

Name	Strengths	Weaknesses	Content	Design	UX	Opportunities
Goodreads	<ul style="list-style-type: none"> organizes trending book recs based on your inputted genre interests Tracks reading activities: past reads, future wants, allows organization of books onto different shelves comprehensive search/discover - option to search by author, isbn, title, etc reviews and ratings options allows for people to choose if this is something they want to read discussions offer more social interaction with regards to reading 	<ul style="list-style-type: none"> would have preferred my readings on the front page, instead of having to navigate through the app discover and search are pretty much the same so no point in them both being there no inbuilt system to read the book, how to find the book online is a little difficult to see needs search by genre option difficult to find things because they are all grouped together - like the "community" option includes groups, discussions, quizzes, etc all in one place 	<ul style="list-style-type: none"> The site has everything reading related! book recs, reading activity trackers, comprehensive search, discussions, quizzes, etc 	<ul style="list-style-type: none"> consistent icons, colors, fonts, etc the content is overall organized and consistent maybe a little wordy and/or items clumped together? "more" page of app is somewhat inconsistent with the rest of the them. Plus the "more" icon includes a bunch of features, like reading challenges, groups, friends, etc, that would probably be nice to find on other parts of the app 	<ul style="list-style-type: none"> flow is pretty good overall, I can usually get to where I need to go so that's good! no glitches, crashes, or ads which is good for UX It is clear where to find my reading activity, books I'm reading, recs, etc. Some features are not super easy to find so that should probably be addressed, but the main stuff are okay to find not sure if there should be a search bar on every page if there's a search icon on app? 	<ul style="list-style-type: none"> discover and search are pretty much the same so no point in them both being there. Select one so Find a way to incorporate reading groups, friends, reading challenges, and such features on "more" elsewhere on app, so the "more page" concepts and profile features aren't too mixed together figure out a way to display current reads along with recs - so I can access what I'm currently reading asap

Name	Strengths	Weaknesses	Content	Design	UX	Opportunities
Inkitt	<ul style="list-style-type: none"> allows you to easily pick genres of interest and generates recommendations Tracks reading activities: current reads, future wants in reading lists, history of reads! comprehensive search/discover - filter search bar by top, title, and people by keywords, and explore keywords ratings options allows for people to choose if this is something they want to read in-built books with options to format to best read and option to download! save offline options :) 	<ul style="list-style-type: none"> inconsistent spacing in navigation bar, so it looks uneven and choppy doesn't include books not originally started on inkitt 	<ul style="list-style-type: none"> it's a really good app to read and write, love the builtin reading feature too fits the brand and is clear that it's for written works only healthy balance of pictures and text and information about author and books 	<ul style="list-style-type: none"> inconsistent spacing in navbar diminishes its otherwise clean appearance and movement overall very minimalist color scheme and consistent fonts and titles 	<ul style="list-style-type: none"> I love the underline navbar and the really smooth transition to display content when you switch from one tab to another in the navbar the icons and tabs are neatly labeled so it's easy to find what you need 	<ul style="list-style-type: none"> ensure navbar has consistent spacing maybe include a more comprehensive community feature? Though I love the chapter by chapter comments

Name	Strengths	Weaknesses	Content	Design	UX	Opportunities
Leio	<ul style="list-style-type: none"> allows you to track how many pages you want to read each day, start date, etc to figure out when you could be expected to finish the book set a stopwatch timer to track how long you read add quotes and other notes while reading if info is entered correctly, the app auto tracks achievements, statistics, streaks, and goals 	<ul style="list-style-type: none"> interface looks very much like ios appstore, so it was baffling to me as I got confused if I was even on the right app triple-click ads upon trying to add notes/quotes - disturbs reading or notetaking flow, and stops timer No sort of community features, this app seems to be completely self guided, which could hinder motivation or access 	<ul style="list-style-type: none"> as a timer app, it includes all features that you would need to track reading progress 	<ul style="list-style-type: none"> the design is so much like IOS Appstore! So it's sleek and content light, but is a bit too similar to AppStore and easy to get confused, but overall simple consistent sizes and colors throughout 	<ul style="list-style-type: none"> easy to add a book, track readings, and navigate through the app app is very self-serving, very convenient if you are willing to use it on your own. one of the main features of this app is a timer, but the timer is only accessible if you click on the book you are reading. I was hoping to find the timer elsewhere and track progress of overall daily reading in addition to book by book reading triple-click ads upon trying to add notes/quotes - disturbs reading or notetaking flow, and stops timer, which is not good experience for me 	<ul style="list-style-type: none"> change the interface to be a little more interactive! It can still be very simple and clean even without looking exactly like AppStore maybe put timer elsewhere?

