
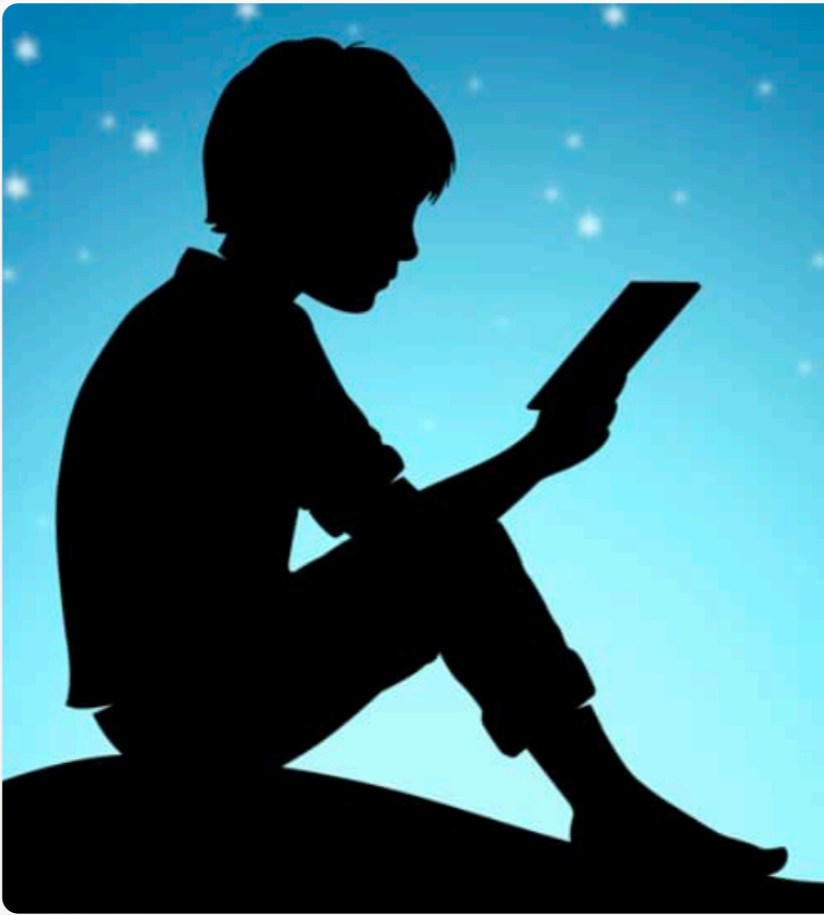






# Bhuku Mobile App

Competitive Analysis

## Competitors

	<p><b>Goodreads</b></p> <p><b>Strengths:</b></p> <ul style="list-style-type: none"><li>• Enables users to scan books by ISBN, book cover, or by barcode</li><li>• Very social app - "Facebook for Books" - you can see what friends are reading and you can read reviews other readers have left for various books - even integrates with Facebook &amp; Kindle</li><li>• Is informative and allows users to learn more about specific books they are reading</li><li>• Allows users to track books they are reading &amp; also keep track of books they're interested in</li></ul> <p><b>Weaknesses:</b></p> <ul style="list-style-type: none"><li>• Outdated / Clunky UI; design looks very similar to how it was when it was launched in 2007</li><li>• Overall average rating for books are not always reliable - readers are allowed to rate books before they are even released based on how excited they are for it.</li></ul>		<p><b>Kindle App</b></p> <p><b>Strengths:</b></p> <ul style="list-style-type: none"><li>• Well-designed interface; 3 different color schemes available for entire app (day, night, and sepia), and users can easily change brightness adjustments for reading</li><li>• Users can read books within the app itself; and the app even has a bluelight filter for easy reading</li><li>• "Word wise" feature enables users to highlight words they come across to learn more about a word's meaning and definition</li><li>• Keeps track of pages users read and keeps their place by asking them if they want to return to the last page they read if they jump forward or backward within a book</li></ul> <p><b>Weaknesses:</b></p> <ul style="list-style-type: none"><li>• One of the more annoying drawbacks of the iOS Kindle app is that it doesn't have access to the Kindle store, due to some restrictions put in place by Apple - though the Android app does.</li><li>• Free books are hard to find within the store - though they are offered</li></ul>		<p><b>Litsy</b></p> <p><b>Strengths:</b></p> <ul style="list-style-type: none"><li>• Visual / photo-oriented platform - very much like Instagram; users can post photos of their books and there is a timeline where others can see photo posts from other users</li><li>• Fluid and spontaneous content- users can upload and post anything they want as long as it's book-related</li><li>• Very social app that integrates with social media &amp; allows users to add and invite friends from Facebook, email, contacts, texts, etc.</li></ul> <p><b>Weaknesses:</b></p> <ul style="list-style-type: none"><li>• Reviews are restricted to 300 characters, which is a bit limiting and the rating system goes only from 'like' to 'so-so' leaving no room for the books users love.</li><li>• While you have 'read' and 'to-read' shelves there is no further way of organising shelves and it simply appears as an unorganised list.</li></ul>
	<p><b>Blinkist</b></p> <p><b>Strengths:</b></p> <ul style="list-style-type: none"><li>• Easy &amp; Intuitive to use</li><li>• Great summaries of popular books; key takeaways of a book can be read in under 15 minutes</li><li>• Massive collection of titles</li><li>• Gives users the ability to link with Evernote and Kindle</li><li>• Helps users manage their reading time by identifying titles they want to focus on for further reading and the ones they want to avoid altogether.</li></ul> <p><b>Weaknesses:</b></p> <ul style="list-style-type: none"><li>• Only offers summaries of books; but doesn't give users the ability to read an entire book</li></ul>		<p><b>Bookly</b></p> <p><b>Strengths:</b></p> <ul style="list-style-type: none"><li>• If a book isn't in the database, users can add it themselves immediately without getting it approved by the app team by adding the title, author, number of pages (or you can do it by percent finished), and a picture of the cover.</li><li>• Helps users keep track of their time reading by tracking all of a user's reading sessions per book, including the length of time and the number of pages they finished during each session.