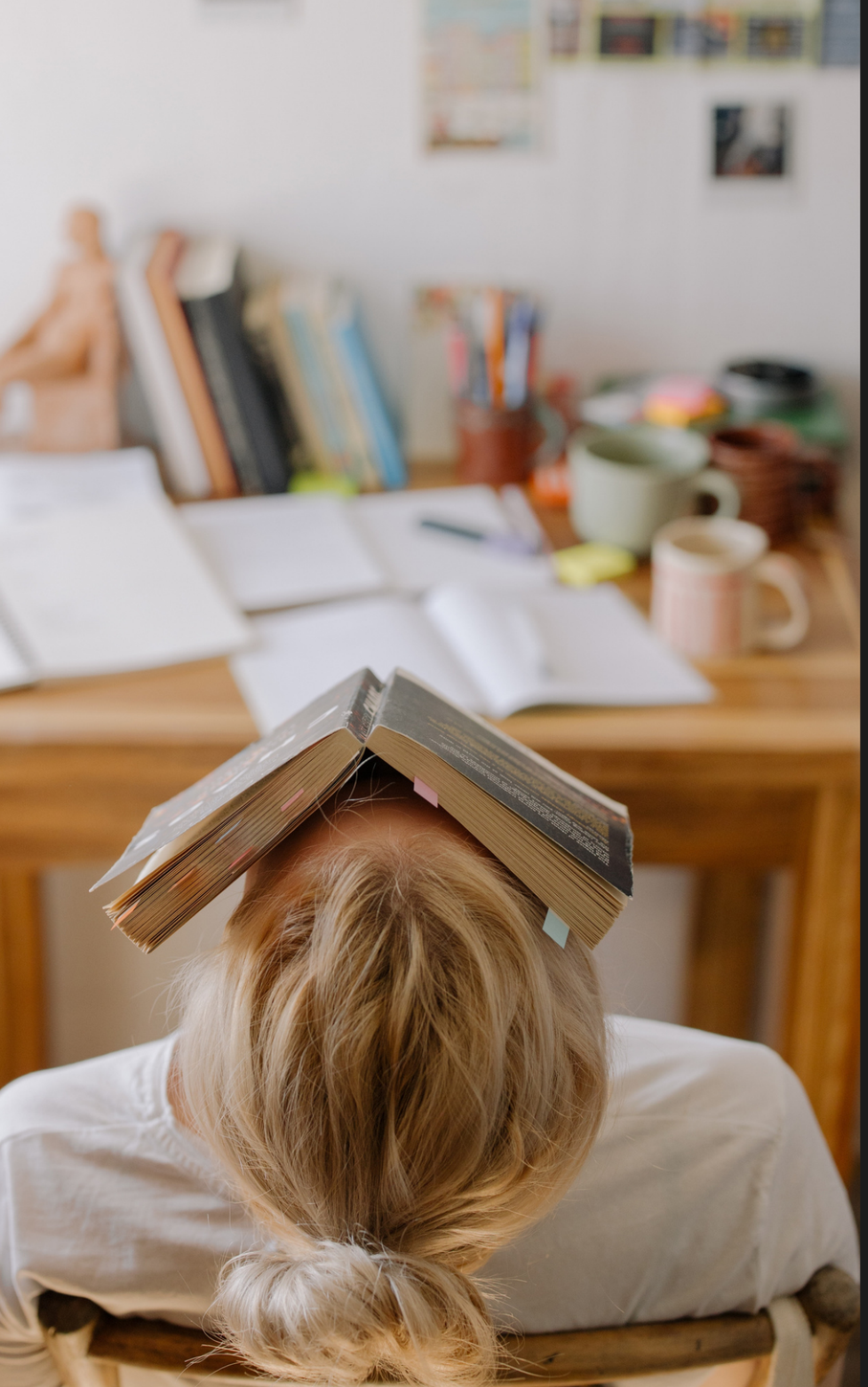
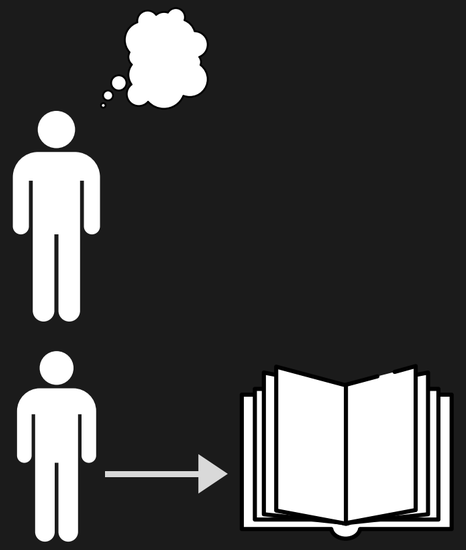
