Problem Statement

People who want to read regularly struggle to maintain a comfortable and continuous relationship with books because existing reading platforms and book marketplaces increase cognitive load through rigid goals, fragmented formats, and productivity-driven tracking. These systems fail to adapt to real-life contexts such as limited time, fluctuating cognitive load, and accessibility needs, causing reading to feel mentally demanding rather than supportive and leaving physical books underused instead of easily reused or exchanged.

Empathy Map (Multitasking Reader)

(Student / working individual / night-shift worker)

SAY

"I want to read more, but I don't always have the mental space"

"I don't want reading to feel like another task."

"Some days I can read, other days I just want to listen."

"I have books at home that I've already finished."

"I feel bad when I miss a day."

THINKS

"I don't have enough focus right now."

"If I can't read properly, maybe I shouldn't start."

"Progress bars just remind me how little I've done."

"Switching apps or formats is tiring."

"There should be an easier way to continue where I stopped."

DOES

Starts reading but stops after a few minutes

Switches between reading and audio depending on situation

Avoids opening reading apps after missing days

Reads or listens in short, fragmented sessions

Leaves physical books unused after finishing

FEELS

Mentally overloaded

Slight guilt or frustration

Calm when content adapts to their pace

Uncertain

Motivated when pressure is removed

Confused