



Booked

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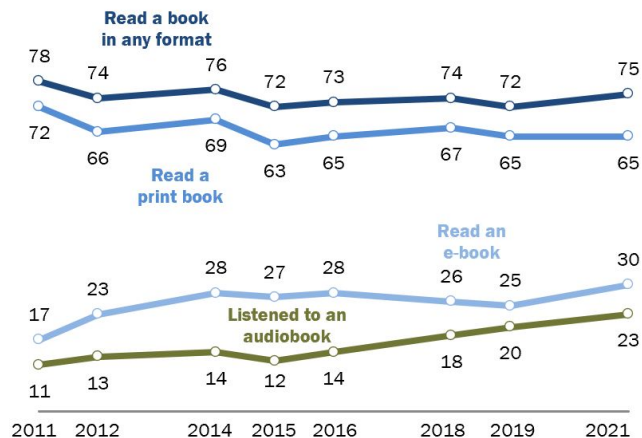
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Problem Background

Print books continue to be more popular than e-books or audiobooks

% of U.S. adults who say they have ____ in the previous 12 months



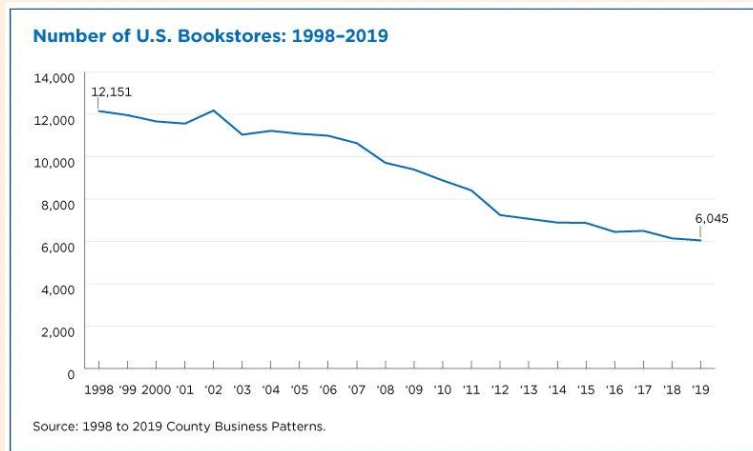
Note: Those who did not give an answer are not shown.

Source: Survey conducted Jan. 25-Feb. 8, 2021.

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Problem Background *cont.*

- Decrease in physical bookstores and increase in online bookstores^{[1][5]}
- Not all booksellers list the same criteria
 - Type, edition, condition, etc.
 - Buy vs. Rent
- Hard to find the lowest overall cost when buying books online
 - Amazon dominates the market^[6]
 - General increase in shipping and handling costs due to COVID-19^[2]

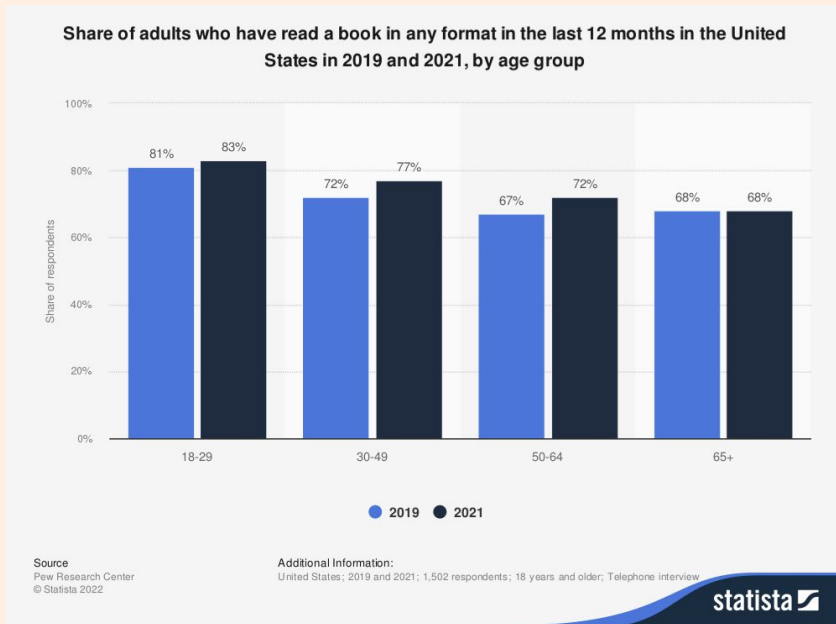


Problem Statement

There exists no platform that allows a user to search for a book based on its type (physical or electronic), edition (e.g., hardcover or paperback), and condition (new or used) as well as display its cheapest total cost (including shipping and handling).