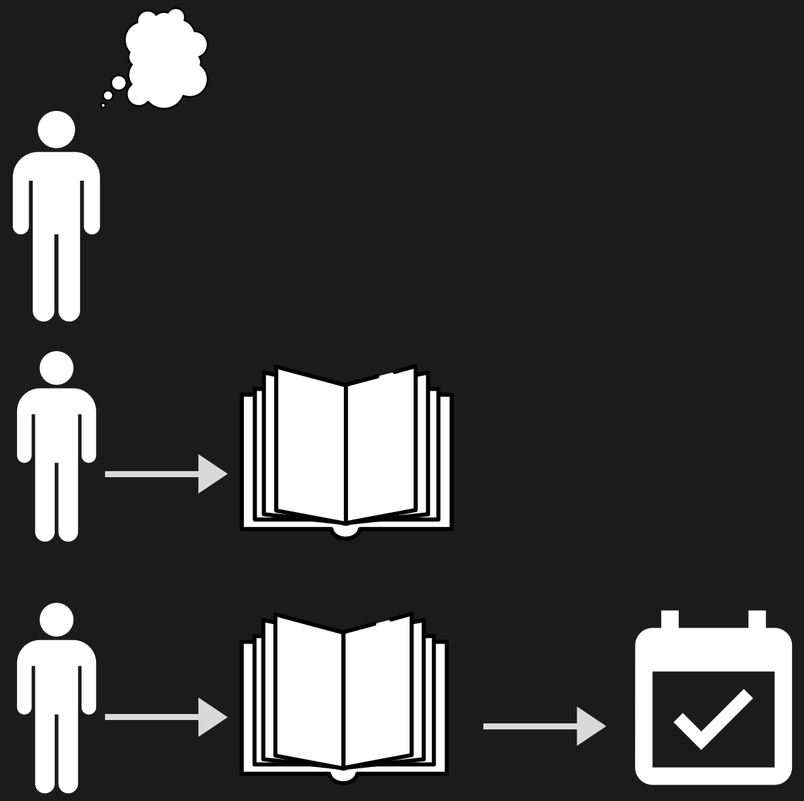


