Amazon Kindle 2.0

Unlocking the Potential of Comprehensive Reading Data

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Agenda

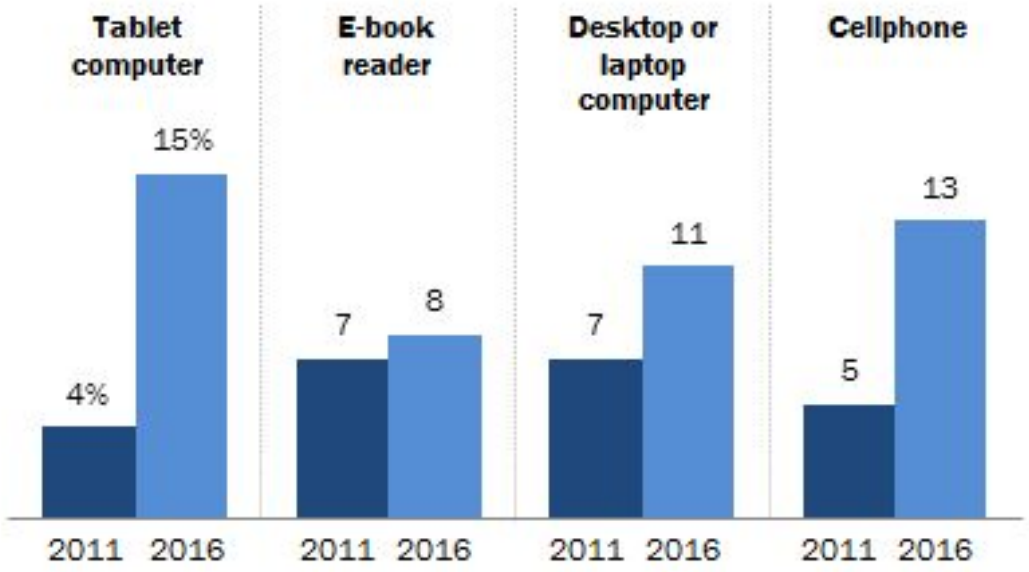
1. Introduction
2. The Elevator Pitch
3. Kindle App Basics
4. New Data-Driven Features
5. The Data
6. User Experience

"A growing share of Americans are reading e-books on tablets and smartphones rather than dedicated e-readers, but print books remain much more popular than books in digital formats."

-Pew Research Center

More Americans are reading books on tablets and cellphones, even as dedicated e-reader use has remained stable

% of U.S. adults who have read an e-book in the last year using a/an ...



Source: Survey conducted March 7-April 4, 2016.
"Book Reading 2016"

PEW RESEARCH CENTER

What else could readers want?

2.
The Elevator Pitch

Our Proposal in a Nutshell

In 30 Seconds or Less...

An improved Kindle app that captures a user's reading data and stores this data on Amazon Cloud servers allows for the creation of comprehensive reading data sets. Users can access this data via reading profiles that are populated and updated in real time as they read.

