Case Study

suggestic@

Client Profile:

Suggestica is a web-based service which offers authorized suggestions to its users, using identified thought leaders in each niche rather than just aggregate statistical data from large pools of undifferentiated users. It finds its strength in the 'Trusted Authority' that their expert opinions command, in order to save time for its users to scout for a good read.

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Tecnology Used:

Ruby On Rails

Business Situation:

Let us dig into some statistics for books. Last year, more than 170,000 books were published in the United States alone. However, only 7% of these books sell more than 1,000 copies per year. This means that there is a 93% chance that you might pick up a wrong book to read! More than loss of money, reading a wrong or bad book can have a huge opportunity cost. The increasing number of publications made every year made it a difficult choice for readers looking for quality reads.

A thorough market research revealed different approaches used by people interested in buying books. The only possible ways to select a book for buying/reading solely relied upon statistical reports of unidentified users. No authorized expert recommendations were available for book readers to refer to for having a pleasurable reading experience. Hence the concept of Suggestica emerged, in order to connect book readers to experts in certain niche areas.

Solution Approach:

The complete portal design was executed by Compassites keeping in mind the value created for its users.

Backend Design: A database was created with all the relevant information regarding books and recommendations. Each set of recommendations were gathered from selected experts who shared knowledge about a particular field and thus their suggestions held considerable value.

Frontend Design: A set of additional features were offered to the users through the front end user interface which included "top 10 suggestions made", different quotes of authors and other features which would intrigue a reader to know more about the books at hand.

Benefits & Results:

¤ The solution developed by Compassites saved a lot of screening time and money for the readers in order to reach their ideal 'good read'.

Suggestica data base with all the relevant information regarding books and recommendations taken from experts.

Experts on each domain, review and share thier recommendations regarding books relating to their feilds

Recommendations/ suggestions regarding books

suggestica

Suggestica user interface for book lovers

Get suggestion on top 10 books based on experts' opinion

Click the ecommerce site link to purchase the book you like

¤ Opinions of industry/domain experts mattered in suggesting books to readers.

¤ Among the multitude of books released every year, Suggestica provided as an ideal platform for deserving authors to gain momentum amongst readers.