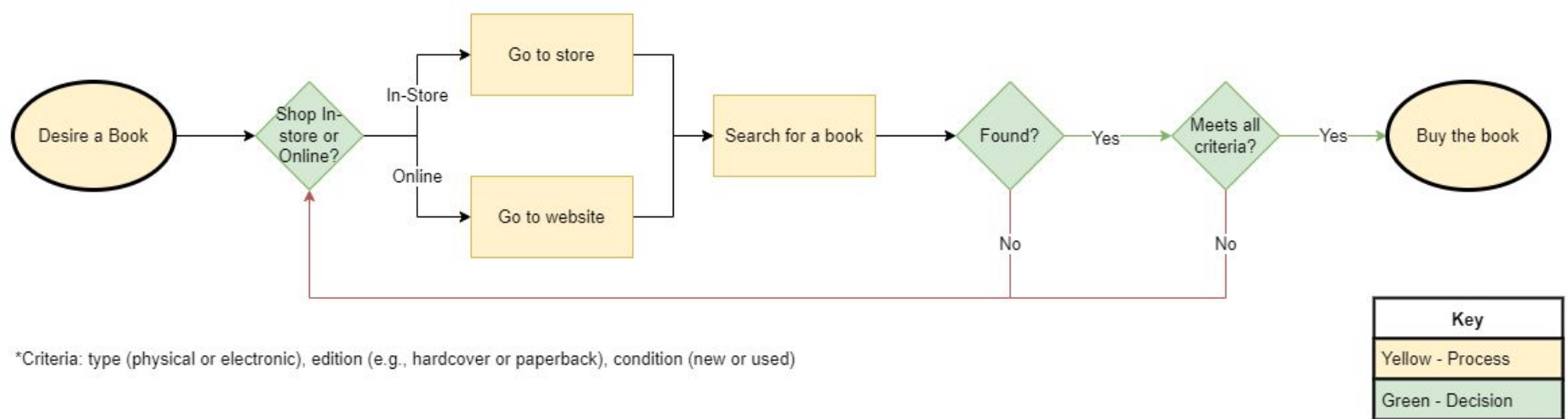


Customers & End-Users



- Customers: independent bookstores, schools
- End-Users: book-lovers (specifically Adults ages 18-29^[7]), teachers/educators, students

Current Process Flow



Solution Statement

Booked is a web-based application that shows users where to purchase a book based on its type, edition, condition, and lowest total cost.