Problem Statement

People are not motivated enough to develop the habit of reading



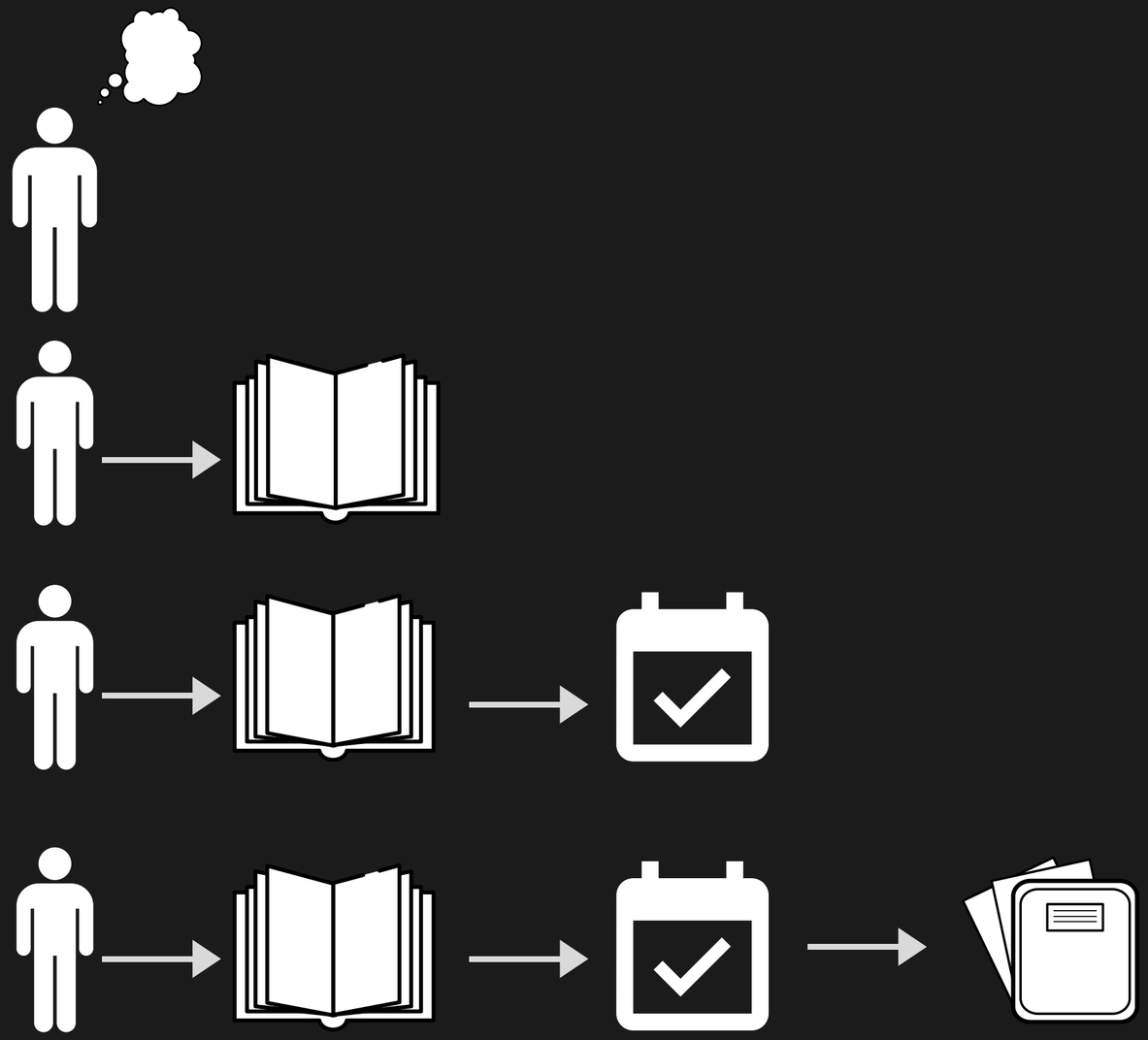
Gather the courage



Gather the courage

Are they consistent?