Name	Strengths	Weaknesses	Content	Design	UX	Opportunities
Libby	<ul style="list-style-type: none"> easy to connect to library in-built books with options to format to best read recommendations with categories and with adequate filter options can easily view reading history easy to put books on hold and check out virtually, as well as renew pretty easy to search and find books 	<ul style="list-style-type: none"> book limitations as the library doesn't carry all books (based on library capacity, not a UX issue but an issue I face nonetheless) doesn't exactly foster motivation to read because it's simply a library app, and does not have a community option or reviews or such features. You read when you go on the app it's not clear where settings is 	<ul style="list-style-type: none"> it's a good library app! easy to connect to local library with just your library card, and love the built-in reading feature 	<ul style="list-style-type: none"> very minimalist! consistent colors, text and title sizes 	<ul style="list-style-type: none"> flow is pretty good overall, I can usually get to where I need to go so that's good! no glitches, crashes, or ads which is good for UX, plus nice transitions and scrolls throughout easy to open and close a book, view pages read and progress, adjust font and sizes as user sees fit simple to check out books, put them on hold, and return them hard to find settings and takes me a while to access it when I need it - leaves me a little frustrated when I'm unable to locate it 	<ul style="list-style-type: none"> maybe label icons on navbar so I can find things more easily incorporate option to personalize recommendations - there are lots of recs but may not apply to user's preferences

Name	Strengths	Weaknesses	Content	Design	UX	Opportunities
Litsy	<ul style="list-style-type: none"> comprehensive search/discover - option to search by author, isbn, title, keywords, etc. and search for author, books, and people option to share your reviews, a blurb, or quotes can view and make posts can find friends and follow other people 	<ul style="list-style-type: none"> inconsistent spacing in ui, sometimes text or icons overflows in block homepage is very cluttered with people's posts it feels uncomfortable navigating through the app, like I'm not sure what to do or where to start 	<ul style="list-style-type: none"> focuses a lot on the community feature of the app. with people's posts on the app about their readings 	<ul style="list-style-type: none"> inconsistent spacing in ui, sometimes text or icons overflows in block very cluttered - looks more like a social media app than a reading app much content is fixed together with a lot of empty space, instead of being adequately spread out 	<ul style="list-style-type: none"> choppy transitions when switching to different icons I can write reviews and related posts but it's hard for me to find reviews for a particular book - homepage is overflowed with posts about other random books hard to read some titles and know exactly what or where a feature is because of text overflow and misalignment 	<ul style="list-style-type: none"> book recommendations feature alternate placing of posts and community as I feel like that disturbs the reading intention of the app UI redesign and redevelopment

Name	Strengths	Weaknesses	Content	Design	UX	Opportunities
Serial Reader	<ul style="list-style-type: none"> allows you to read classic literature in little pieces, and set notifications to do so at your desired time beautiful but simple interface: cute icons and images to allow easy filter and selections, and customization with premium option to integrate other books apps like goodreads in-built books with options to format font, line height, margin, background color mode, text fit, etc tracks what you are subscribed to, paused, finished, and all, as well as your streak 	<ul style="list-style-type: none"> premium feature needed to make an account and use the app along different devices no navbar, everything is on the homepage which works but could potentially get confusing if there's lots of stories only for classics and not really many options to read other types of novels 	<ul style="list-style-type: none"> focus is on chapter by chapter bits of reading, with easy notification setup and selection of books mostly older literature than modern novels 	<ul style="list-style-type: none"> I love the color scheme for this app! It's so simple but the pops of color really make it endearing without being too much or too crowded love the font too, and the customization options available for reading text the icons to browse recommended features are also really unique and somehow are simple yet colorful 	<ul style="list-style-type: none"> one page flow for site is very interesting but works well, as the features are simplified and there's less clutter choosing to read a new serial (story) is very easy no glitches, crashes, or ads which is good UX, plus nice transitions and scrolls throughout easy to open and close a book, view pages read and progress, adjust font and sizes as user sees fit overall seamless navigation and scrolling 	<ul style="list-style-type: none"> I love the interface, it's so simple, easy to see evything, and potentially personalizable. A similar color scheme, font, size system could be interesting to explore I would like to see a community featue or comments/ratings option in this app, and would like to explore how it could fit with the minimalist style of the rest of the app

Name	Strengths	Weaknesses	Content	Design	UX	Opportunities
Wattpad	<ul style="list-style-type: none"> organizes trending book recs based on your inputted genre interests in-built books with options to format to best read Tracks reading activities: adding to library for later, allows organization of books onto different shelves comprehensive search, with a variety of neatly organized filters neatly displayed reading stats: # of reads, votes, chapters/parts, time to read, etc inclusive features such as text-to-speech! 	<ul style="list-style-type: none"> profile on top right corner is not really indicative of being a profile icon settings is in the bookshelf page and not the profile page which is really odd to me when I'm trying to find it "try premium" button is really big, maybe something else should be there. Like I would have liked some account indication, like "hello ____" instead of big premium sign on homepage no way to view past reads unfortunately, making it difficult to find stories again doesn't include books not originally started on wattpad 	<ul style="list-style-type: none"> it's a really good app to read and write, love the builtin reading feature too fits the brand and is clear that it's for fanfictions only healthy balance of pictures and text and information about author and books 	<ul style="list-style-type: none"> "try premium" button is really big and overshadows the profile and filter icon fits a lot of content without seeming too cluttered somewhat inconsistent spacing in the top bar in the different pages, and bottom navbar does not have a border in the write page so the design is inconsistent 	<ul style="list-style-type: none"> flow is pretty good overall, it is clear to me where I can find everything! searching is so easy as there are really good and clear filters! no glitches, crashes, or ads which is good for UX, plus nice transitions and scrolls throughout easy to open and close a book, view pages read and progress, adjust font and sizes as user sees fit 	<ul style="list-style-type: none"> fix up some of the inconsistent spacing find another place to advertise premium instead of home otherwise I really think the layout and organization of this app is one of the best I've seen, and maybe that could be an inspiration for other reading apps