

Creative Brief



Mission

The mission of this project is to design a pressure-free reading platform that reduces cognitive load and supports how people realistically engage with books in everyday life. The app aims to help users maintain a sustainable and comfortable relationship with reading by adapting to their daily capacity, context, and accessibility needs.

Purpose

The purpose of the app is to make reading feel supportive rather than demanding by integrating daily reading rhythm, digital reading, text-to-audio listening, and physical book exchange into one cohesive experience.



Problems the App Solves

- High cognitive load caused by rigid goals, streaks, and progress metrics
- Fragmentation between physical books, e-books, and audio formats
- Difficulty sustaining reading with limited time or fluctuating focus
- Physical books becoming unused after being read
- Accessibility and format flexibility treated as secondary rather than core needs

benefits will users gain from this app

- Reduced cognitive load while engaging with reading
- Freedom to read, listen, or pause without guilt
- Seamless continuity between text and audio formats
- A simple, low-friction way to reuse and exchange physical books
- A calmer, more personal relationship with reading





Target Markets

Primary Target Market

Students and working individuals with limited time and fluctuating cognitive load who want to read without pressure

Secondary Target Market

Avid readers who own physical books and want a simple way to buy, sell, or exchange them

Tertiary Target Market

Users with visual strain, fatigue, or attention variability who benefit from seamless switching between reading and listening

key message

A pressure-free reading platform that adapts to your daily capacity—letting you read, listen, or pause without guilt or pressure.

Unique Selling Proposition (USP)

A reading ecosystem designed around cognitive comfort rather than productivity, combining flexible daily reading rhythms, seamless text-to-audio switching, and physical book reuse in one unified experience.



Competitive Analysis

Competitors

- Apple Books
- Goodreads

These competitors represent two dominant approaches: content consumption and reading habit tracking.



Competitor Capabilities

Apple Books — Digital Reading & Consumption

Apple Books provides access to e-books and audiobooks through a visually clean and distraction-free interface. The platform supports reading and listening, saves user progress, and focuses on content consumption within a closed ecosystem. Progress indicators and completion tracking are visible, reinforcing a completion-oriented experience

Goodreads — Reading Goals & Social Accountability

Goodreads supports reading habits through goal setting, reading challenges, and visible progress tracking. Users log books, set annual reading targets, and share activity socially. Motivation is driven by accountability, comparison, and achievement-based metrics.



UX Gaps Identified

Despite their strengths, both platforms present UX limitations related to cognitive load and real-life reading behavior

- Reading progress is highly visible and evaluative
- Engagement is framed around completion, goals, or performance
- No adaptation to daily cognitive capacity
- Reading and listening are not treated as a fluid, interchangeable experience
- Physical book reuse or circulation is not supported

How Our App Is Different

Customizable Daily Reading Rhythm

Users set a daily intention and comfort range instead of long-term goals or challenges.

Quiet Progress Awareness

Progress is tracked silently without streaks, percentages, or comparison.

Cognitive Load-Aware Design

The experience adapts to fluctuating focus and mental capacity.

Integrated Reading Ecosystem

Digital reading, text-to-audio listening, and physical book reuse exist within one continuous system.