

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**

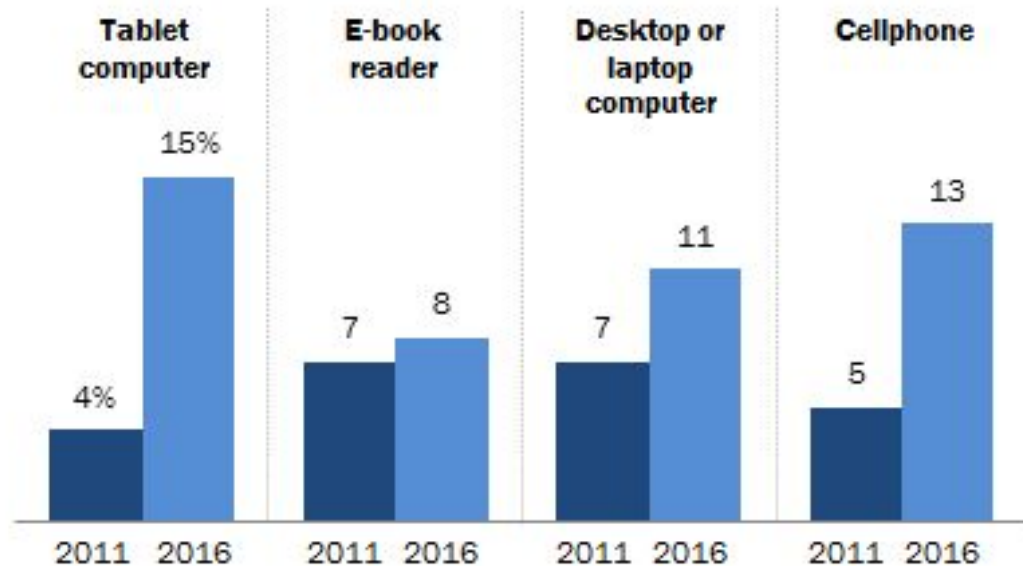


“A growing share of Americans are reading e-books on tablets and smartphones rather than dedicated e-readers, but print books remain much more popular than books in digital formats.”

-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?***

The slide features a dark blue background with abstract, colorful geometric shapes in the corners. On the left and right sides, there are overlapping, semi-transparent shapes in shades of green, cyan, magenta, blue, and orange, creating a modern, layered effect.

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.

The background is a dark blue gradient. In the top-left and bottom-left corners, there are overlapping, semi-transparent geometric shapes in shades of green, cyan, magenta, and blue. In the top-right and bottom-right corners, there are similar overlapping shapes in shades of purple, cyan, red, and orange.

3. Kindle App Basics

What the Kindle Does Now

Annotation Features

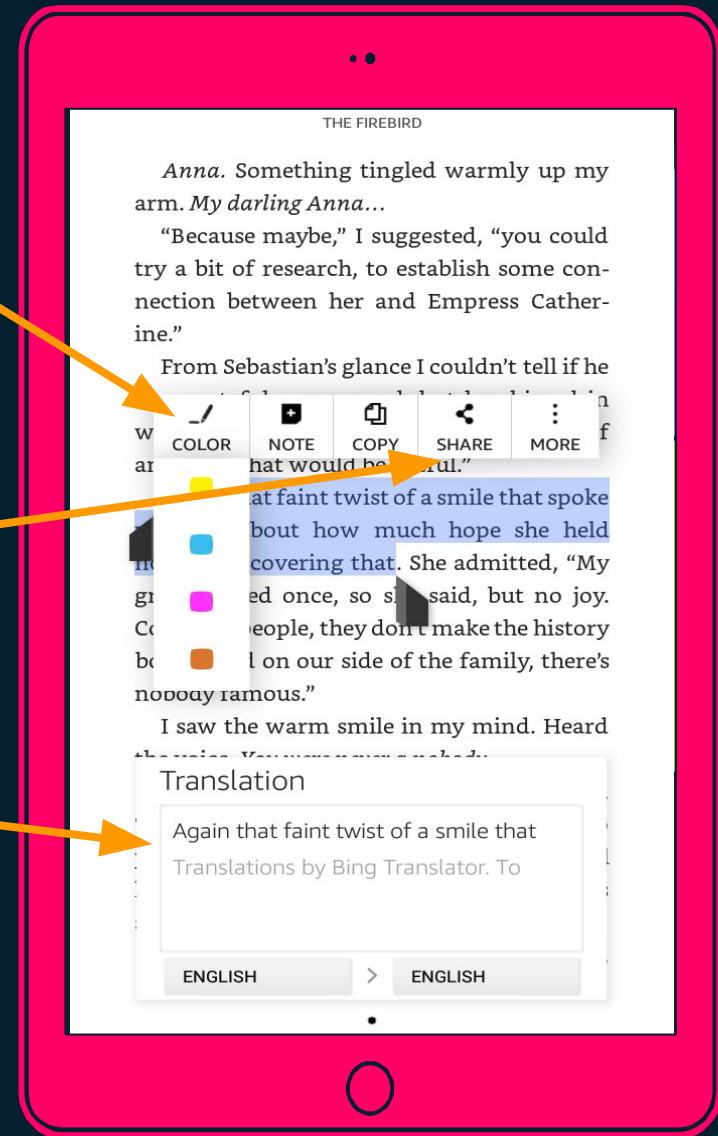
- › Highlight
- › Note

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

instant to let his eyes smile at me.

Colin had continued, “Then you might want to get to know these people.” He’d handed me a page he’d printed out from his computer, all about the Emerson Institute. He’d watched me while I read it through, then added, “They do studies there, real scientific studies, that might help you understand that thing you do.”

3 mins left in chapter

4%

The slide features a dark blue background with decorative geometric shapes in the corners. On the left and right sides, there are overlapping, semi-transparent shapes in shades of green, cyan, magenta, blue, and orange, arranged in a way that suggests movement or data flow.

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!

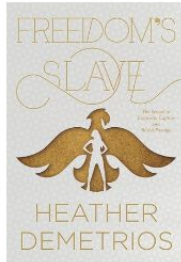


Home

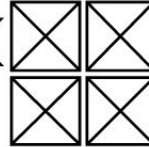
Reading Stats

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

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

COST
EFFECTIVE!

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.

ALSO
COST
EFFECTIVE!



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?no_deld=201733740

Credits

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