onCreate

Presents

ISpeak Android App

IIT KANPUR

Motivation

People like to listen songs in their leisure time, or while cycling, jogging   etc.

We focus to help them utilizing this time.

Many don't like to constantly stare at laptop/pc and go on reading and reading stuffs they require.

Sometimes they are too tired enough to sit and read using a book or a laptop, but they still have to complete some reading stuffs.

Some people like more listening rather than reading.

Some people find it easier to listen and understand than to read and understand.

And this 'some' occupies a LARGE section of our society!!

Problems

- A man seated in a moving car finds it difficult to read from a book or from some electronic device.
- More over if you are tired to hold a book in your hand, you can just listen to it.

So to provide user a most convenient way to get rid of this problems we are aiming this app to be a way.

This app will consist all the appropriate features and option for our users to fulfil their need.

Solution

The solution to all the above mentioned problems is that someone else reads this stuff for you, all the way what you have to do is to just listen that voice.

We are going to have two version of our app, the basic and premium one.

Basic version are to be given free for promotion of the app

This app will support almost every type of text file,

You can browse your files, e-books, e-novels or text file and this app will read it for you.

It will have play, pause, rewind, forward option for listening convenience.

 The amazing part will be that it will include multiple language support, and different voice support at different reading speed.

Premium version will contain advanced features

This premium version makes it worth buying for customers.

It will support language conversion like it will take a file written in English and compile it to a different language like Spanish and will read it for the users. So that your work never stops.

This will a big point in front of us that a person will be able to understand the things written in language that he don't even know.

It will also support basic voice commands like opening a file or closing it, writing a note or file for user.
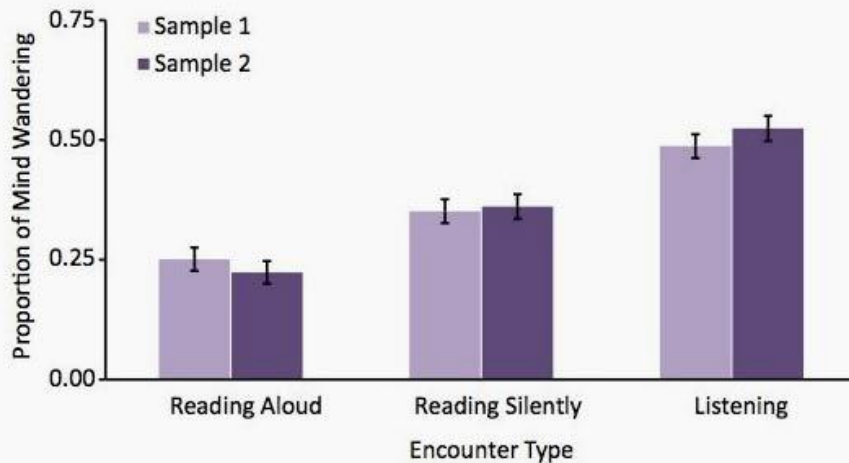
Advantages of the app

 Reading aloud has both visual and vocal components, and reading silently at least requires the eye to keep pace with the page. Listening to a book, meanwhile, involves no real direct physical participation—making it easier for the mind or eyes to stray.

From a design standpoint, audio book producers could reduce mind-wandering by varying auditory stimuli. Different voices for each character or occasional fluctuations in volume, for instance, might nudge wandering minds back to the story.

A group of psychologists at the University of Waterloo in Ontario investigated the way our minds respond to various forms of reading material. They had 235 test participants engage with three excerpts of Bill Bryson's 2003 popular science book *A Short History of Nearly Everything*. The participants read one of the excerpts silently from a computer screen, read the second excerpt aloud off the screen, and listened to Customer segment.

Thus this ensures large number of TARGET USERS!!

FIGURE 1 | Mean proportion of mind wandering across reading encounters. Error bars represent one standard error of the mean.

Customer segment

The most convincing thing about this app that it will can be used from a student to a business class man and to a old man who likes to listening things.

It will attract the people interested in listening stories, radios.

It will also attract the huge part of people who like reading novels as people also searches for easier way, and it will be very easy to just listen rather than reading.

Revenue streams

The basic version will serve as a promotion of the app and marketing environment for its premium features.

The main income will come from premium version of app as it includes the most amazing features in it. All the major investment will be required in premium version, so if the basic version is not well performing in market, then the major investment can be saved.

Competition in market

There is already a well known App google text to speech but it had very negative reviews like it supports only one voice in a language.

The voice used is not pleasant and is kind of robotic.

The response of voice commands are slow.

It also shows that if there is no such desirable app present in the market corresponding to this needs. And people were desperately looking for an alternative of the google app as we can see from the people reviews itself. So the very high marketing scopes.