

Hoot Book Revival

Executive Summary

Community Partner

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Student Consulting Team

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Background

Hoot Book Revival is a startup founded by Natalie Zeltman and Connie Webb which targets homeschooling parents. Hoot Book Revival provides a platform for homeschooling families to buy or sell educational books for homeschooling.

Project Description

Project Opportunity

The main problem faced by Hoot Book Revival is lack of inventory and sales on their website. The company has visited homeschooling fairs around the country and every time someone hears about the website, they are very enthusiastic about it; however, once the person searches for a specific book the enthusiasm goes away due to the lack of inventory. What brings value to the website is inventory. Natalie requires integrating a mobile app to facilitate the process of easily posting book information including visuals of a book's condition. This way more sellers will list their used textbooks because it makes the posting process much more streamlined especially when compared to anything else on the market. Potential buyers may find the additional information about books valuable to their purchasing decisions.

Project Vision

The project aimed to build a mobile application integrated with the Hoot Book Revival website to scan barcodes of books to speed up the selling process. The mobile application will be designed so that users can scan a book's barcode to find available information about the book through its ISBN code, and quickly input visuals of the books condition and other important details of the book including suggested prices. This way sellers can scan dozens of books in minutes and quickly post them all for selling on the website. This solution will drive more traffic to the website as the inventory increases and purchasing decisions are enhanced through additional information.

Project Outcomes

The main top-level outcome is the application built that allows users to list books very easily, which in turn will increase the client's inventory and bring more customers to the site. The process outcome is that the system became much easier for the end user to use and we believe

that with the new process more users will start using the platform. In terms of technology outcomes, we provided an iOS application and a system integration API for the client's current system. The main outcome of the iOS application is allowing easy listing of new products and the system integration API allows the iOS application to work. In addition, the API also is modular in the sense that it can be used in different system when integrating with the client's current system. Finally, in terms of people outcome, the client has a better understanding of current system using WordPress and WooCommerce and also learned a lot about the process of mobile application development, which the client can apply if the client decides to extend the system to an Android application for example.

Project Deliverables

Xcode project, PHP files, design documents, development document, test videos

Recommendations

The following is a list of potential enhancements to this project:

1. Successfully integrate with a robust API such as Amazon API
2. Automatically take condition into account when giving price suggestions
3. Have a system rating seller's credibility
4. Carryover full functionality on the App so that full transactions can be completed

Student Consulting Team

Sungho Cho is a junior in Information Systems with a double in Computer Science. He worked on the system integration with Hoot Book's current website. He also worked on the application's functionalities and frontend development.

Vivian He is a junior in Information Systems with a double in Human-Computer Interaction. She served as the project manager of the group and worked on the design and user interaction of the application.

Alberto Oshiro is a junior in Information Systems with a minor in Computer Science. He served as the client's point of contact for the group. He worked on the app's backend and frontend functionalities.