RESEARCH PROBLEM
Users want to read more but face challenges in maintaining a consistent reading habit.

CURRENT STATE

Current State	Description
Traditional book clubs	In-person book clubs require coordination and availability, making it difficult for busy individuals to participate regularly.
Individual efforts to build habit	Users rely on their own motivation and self-discipline to establish a reading routine, which can be challenging to maintain consistently.
Online reading platforms	Existing platforms like Kindle, Libby, Wattpad, and Webtoon provide digital reading options but lack dedicated features to support habit formation and accountability.
Social media groups	Users may join online reading communities on platforms like Facebook or Reddit, but these groups often lack dedicated tools for tracking progress and fostering interaction.

DESIRED STATE

Desired State	Description
Virtual book clubs	A platform to join or create book clubs virtually, engage in remote discussions, and have flexibility and convenience in participation and progress at individual paces.
Social reinforcement	Integration of social features that encourage accountability, like shared reading goals, progress tracking for all members of the book club, and peer support.
Personalized recommendations	Intelligent algorithms or curated suggestions that help users discover books aligned with their interests and preferences.
Annotation sharing and discussions	Ability to annotate and share thoughts *within* books, fostering interactive reading experiences and remote discussions with other users.
Motivational features	Gamification elements, challenges, or rewards to incentivize users to achieve reading goals.

GAP ANALYSIS

Gap	Action Plan
Lack of convenient virtual book clubs	Allow users to create/ join virtual book clubs, providing a flexible and accessible way to engage with others readers.
Limited social reinforcement	Implement social features like sharing reading goals, tracking friends' progress, and other peer support mechanisms for accountability and motivation.
Absence of personalized recommendations	Incorporate intelligent algorithms or curated suggestion systems that offer personalized book recs based on user preferences and reading history. Allow users to recommend books to each other.
Inadequate annotation sharing within books	Enable users to annotate books (highlights, notes, comments) and share with other users.
Lack of motivational features	Introduce challenges, rewards, and visual tracking of other members' progress to incentivize users to read more.