

Key Features and Functionalities

Mobile Application Bookstore

Many local bookstores struggle to compete against large retailers because they do not have to online digital touch. Costumers cannot browse available books, search for what they want, receive recommendations or purchase books online from the store.

This leads to that customers must physically visit the store, search for what they like for hours and then after that wait in a line for another long time. There is no convenient way to discover new books or personalized suggestions.

The challenge is to improve the customer experience, sales and engagement by creating a **mobile application** that allows customers to conveniently browse and purchase books directly.

With this application we can solve all this problems

This application should have these functionalities.

1. Book Browsing - Price, availability, title, author, description, ratings
2. Search system - Categories, specific books, specific genres.
3. Personalized recommendations - Previous purchases, Previously viewed books, Trending books, user preferences
4. User Accounts - Create and log into accounts, Save favorite books, Track order history ,Manage delivery details
5. Shopping Cart – Add books to cart, Remove from cart, Total cost
6. Secure Checkout process – Delivery address, Payment Method, Confirm Orders
7. Order tracking – Track order status, Receive updates

8. Reviews and ratings – Rate books ,Write reviews, see other peoples ratings and reviews
9. Notifications- Special offers, New book releases, Order updates, Personalized recommendation's
10. My personal add on is digital books. Downloadable books

Core objectives

This Application should:

1. Increase sales
2. Increase customer engagement
3. Improve the Customers experience
4. Inform customer of new books and news
5. Provide an easy fast and secure payment process