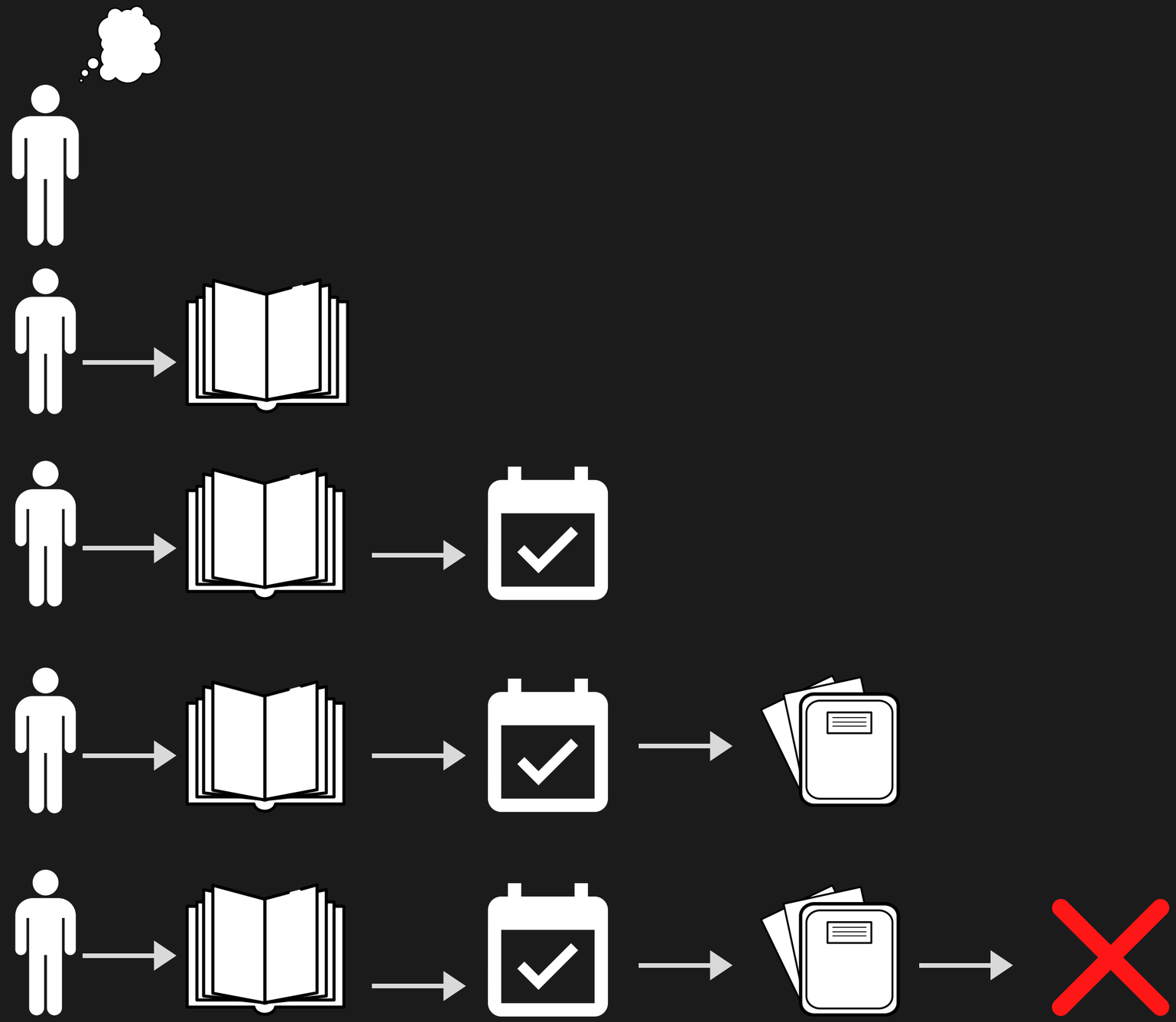
(NO)



