

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.

100+
Students Surveyed

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 marketplace usage

Analysis

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

1

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.

2

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.

3

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