

Universidade do Minho

mestrado em  
SERVIÇOS de INFORMAÇÃO

# “Help make a story”

[www.ordersoul.com](http://www.ordersoul.com)

**Abstract:** E-books are books in a digital format that came to substitute the printed books.

E-books can be read in electronic devices such as the already famous e-readers, computers, PDAs or even cellphones. Because of his various advantages, such us durability, portability, price, among others, the book editors have been exploring and expanding this new market and another big challenge has been developing this service.

**Objectives:** “Help make a story” service allows the creation of stories using the global network of users. The evolution of the story is conditioned and decided by suggestions and contributions given by the users.

The service also allows the creation of stories in which some of the characteristics (actors, places, times, scenarios, argument, among others), can be previously defined.

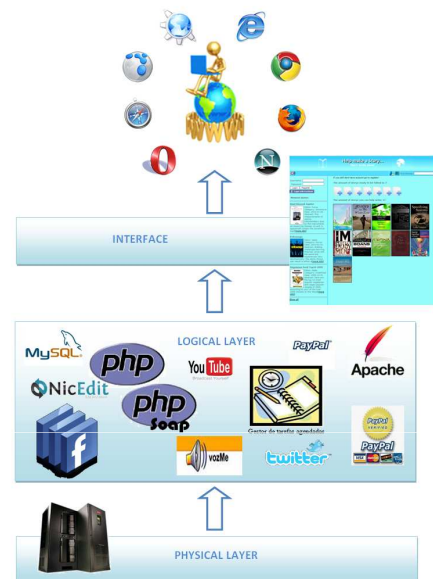


Fig. 2 - Service Architecture

Strategic Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segment
On a first stage, we don't expect to have any partnership	Enable a multiple users to make a contribution to a story development	- Explore the creative side of the user;	- Contribution with stories; - E-book purchase; - Frequently Asked Questions service; - Help tools online;	All web users with a special taste for reading and writing
	Key Resources	- Contribution varius users	- Distribution Channels	
	E-books		By web (download)	
Costs		Revenues		
Maintenance Advertising Marketing Human Resources		E-books sells Story slot selling		

Fig 1 - Business Model

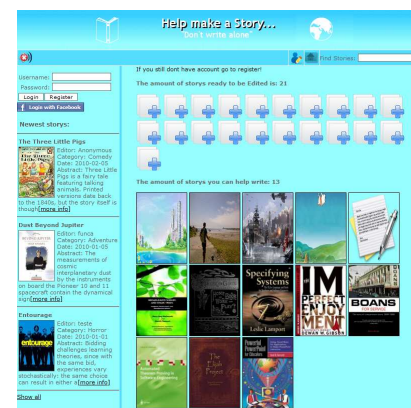


Fig. 3 - Service Interface

## Expected Results:

- Create an intuitive service that captive users to read and write;
- Promote the e-books technology, leaving the traditional books and reducing environmental impacts.

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