Gather all the courage

Are they consistent

Track their progress

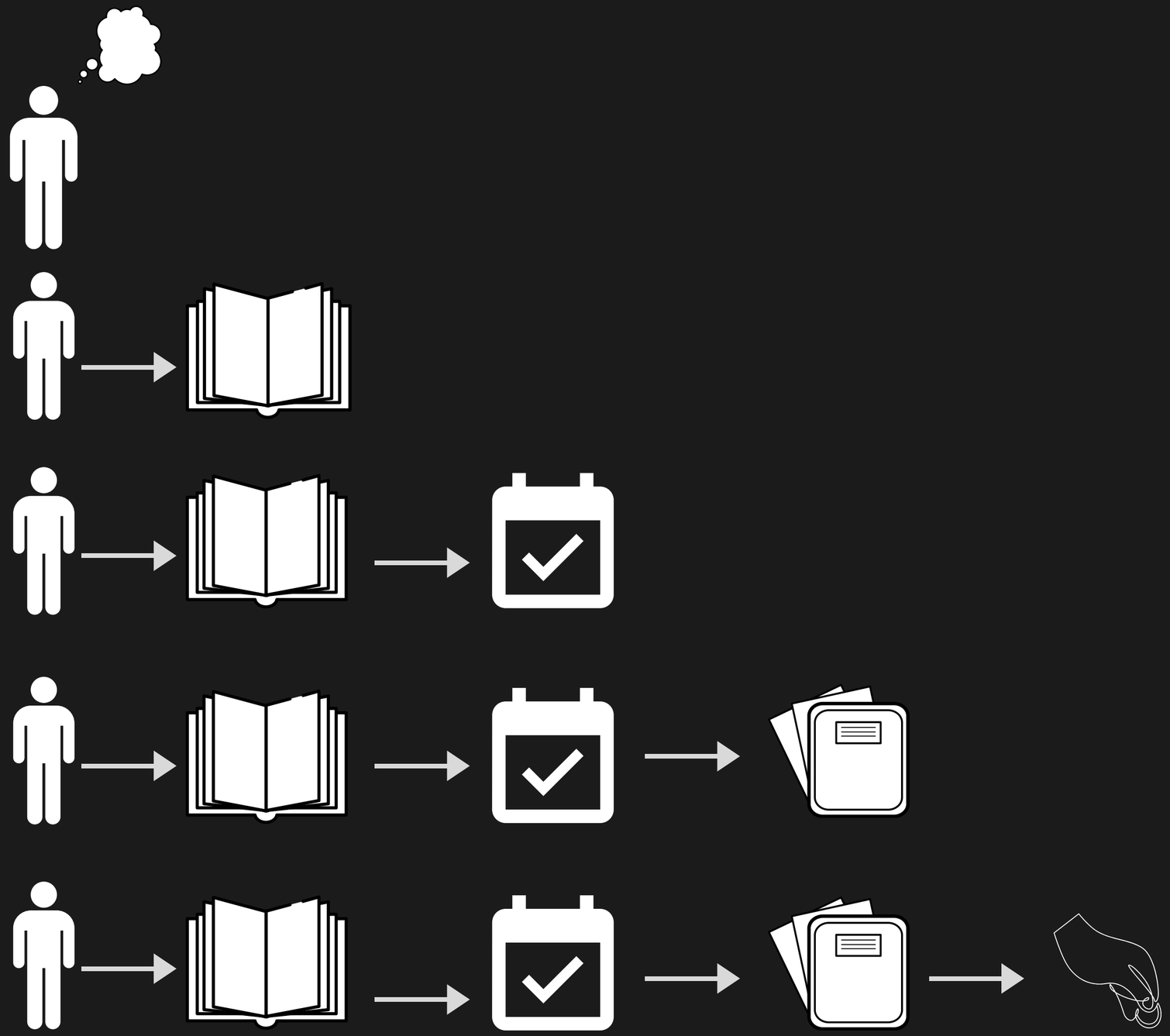


Gather all the courage

Are they consistent

Track their progress

???

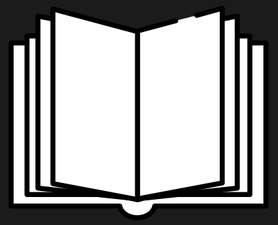


Gather all the courage

Are they consistent

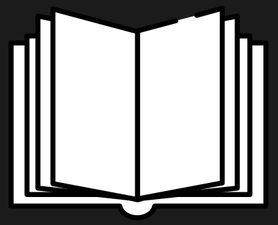
Track their progress

Reward



NISH

Cultivating reading habit



NISH

Gamifying reading habit

Our Solution

A standalone app that uses the reward-based system to motivate the user and cultivate reading habit

User Persona

Corporate Employee

Kiran Vij
37
Female

Pain	Lack Consistency
Behaviour	Read for 2 days and then skip
Needs & Goals	Be consistent with reading habit. Feel motivated to read daily.