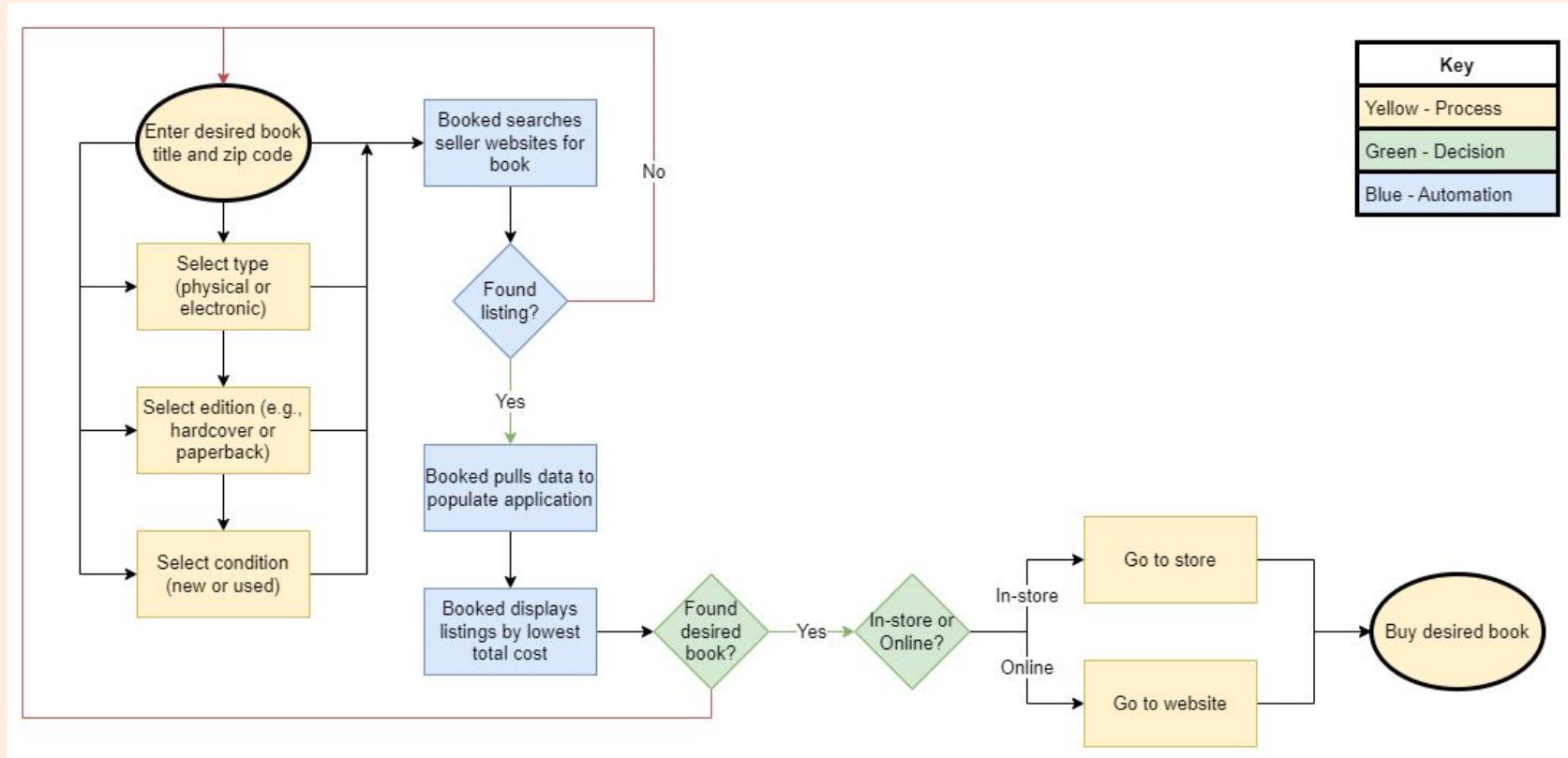


Solution Characteristics

- Booked will save time and money during the book-searching process by laying out the type, edition, condition, and cost for the customer
 - Will be done by database searching and web scraping
- For those who prefer to shop online, they are presented with a link to seller's website
- Those that prefer to shop in-person will be presented with bookstore's address
 - Will introduce user's to local, independent businesses



Solution Process Flow



Competitors

Biblio: Largest independent book marketplace that specializes in used, rare, and out-of-print books.

BookFinder: Search engine for new, used, out-of-print books and textbooks. Checks major catalogs, retailers and listing sites.

Bookshop: Online marketplace that partners with independent bookstores.

Amazon: Largest marketplace in the United States. Offers new and used books and textbooks, as well as book and ebook rentals.

AskMissy: Learning resource recommendation system.



Competition Matrix

Functionality	Booked	Biblio	BookFinder	Bookshop	Amazon	AskMissy
Find physical books and e-books	✓	✓		✓	✓	✓
Sources include independent bookstores	✓	✓	✓	✓		✓
Offer new and used books	✓	✓	✓		✓	
Filter and sort by edition	✓					✓
Filter and sort by book condition	✓	✓				
Show total cost	✓					
Recommend books				✓		✓
Limited to learning resources						✓

