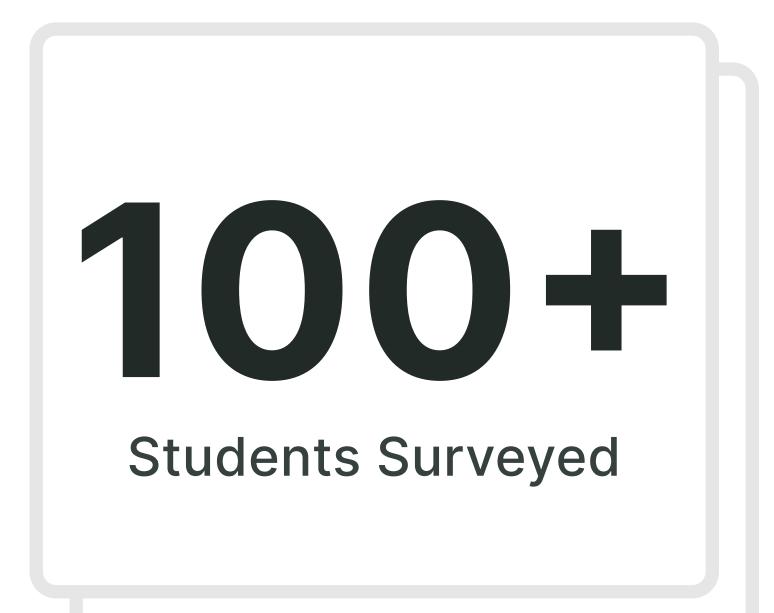
## Market Research

To gauge interest in this new platform, I created a survey and sent it out to be reviewed by the SHC community. The results are eye-opening and reveal significant dissatisfaction with the current system.



## Statistics

SHC has over 130 titles listed on the official Books and Resources page. As of now, textbook and found. On this platform, buye

- **86%** Students willing to make the switch
- **4** out of 10

Median rating for finding books with Schoology

2.5X Potential Increase in textbook maketplace usage

## Analysis

After reviewing the raw data, I came to a few major conclusions.



Students aren't satisfied with the current SHC textbook marketplace. Of students surveyed, two thirds had never used it to buy or sell a book.



There is potential for disruption: 86% of respondents would be willing to use the new system, and 82% of those who do not use the current system would use the one.



The vast majority of students want to use the SHC Textbook marketplace, but the current system is so difficult that many decide against it.