

Topic: University Wall form (wallboard platform UPR)

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1. Problem Background

- People have been continuously switching to eBooks and to online reading in general, but there is not a good app that keeps track of your online reading into one place.
- Those who use reading lists, usually need more than one to fully fulfill their needs in a platform.
- Can't be organized enough as to how many books you have read, where you left off in your previous books, reading suggestions based on patterns of your reading, etc.

2. Target

- Make a more efficient way for readers to organize their online reading in just one platform, without the need for more than one app.
- At the same time, it would be ideal if what they read online or chose to put in the platform gets tracked and brings suggestions based on data.
- Allow readers to store multiple books in different sections based on themes, authors, etc, or finished/unfinished.

3. Causes

- People that read online don't have can't track what they read and get data from it without having to use multiple apps for the same purpose.
- There is not a good enough platform that offers good features for a reading list all in one.
- They lack important qualities.
- They also have other problems like web design issues, "clunkyness", hard to understand, bad UI, not organized.

4. Countermeasures

- Make a reading list app, where people can put what they've been reading and their progress, and based On different things like the topics, authors, etc, it gives similar content on new books the person hasn't read yet.
- Have a good web design, while also keeping it simple, non-clunky so people don't get confused, and can access what they want easily.

5. Check/Evaluate

- Growth of the platform.
- How many books are being submitted?
- Could send polls to the users to see whether the tool is helping them organize their online reading, and if they have liked the suggestions that have appeared from their reading.

6. Act/Standardize

- Make the site have an app version on mobile.
- Make the site have reviews so people could see what readers think of the books.
- Eventually add links to buy books from trusted websites.
- Updating and making the UI better and its system.