

- HMW engage users so that they feel connected and interacted :

a. 'Share' feature: it allows users to share any book, their wishlist, bookmark, notes to anyone, and the main platform(i.e., Facebook, Twitter).

b. 'Comment' and 'React to comment': users can swipe up to see the text content, select and hold on the sentence, a bar of features pop up. It allows users to copy, comment, share, underline, add bookmarks and report. Users can post their own comments and see what other users have commented. It allows users to react to others, they can like it, share it or save it to favourite.

c. 'Live Chat Space', on the top-right corner of the listening page, the icon of 'a little human head with a number beside' means how many people are there listening to this page with you at the same time. By clicking on the icon, it takes to its live chat space where you can chat with other users.

- HMW provide personalisation so that users have more control over their experience :

a. The new app allows users to change following listening options: fast forward, rewind, changing speed, day/night mode, add bookmark and take note, report a problem, connect to external speaker, sleep mode, jump between chapters.

b. 'Library' allows users to have their own library. It includes users' books, wishlist, bookmarks and notes, favourites.

c. Options to edit own bookmarks: change background, edit comment and share it to others.

- HMW redesign the search engine so that users can have a better searching experience:

a. The new search engine allows users to search either in all , user library and history.

b. On the search page, it also contains users' search history and top searches. Hence helps users to quickly narrow down the searching scope and tells users what books are trending.

c. 'Feature' sorts all books into different categories. i.e., general genre(fiction, crime, history...), status(serial, completed), limits(free content, paid content), narrator type(one person, two people or more).