

# Product Requirement Document

## Objective

Inukshuk Books new initiative is to create a product that will improve young children's reading ability and literacy while delivering interesting content tailored to them.

## Success Metrics

Goal	Metric
ROI of 60% in Year 4	Cost per Install (CPI), Customer Lifetime Value
Increase # of young readers by 40% in Year 5	# of installs, # of daily active users, # of accounts
Increase young reader's interest and literacy	time spent on app per user, % of increase in literacy per user

## Assumptions, Constraints & Dependencies

- Will support iOS and will be developed for iPads
- Users will have internet connectivity

## Requirements

#	Requirements	User stories
1	Mobile product	As a reader, I want the product to be mobile, so that I can use it anywhere
2	Remotely access content	As a reader, I want the application to remotely access the book content, so that the application doesn't require a large amount of memory
3	Save selected material locally	As a reader, I want to be able to save selected reading material locally to the device, so that I can read without a wireless connection
4	Browse all material	As a reader, I want to be able to browse all available reading material, so that I can choose something to read
5	Book covers	As a reader, I want to see the covers of the books while I'm browsing through them, so that I can judge a book by its cover
6	Select material	As a reader, I want to select reading material, so that I can read it
7	Sort material	As a reader, I want to be able to sort reading material based on comprehension difficulty or genre
8	Search material	As a reader, I want to be able to search for reading material, so that I can find a specific piece of reading material that I have in mind
9	Rate material	As a reader, I want to be able to rate reading material, so that it can be suggested to other readers

10	Create an account	As a reader, I want to be able to create an account, so that I can save information about my activity for my reference later
11	Log into account	As an account holder, I want to be able to log into my account, so that I can access my account
12	Reset password	As an account holder, I want to be able to reset my password, so that I can increase security
13	Browse previously read	As an account holder, I want to be able to browse the reading material that I have previously read, so that I can go back to that content that I really liked
14	Add to to-read list	As an account holder, I want to be able to add reading material to my to-read list, so that I can read it later
15	Delete from to-read list	As an account holder, I want to be able to delete reading material from my to-read list, so that it is no longer found on the list
16	Add to favourite list	As an account holder, I want to be able to add reading material to my favourites list, so that I have all my favourite reading material in one place
17	Delete from favourite list	As an account holder, I want to be able to delete reading material to my favourites list, so that it is no longer found on the list
18	Suggest material based on previously rated	As an account holder, I want material suggested to me based on reading material I have rated positively, so that I can find other books that I will like
19	Suggest material based on previously read	As an account holder, I want reading material suggested to me based on the other reading material I have read, so that I can easily find new reading material
20	Test fluency & comprehension	As an account holder, I want to have my reading fluency and reading comprehension level tested, so that I can use it to identify appropriate reading material
21	Suggest material based on reading level	As an account holder, I want reading material suggested to me based on reading level, so that it is easy to find good reading material
22	Track improvements	As an account holder, I want the application to track my reading fluency and comprehension improvements, so that I can have material updated to my appropriate skill level
23	Support voice recognition	As a reader, I want the application to support reading fluency through voice recognition, so that the application can test reading fluency consistently and accurately
24	Page maintains fidelity	As a reader, I want the view of a page to look close to the fidelity of a page in an actual book, so that its full story impact is maintained regardless of the medium
25	Off-white background	As a reader, I want the background of books to be off-white (as opposed to bright-white), so that I don't strain my eyes when I'm reading

26	Read alone	As a reader, I want to be able to read material without a partner, so that I can read and practice at my own pace
27	Portrait and Landscape	As a reader, I want the application to work in both portrait and landscape orientation, so that I can choose the way I view material
28	Pictures	As a reader, I want any pictures associated with the content to appear with the text, so that they can supplement the reading material
29	Adjustable font size	As a reader, I want to be able to adjust font size, so that it is easier to read
30	Animated page turning	As a reader, I want pages to be animated when I turn them, so that it feels like I'm reading an actual book
31	Definitions	As a reader, I want to select unknown words to see their definition, so that I can learn the definition and pronunciation of new words
32	Connect with remote user	As a reader, I want to be able to connect with a remote user, so that I know if I have access to someone with whom I can read
33	Audio connection	As a reader, I want to read with a connected reader using audio, so that we can read together
34	Connect with a friend	As an account holder, I want to connect remotely with a friend that is also using the product, so that we can read together
35	Connect nearby	As a reader, I want to be able to connect with a nearby device, so that we can read together on separate devices
36	Friends list	As an account holder, I want to have a list of friends who also use the application, so that I can connect with them remotely to read together
37	Reading level matches	As a reader, I want to be matched with a remote reader based on reading level, so that we both feel equally challenged when reading together
38	Video connections	As a reader, I want to read with a connected reader using video, so that I can see the person with whom I'm reading

## User interaction (UX Flow & Design Notes)

- Animation of page turning for when reader turns a page so it looks and feels more like a book
- When iPad is in portrait mode, it shows one page, but when in landscape it switches to show two pages
- Background should be off-white in colour
- High contrast colours should be used
- Book's text and image spacing should be similar to real life children books

## Out of Scope

Support for Android is out of scope until a future release