

	Our Company	Company 1	Company 2	Company 3
Product name	Goodreads App	TBR Booklist App	StoryGraph	Bookly
Website	<u>App Link</u>	<u>App Link</u>	<u>App Link</u>	<u>App Link</u>
Target Customers	Readers aged 13+	Young adult readers within the Tiktok subsection Booktok	Teen+ readers who want personalized recommendations	People who are trying to get into the habit of reading
Services/Features	<ul style="list-style-type: none"> • Search books • Read and write reviews • View/leave ratings • Connect with others • Keep track of books • Get Recommendations. 	<ul style="list-style-type: none"> • Search books • Rate and review books • Reading lists (tbr, current, goal) • App appearance adjustment 	<ul style="list-style-type: none"> • Search books • Rate and review books • Recommendations • Reading challenges • Giveaways 	<ul style="list-style-type: none"> • Add books to list (10 max) • Track reading times • Set goals • Monthly reading reports • Annotations
Strengths	<ul style="list-style-type: none"> • Has been around since 2007 • Widely known • Connection to Amazon/Kindle • 90 million people worldwide • Connection to other readers 	<ul style="list-style-type: none"> • Tiktok Advertising • Genre-based ratings • Half-stars for accurate ratings • Accessible site buttons,text,color • Extra rating and annotation features when paid for 	<ul style="list-style-type: none"> • Content Warnings • Quick response to trolls • Tailored results to the reader • Can use as a guest • Reading Stats 	<ul style="list-style-type: none"> • Various goal setting options • Reading trackers and timers • In-depth statistics • Cute emoticons
Weaknesses	<ul style="list-style-type: none"> • Bland interface • Inaccurate search features • Difficult to edit lists • Inaccurate ratings • No filters 	<ul style="list-style-type: none"> • Pay for advanced features • No app for android • Can't read reviews • Can't easily move books from tbr to currently reading 	<ul style="list-style-type: none"> • Companion app to goodreads • Somewhat bland and unoptimized layout • Email only sign up • No offline version 	<ul style="list-style-type: none"> • Pay for most options • Difficult to use / back out of certain options • No reading lists / only allowed 10 with free plan

Notes:

- *Larger text and color and background customization can help with accessibility*
- *Goodreads should reduce clutter on their app by re-working the categories*
- *Expand list options by including annotations, allowing for customizability, order changes, etc like TBR booklist and Storygraph*
- *The genre-specific ratings were a big talking point with TBR Booklist and with the complaints directed at Goodread's outdated rating system, that needs to change and be updated. Also adding half-star ratings to make it more accurate, and trigger/content warnings similar to Storygraph*
- *Adding filters for reviews can make it more usable/easier to navigate, along with filters to omit certain recommendations*
- *Improving the recommendations to allow for either personalized or popular recs, depending on the user's preference since personalized seems to be successful in other apps, yet goodreads uses popularity based recommendation features currently*
- *If other features are finished, it might be good to add some way to record goals or post statistics similar to StoryGraph and Bookly. This may help expand goodreads to a wider audience*