

1/6 **Bookshelf 2.0**

Traditionally shopping combined with new technology.

The Function



- 1. Choose a genre
- 2. Choose a book
- 3. Click on the book you like



- 4. Brows in the book
- 5. Read more informations
- 6. Turn back or buy the book



- Payment Option 1:**
Print a Coupon and pay at the pay desk
- Payment Option 2:**
Hold your E-Book or Smartphone on the code and pay online

Solution

Go to your bookstore and find your new book in the same way like the physical books. The new concept shows a display as a bookshelf. Choose your book and browse through all pages. At least you can pay directly online, by holding your ebook or smartphone on the code or printing a coupon and pay directly in the store.

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Bookshelf 2.0

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What is the core principle of your idea?

Taking the old shopping princip of physical books and combine it with a new technology. This programm makes it possible to browse though the whole book and getting your book directly in the store.

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Can your idea be applied to different formats (in a bookstore, at a trade fair, at a conference)?

It can be applied to different formats

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Would it be possible to turn your idea into a reality, or at least create a prototype of it, at short notice, i.e. by the Frankfurt Book Fair in October 2014?

Yes

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What do you estimate the costs for the prototype or the final implementation of your idea to be?

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Creative's profile



Olivia88 PRO
Product Designer

Creative's top 5 skills

Product Design