



اَوْنِبُورِ سَيْتِي تَيْكُونُ لَوِي كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## BLUEPRINT FOR 'READ TO ME'

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## **1.0 EXECUTIVE SUMMARY**

### **1.1 PROBLEM STATEMENT**

When dealing with daily routines, some may experience difficulties in wanting to just seating down and read. They might need to be focus on reading and stop doing other works. Physical books may required all of their attentions in just reading. Thus the creation of audiobook.

The “Read to Me” help to in helping people to listen to their favourite books while doing other activities. For instance, this audiobook can be play while cooking which are most suitable for those that are started to learn cooking. It will read all the steps and recipes while they are preparing and cooking. Other than that, this audiobook can also be play while exercising, driving or house cleaning.

Beside that, young reader or people that are trying to learn to read will get benefit from this audiobook. It is well know that audiobook can help with learning, thus the “Read to Me” will able to assist them in learning new words and the pronunciation while seeing the whole texts in the physical book. They can see the spelling of certain words with how to properly pronounce it. Thus through the purpose of educating, this audiobook can be a big help to the community. Beside that, while hearing to others’ reading, it can also become a therapeutic session. Such as hearing a soothing voice reciting a story to the listener can let them to visualize the story and deepening the understanding even better. With this purpose, listener can enjoy themselves even better.

What special about the “Read to Me” is that it detects which physical books that is one desired to read and listen. With almost 500 choices of book in the cloud library, reader can start reading by just putting the desired physical book on top of the scanner. Through advance technology, the “Read to Me” will detect the title of the book and what page is open. Through this, reader can have an easy access in listening to their favourite books. They can bring anywhere their book with to read and listen. Such as while picnicking and enjoying the view. Other competitors like the Audible from the Amazon company, the users need to subscribe first in order to have access to their

audiobook meanwhile “Read to Me” only required the user’s physical book and an internet connection where it would not be a problem to this current economy.

## **1.2 OBJECTIVES**

The objectives of this “Read to Me” is for people to enjoy reading to their favourite while being able to do other activities in their daily life. The main purpose is for readers to be able to multitask with ease. Users can be doing such as cooking while listening to the the book playing in the background.

Other than that, for the education purposes for the young readers and people that are starting to learn reading. Parents at home can use this audiobook to teach their children reading through listening in a more fun manner. Children tend to lose focus easily thus by using this audiobook, learning can be more entertaining to the young readers. They can also learn own their own if the parents are being busy.

Beside that is for the community to support local products other than international product. One of the most popular brand the Audible by the the amazon company. It is a big brand company that already well known globally. The readers need to subscribe first and pay a monthly fee to stay as a subscriber for their audiobook. Meanwhile, for the “Read to Me” audiobook, the user only need a physical book. This gave an advantage to the readers in a cost effective way.

In this company, the main staffs that will lead the production and success of the “Read to Me” is from the manufacturing, quality control, marketing, the voice actors and information technology department. These departments play a crucial role in order for this product to be a success among user. Feedback from the users also need to be consider to satisfy the user.

## **2.0 PRODUCT DESCRIPTION**

Nowadays, people often neglect the wonderful world of reading books due to constrict time consuming. They are packed with daily life activities that reading can be a hassle due to being unable to do anything else while reading. Being one of the inspiration to solve this problem, Borahae Sdn Bhd come up with an idea of a product to ensure that public can still read their favourite or rather listen to their book while doing other activities.

The “Read to Me” is an audiobook combining with a digital book to let readers enjoy their favourite books while being free to do other daily activities. This products focus on letting the users to listen to the content of their desired books but also to educate young readers with the method listening to the pronunciation of the words. With the size of a folio that will fit the standard size of regular books, it will scan the title and content of the books through and image scanner. This image scanner are placed in the middle of this device and the information will send to the program available in the system. It will then locate the new information about the book in the cloud library of this audiobook. Lastly, through a voice programmed in the system, the device will play the recording of the desired books by the user.

The “Read to Me” are powered by electricty which provided through battery charges such as handphones and laptops. It requires a minimum of 3 hours charging for a full 10 hours of usage. The battery in this device is the size of 5000mAh. Thus user can enjoy listening to the content their books for a longer time. The appearance of this device takes place such as regular book with an outer layer made from aluminium alloys. It is a better material than plastic as it can protect the device from water, it is shockproof and also it is lightweight which suitable for kids user. Thus it also let the consumer to use this product comfortably.