

Task ID	Task	Priority	Who	Status
1	Implement existing Amazon product search	critical		
1.a	Incorporate search box into book discovery UI		design	
1.b	Incorporate search results into book discovery UI		design	
2	Option to sort search results using book discovery recommendations and algorithms, or using data from the physical properties and language database (i.e. sort by size)	critical		
2.a	Hook into search API		engineering	
2.b	Create custom sort function using standard search results and information from book discovery database		engineering (design for UI details)	
3	Randomized search for relevant books	low		
3.a	A “random” button that uses a random search algorithm to find books similar to the current book they are viewing (by possibly author, genre, length, similar reader preferences, new, etc)		engineering (design for UI details)	
4	Engaging UI to make book discovery as easy as possible--based on user research, but not disgustingly slick.	critical		
4.a	Review research with designers		research and design	
4.b	Generate design ideas		design	
4.c	vetting of designs by research and engineering		Design and research--small contingent from engineering	
4.d	decide on design		PM, design	
5	Reader profile to help algorithms and live bookselling experts make recommendations.	critical		
5.a	Hook into Amazon account API		engineering	
5.b	Add “reader profile” tab to account information		Design	
5.c	Determine table structure and create tables for reader info in book discovery DB.		engineering	
5.d	Create web service and provide access to fields as needed by the UI backend team.		engineering	
6	Targeted questions readers can answer to help algorithms and live bookselling experts make recommendations	high		
6.a	Determine table structure and create tables for targeted questions and user answers in book discovery DB		engineering	
6.b	Create web service and provide access to fields as needed by the UI backend team.		engineering	
7	Users can input feedback on books	critical		
7.a	Hook into Amazon account API		engineering	

7.b	Determine table structure and create tables for reviews in book discovery DB (not utilizing existing reviews DB....book reviews will have different information--possible to augment existing reviews DB? Assess.)		engineering	
7.c	Create web service and provide access to fields as needed by the UI backend team.		engineering	
7.d	Statistics on number of books reviewed by user and quality of review? Can we put hooks into the existing Amazon review system? Are we interested in hooking into third-party systems (e.g. GoodReads?)			
8	Request recommendations service. Users can request a recommendation from one of our bookselling experts--the expert will look at their ratings of previous reads, answers to a few targeted questions, and make recommendations.	critical		
8.a	Researchers: what do the experts need from the reader to make good recommendations?		booksellers and research	
8.b	UI team: form for request		design	
8.c	Determine table structure and create tables for recommend request in book discovery DB.		engineering	
8.d	Create web service and provide access to fields as needed by the UI backend team.		engineering	
9	Reuse recommendations from the request recommendations service as automated recommendations for customers with similar interests and answers to questions.	low		
9.a	Develop algorithm to match similar users to a user that requested expert recommendations.		engineering	
9.b	Use those recommendations as suggestions for those users.		engineering	
10	(internal feature)Do metrics on the success of recommendations from the recommendations service--did customers like the books we recommended? Use this info to increase recommendation quality (expert and automated)	critical	engineering and research	
10.a	Tool to do analysis on recommendation quality using data from the recommendations service and the reviews service. tool should: assess experts' individual performance, assess overall recommendation quality, and compare quality to automated recommendations.		design and engineering	
10.b	Improve automated recommendation algorithm using data from successful expert and automated recommendations.		engineering and research	
11	Replicate "thumb through" experience of a physical bookstore	critical		
11.a	UI implementation		design and research	
11.b	Hardware and storage space for book content preview pages		engineering and operations	

11.c	Create database to store book content previews. We'll use an artificial primary key for the books, to allow us to deal with books that might not have an ISBN (or other non-book products), but we'll primarily index off ISBN.		engineering and operations	
11.d	Create book content preview import tools		engineering	
11.e	Specify book content preview format for publishers (does standard format already exist? utilize if possible)		PM and engineering	
11.f	Preview books on front and back covers? (Usually the two parts of the book users look at first)		design, research and engineering	
12	Give an estimated "time to read" based on number of words in book and sophistication of writing. Allow users to filter results based on this property.	low		
12.a	Research if this a rating books come with from the publisher. If not, we have to get the booksellers to figure it out and give them a tool to update it.		PM, booksellers, engineering	
12.b	Make sure the filtering function has hooks into the data source		engineering	
13	"Chat with a bookseller" feature?	low		Not scheduled for this release
13.a	Integrate into UI		design	
	Research options (off-the-shelf)?		PM	
	Implement solution		engineering	
14	(internal feature) UI for hired book experts to "arrange" books on virtual bookshelves and feature titles on certain pages	critical		
14.a	Implement UI		design	
14.b	Program hooks into bookstore pages that will allow this functionality		engineering research, booksellers	
14.c	Research what booksellers need this to look like			
15	(internal feature) UI for hired book experts to recommend books to customers based on their ratings of books they've read before, targeted questions, and reader profile (maybe a goodreads plugin?).	critical		
15.a	Implement UI		design	
15.b	Hooks into reviews, profile, and targeted questions data sources			
15.c	Display algorithm recommendations as a starting point		engineering research, booksellers	
15.d	Research what booksellers need this to look like			
16	(internal feature) UI for hired book experts to create new targeted questions for readers to answer. Includes an approval process where the new question is vetted by management before being available to customers.	high		
16.a	implement UI for booksellers and management		design	
16.b	hooks into targeted questions data source		engineering	

16.c	Hook into local identity management system		engineering	
17	Able to drop book on temporary stand or saved space (on their account) and if not looked at in a given time (when on the stand), automatically placed back on shelf	low		Not scheduled for this release
17.a	Modify code from wish list or shopping cart from standard Amazon store to dump contents after a specified amount of time.		engineering	