</li><li>• Automatically generates infographics and stats each time a user finishes a book, and includes information such as number of pages read, total reading time, and most pages / minutes read in a day as well as overall.</li></ul> <p><b>Weaknesses:</b></p> <ul style="list-style-type: none"><li>• Displays ads which will only go away if the user pays for a Pro subscription (which is \$30 / year)</li><li>• Currently only available on iOS devices</li></ul>		<p><b>BookSloth</b></p> <p><b>Strengths:</b></p> <ul style="list-style-type: none"><li>• There is a social aspect which enables users to follow other users and see who follows them. Users can search for friends easily and there is a community tab which allows user to interact with the wider community on the app as well, with posts and comments. The app encourages community interaction and following friends.</li><li>• Simple and easy to understand user interface</li><li>• User recommendations are based on their chosen favourite genres and elements. Elements are attributed to a book by users.</li></ul> <p><b>Weaknesses:</b></p> <ul style="list-style-type: none"><li>• As BookSloth is less established, it has fewer users / fewer special unique features than GoodReads.</li><li>• Not all books are logged on there, though if you search for a book and find it isn't present, there is a Google Form to fill out to request it be added. New books are added every 1-3 days according to their form.</li></ul>

## Summary of Findings

There are a huge range of mobile apps and websites dedicated to helping book readers keep track of all the books they own, books they have read, and find for suggestions for new books to read. Below are a list of features discovered that are offered by Bhuku's competitors:

### Features

- Enabling users to scan books by ISBN, book cover, or by barcode
- Reading reviews
- Track books read
- Keep track of possible books to read in the future / books users are interested in
- Allow users to read books within the app or product itself
- Offer different color schemes (day / night / sepia) for users to choose from if they are able to read books within the app / product
- The ability to purchase books from within the app or product
- For those that allow users to read books; offering a feature which enables users to highlight words they come across to learn more about a word's meaning and definition
- Giving users the ability to post & upload photos of their books
- Social apps that encourage a sense of community - integration with social media & also book clubs and reading challenges
- Offering summaries of books
- Including book ratings by users
- Tracking a user's reading sessions by book by tracking amount of time spent reading / number of pages read, etc.
- Giving users the ability to upload books to the database themselves if a book is not already listed
- Book Suggestions / "Discover" / Recommended for You / You might also like
- "Shelves" which enable users to keep track of all of their books they have / might want to read. Sometimes these look like actual shelves and more often than not display full images of book covers so users can quickly scan and see which book is what.

## Provisional Personas



### The Literary Reader

**Goals:**

- Wants to work on intellectual development / learning / growth
- Wants to always be reading something

**Frustrations:**

- Finding great books that are high literature / high quality can be difficult
- Wasting time on a bad book



### The Book Clubber

**Goals:**

- Wants to read what everyone else is reading
- Wants to discuss books with their friends & have fun with the social aspect of book clubs

**Frustrations:**

- Getting friends & family involved & coordinating things can be tricky
- Staying in contact / up-to-date with everyone is also challenging



### The Book Juggler

**Goals:**

- Wants to be able to multi-task by reading multiple books
- Wants to cover multiple genres / authors / stories / etc all at once

**Frustrations:**

- Keeping track of more than one story at once can sometimes be difficult