

Focus Group Minutes

Presentation Order

- Problem Statement
- Problem Brainstorming
- Personas
- User Needs
- Creative Brief

Presenters

Jowin Jose
Ramneek Singh
Vijay Duhan
Dhanush Kaithavalappil Santhosh

Note Taker

Noyal Kanjirathingal Jose

Key Feedback from Participants

Customized Reading Tasks

Participants felt that customized and time-based reading tasks for books and documents are useful. However, they were unsure how flexible this system would be for different types of users and reading habits.

Physical Book Marketplace

Person-to-person selling and exchanging of physical books was seen as engaging and supportive of a strong reading community.

Interactive Marketing & Transcripts

Interactive marketing features and the use of transcripts made the platform feel exciting and engaging for users.

Free vs Paid Model

It was unclear whether the platform should be free or paid. Participants suggested that the app could be free, with users paying only for books through publisher partnerships.

Physical vs Digital Books

The relationship between physical books and e-books was confusing. However, converting e-books into audio was considered very helpful, especially for users with busy schedules.

Customizable Audio

Customizable audio based on age and health needs sounded useful, but participants were unsure how detailed this customization should be.

User-Generated Content

Allowing users to share their own writing and thoughts as books was seen as creative. However, it was unclear how feedback would influence this content.

Brand Name Change

The project name was changed from Chapter Void to Libryx because a shorter name is easier to remember and more user-friendly.

Task Customization & Time Management

Task customization and time management features were still confusing. Participants suggested keeping the system simple and structured so it feels easy and supportive.

Change Strategy Report

Validated Assumptions

- A community-based marketplace for physical books is engaging and valuable.
- Converting e-books into audio is a strong feature for busy users.
- Interactive elements increase interest and engagement.
- A shorter, simpler brand name improves memorability.

Changes Needed Moving Forward

Clarify Customization Features

The flexibility of time-based reading tasks must be explained more clearly. The system should allow users to choose simple or advanced customization depending on their needs.

Simplify the Book System

The relationship between physical books, e-books, and audio books needs to be clearly defined. Each format should have a clear role in the platform.

Refine Audio Customization

Audio personalization should be kept useful but not overly complex. It should focus on practical options related to age and health needs.

Define User-Generated Content Rules

Guidelines must be created for how users share their writing and how feedback will affect their content.

Adopt a Clear Business Model

The platform will be free to use, while book purchases will be handled through publisher partnerships and implement a membership

Keep Task Management Simple

Task customization and time management features should be minimal and structured to avoid confusion and mental overload.

AI Use Disclosure

AI tool (ChatGPT) was used to structure and organize the Focus Group Minutes and to correct grammar and spelling in both the Focus Group Minutes and the Change Strategy Report. The original content was written by our group(team 4) from notes taken during the focus group session. The AI tool was not used to create new feedback or ideas, only to improve clarity and presentation of existing content.