Customer Risks

C1: Difficult to appeal to customers

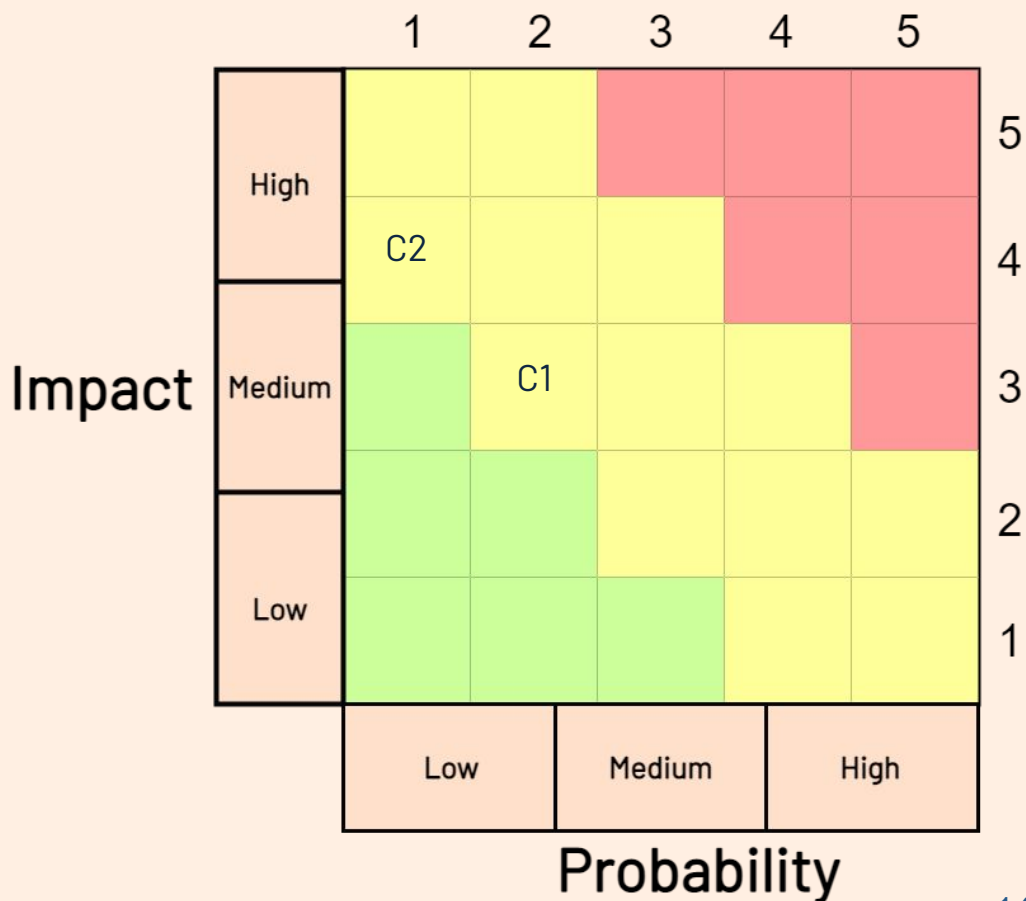
Mitigation:

- Show differences between us and competitors

C2: Account emails could be compromised

Mitigation:

- Use best practices to secure customer information



Security/Technical Risks

T1: Incomplete or outdated data pulled

Mitigation:

- Put checks in place to verify data

T2: No backup system for maintenance or unplanned downtime

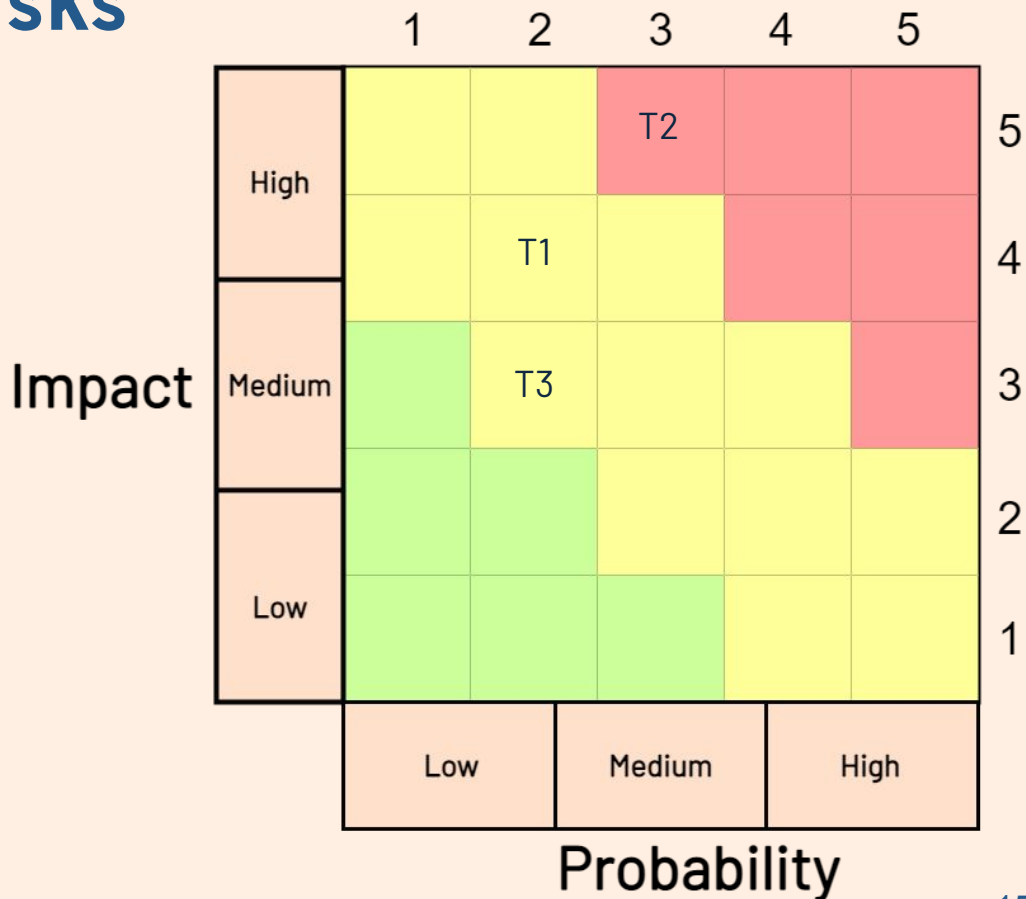
Mitigation:

