ReadIt4Me

Giving you the content you want

Implementation

* Stage I: Browser Plugin, Phone App, Website (Html5)
* Stage II: Co-branding (Read It to me button to add content to your queue)
* Marketing:
  + “In the know” tech websites: lifehacker, gettingthingsdone, wired, popular blogs
  + Test with friends: Tory, YenYen, Gabby, Preschool parents, Steve Chang

Application

* Browser Plug-in
  + 1-click request to listen
  + Add a tag
  + Models: Amazon 1-click Wish List plugin
* Website with User ID
  + See list of requests
  + See what’s available
  + Search archives (titles, text, subject)
  + Add tags to audio articles (labels, folders)
  + Automatically archive once listened to
  + Share with a friend
  + Account info (password, accent preference, free for blind)
* Player
  + Toggles for view:
    - Chronological (date added)
    - Tags (dropdown tag list)
    - Alphabetically (title, author, publisher)
    - Unheard/heard
    - Shared from friends
  + Continuous play
  + Play order (drag around to prioritize)

Stream or offline

* Feedback on quality
  + Model: Skype, Pandora, NetFlix
* Monetize
  + Video ad (quiet)
  + Short audio ad before article
  + Notify publishers (when their article is requested)
    - Preferred readers, share ads, read your own, audio available on their site

The Reader View

* Available articles to read
  + Sort by length, # requests
  + Priority (time sensitive)
  + Bidding on jobs
* Account info
  + Preferences for notification (email daily, weekly summary of new requests)
  + Where payments go (bank, PayPal)
  + Accent tag, language tag, gender tag
* How to Video
  + Recurring revenue (commission for repeat playing or for request)
  + $ / minute or words as a flat payment to start
* Software checks for quality
  + “Test my audio quality” button
  + Checks speed of reading (# words/minute), ambient noise, volume)
* Models: Elance? Ebay? quibids.com?

The Verifier View

* Models: Amazon seller, Wikipedia
* Similar to Reader View
* Available articles to verify