

Book Content AI Discoverability

Background

On the [main press website](#), there is currently no way to discover the contents of a book. Users can only view and search the title, short description, and related links; the “Look Inside” functionality offers a brief snapshot of the beginning of the book, though in practice this snapshot is often taken up by forewords, acknowledgements, intentionally blank pages, etc., instead of the actual content.

NLP “Chat” to Provide Relevant Book Content

On a given page, users could access a chatbot and prompt the chatbot with natural language questions about the contents of the book. The query would be processed and the chatbot would return which sections of the book were relevant (if any) and provide snippets of *those* sections. In the case that the book was *not* a good match for the user query, the chatbot would provide links to other Hopkins Press resources that better match the query.

Considerations

- Creating a vector database of embeddings based on the content of each book
- Hosting the aforementioned vector database
- Would likely require *some* level of integration with ChatGPT in order to maintain a conversational response with the user

Outcomes

- Improved discoverability of books based on their content
- Identification of relationship among similar and related books
- Improved user experience with finding relevant products