- Create backup system so Booked is always online for customers

T3: Booked platform is compromised

Mitigation:

- Use standard practices for website security

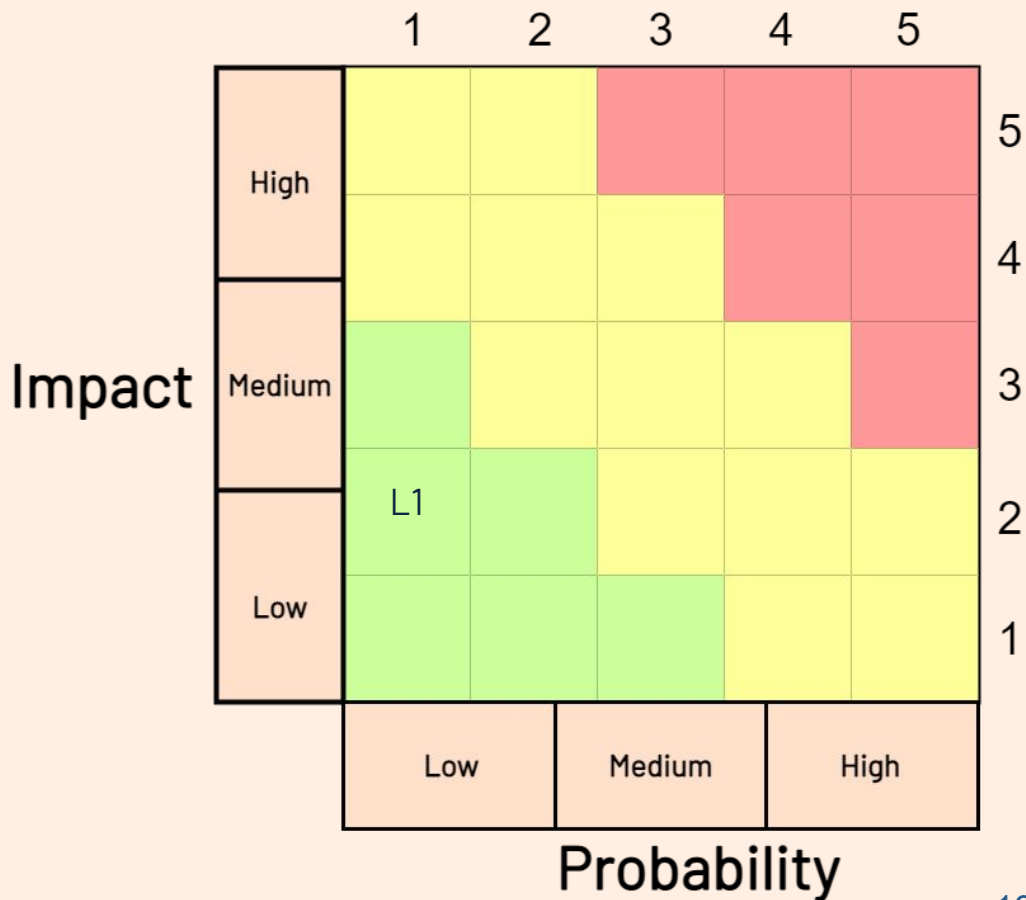


Legal Risks

L1: Cease and desist for web scraping

Mitigation:

- Obtain data through API
- Form partnerships with bookstores that want advertising



Conclusion

Booked will not...

- Recommend books
 - Relevant purchases only
- Be limited to textbooks

Booked will...

- Allow users to find specific books based on **normalized** criteria
- Ensure that the criteria are met exactly
- Include independent bookstores in search results
- Provide users with the **actual cheapest** price



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Thank you!

A decorative border at the bottom of the slide featuring a blue open book, blue leaves, white berries, and a cluster of small green stars.

References

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