3.
Kindle App Basics

What the Kindle Does Now

Annotation Features

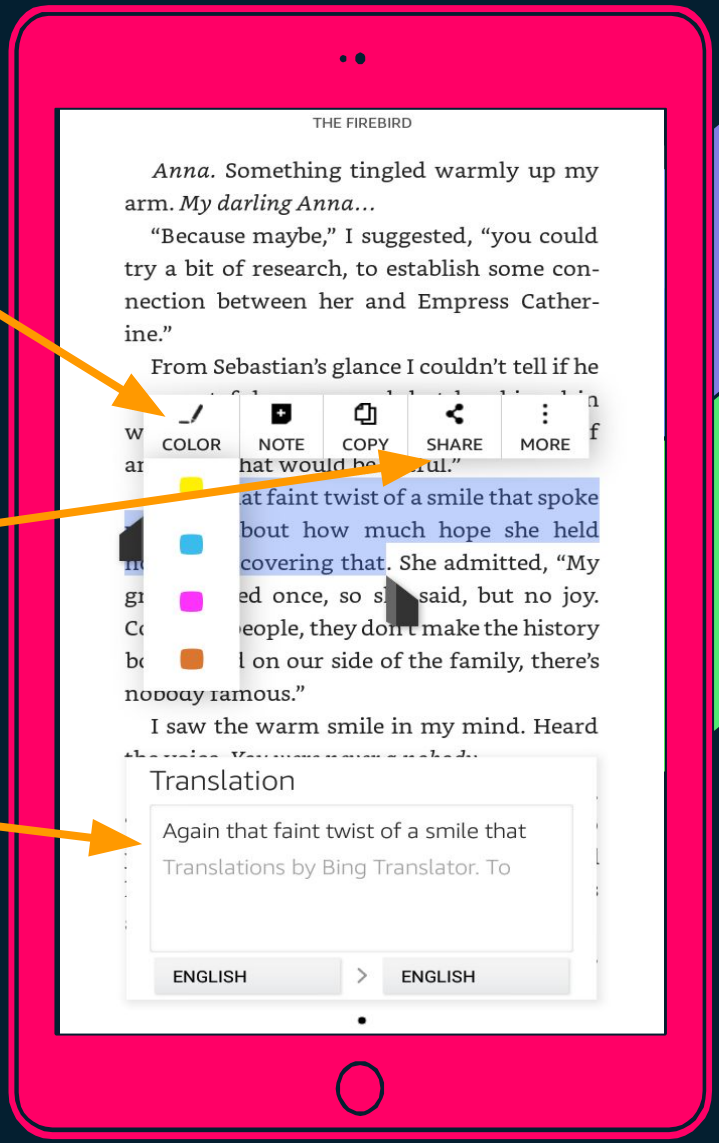
- Highlight
- Note

Social Media Features

- Recommend Book
- Share a Quote

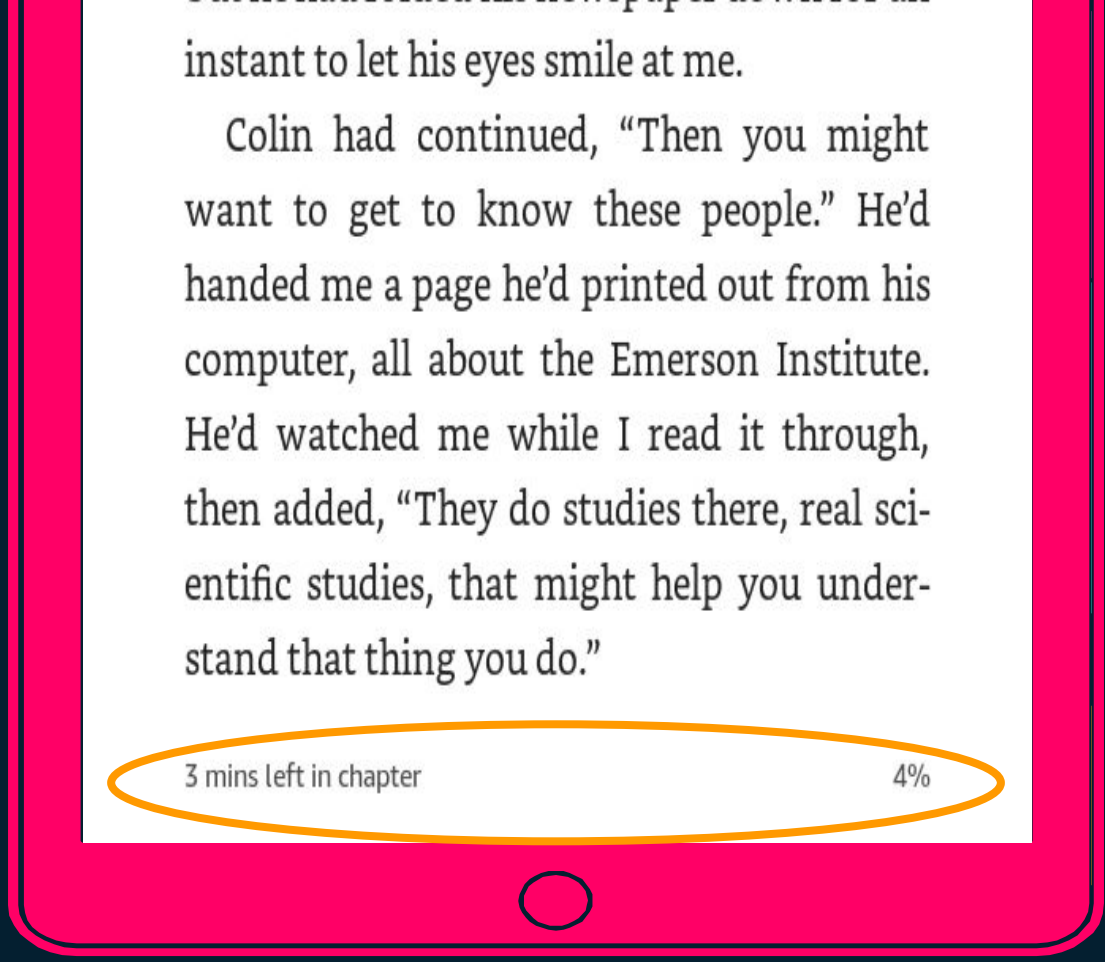
Reference Features

- Translation
- Dictionary
- Wikipedia



Reading Speed Feedback

- Reading speed calculated per book
- Data stored locally on device ONLY



4.
New Data-Driven Features

Comprehensive Reading Data and
User Reading Profiles

Capturing Reading Data

Storing reading data captured from a Kindle device on Amazon Cloud servers would allow for . . .

- Aggregated Reading Speed Data
- Aggregated Annotation Data
- Other data aggregations (i.e., Total Books Read, Total Pages Read)
- The ability to generate data visualizations of trends over time

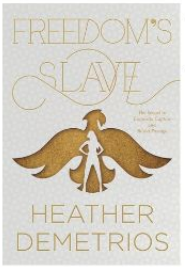
User Reading Profiles

Captured Reading Data will be used to populate reading profiles that will allow users to . . .

- Access visualizations of personal aggregated reading data over time
- Access reading data per book
- Integrate other social media platforms to share data among friends
- Access Reader Data Analytic Reports (Authors)

Welcome, Mary Lou!

Home | Reading Stats | Books | Media



Reading Statistics

Live Updates feed

Image

WHEN YOU DO THINGS RIGHT, PEOPLE WON'T BE SURE YOU'VE DONE ANYTHING AT ALL.

--FUTURAMA

5. The Data

COST EFFECTIVE!

- ➔ Collected by Kindle device.
- ➔ Stored on Amazon Servers.
- ➔ Accessed from Amazon Servers.

6. User Experience

- ➔ New features will be integrated into existing application following similar graphical design elements and task flows

- ➔ Will leverage existing information architecture of the application.

THANKS!

Any questions?

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Sources

http://www.pewinternet.org/2016/09/01/book-reading-2016/pi_2016-09-01_book-reading_0-04/

https://www.amazon.com/gp/help/customer/display.html?nodeId=201733740

Credits

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