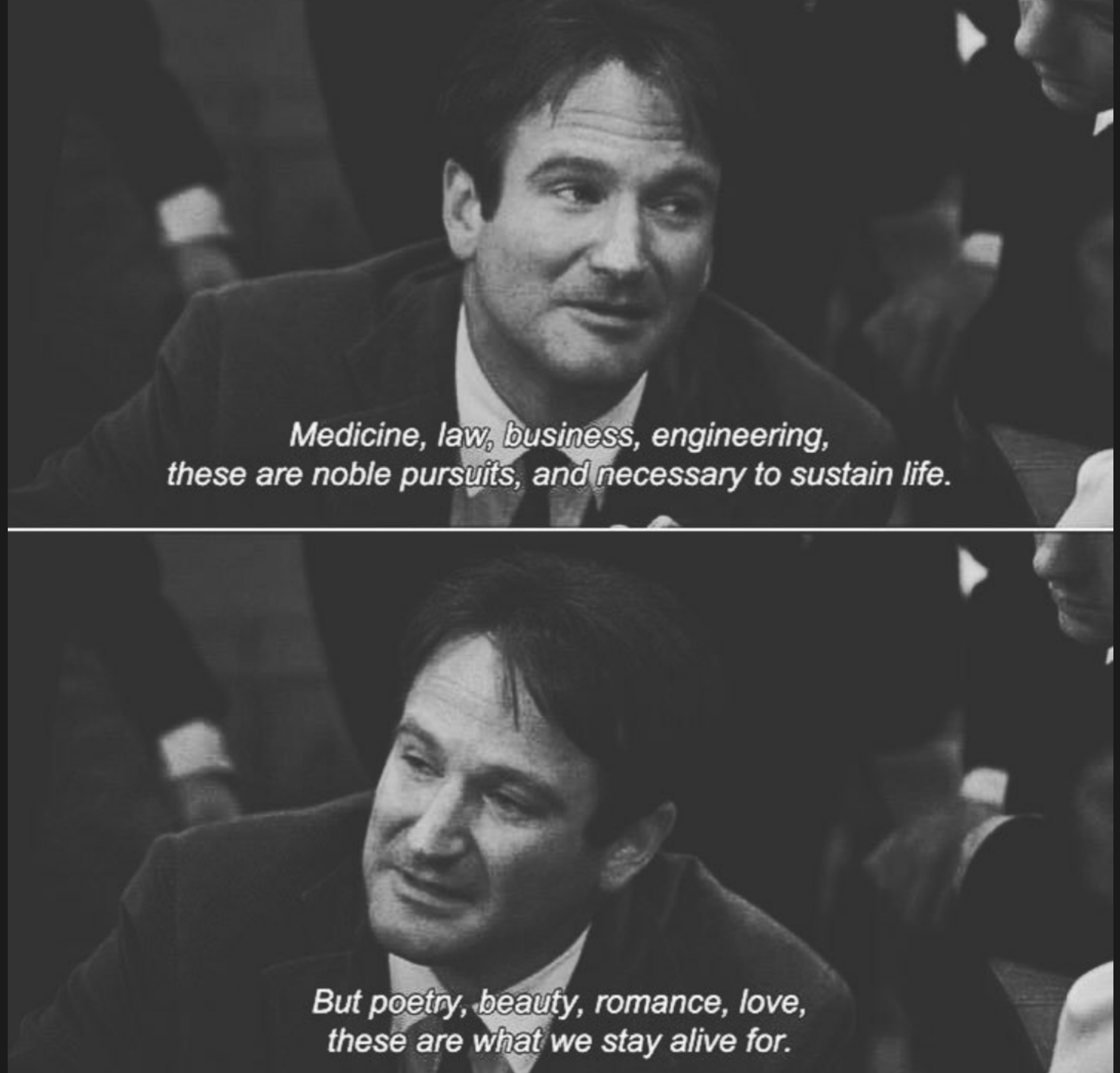
User Persona

School Student

Varun Singh
17
Male

Pain	Lack Motivation
Behaviour	Find excuses to avoid reading
Needs & Goals	Develop a reading habit. Feel encouraged to read daily.

User Persona



Source - Dead Poets Society
Seriously Check it out if you haven't

Journey

From paper to balsamiq to proto

Final Solution

It takes 21 days to form a habit. We charge user Rs 1050 upfront and the user has a chance to win back Rs 50 for the next 21 days by reading the book otherwise, it will be deposited to charity (with 10% cut)

Additional Solution

We can do tie-ups with institutes and parents who can pay for the kids. A quiz can be held after 21 days and if the kid is successful they get pocket money

Working Prototype

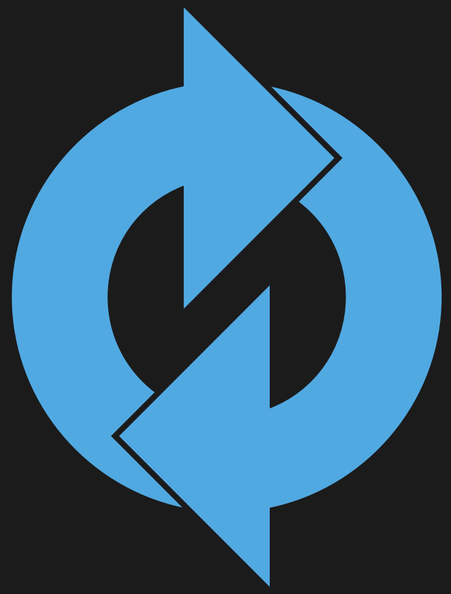
share.proto.io/RMF981/

Whats Next

- A community feature connecting people reading the same book or genre.
- Provide interesting facts about the book that the user is reading.

Whats Next

User testing



"Improvements"

Team

Renish Sundrani

Shahid Dhamani

Muskan Kaur Sethi

Thank You