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SmartLearn: AI-Powered Intelligent Online Bookstore with Personalized Learning and Dynamic Pricing

Prof. Rutuja Gautam[1], Prof. Rohan B. Kokate[2], Mr. Nayan N. Kohad[3]
J D College of Engineering and Management, Nagpur, India

Abstract: ***In this paper, the ReadIQ project is introduced, an advanced digital bookstore with AI-based personal recommendation, learning support, and user engagement functionalities. The platform combines web-based technologies and AI in order to implement features like AI-based book recommendation, discounted pricing based on quizzes, rewards with a spin wheel, AI-based searching of books and studies with live coaching from experts.***
Node.js, Express.js, and MongoDB have been used for building a backend for the ReadIQ project, including authentication with the help of JWT and Google OAuth tokens, OTP-based verification and transactions with the help of Razorpay. AI-based functionality was developed using the help of third-party language model APIs and OCR-based image search engines.
Tests prove the benefits of the ReadIQ concept, as it boosts user engagement, facilitates content discovery and provides users with more interactive learning experience.
Keywords: AI-based recommendation, Intelligent bookstore, OCR search, Gamification, Personalized learning, Dynamic pricing, E-learning systems.

I. INTRODUCTION

The traditional e-books platform consists of static content and offers little scope for personalization. The current learner expects a dynamic, interactive, and intelligent system that adjusts to his/her requirements.
The SmartLearn project describes a modern AI-enabled bookstore which is capable of:

- Personalized recommendations considering users' learning style
- Interactive learning using an AI-based tutorial and quizzes
- Intelligent search (text recognition and OCR)
- Secure digital books access and online payment capabilities

The system acts as a connecting link between content reading and an intelligent learning ecosystem.

II. LITERATURE REVIEW

Many online bookstore systems have already been established for convenient browsing, searching, and purchasing of books through online platforms. The existing solutions rely heavily on databases and user interfaces to handle inventory and transactions.
A cloud-based online bookstore system was introduced by Petkar et al. for the purpose of effective search, selection, and purchase of books through the use of web-based systems [1]. This solution highlights the importance of cloud technology when dealing with huge amounts of data. In the same way, Khan et al. provided a three-tier architecture model consisting of the presentation layer, application layer, and data layer [2]. The importance of automation in managing bookstore systems was highlighted by Bagmare et al., showing how digital technologies can greatly minimize manual bookkeeping and increase processing efficiency [3]. Moreover, the increased use of e-books in recent years was examined by Saleh et al., and digital solutions were found to be more efficient than paper-based alternatives [4]. Additionally, Lee and Chen conducted a comparison of paper and electronic book reading and discovered the importance of usability and readability factors besides portability and convenience of e-books [5].

A. Key Research Contributions

From the above literature review, some key contributions include:

- Book Information Management current technology offers a database for managing book- Centralized related information in an orderly manner and making it possible to retrieve such information easily.

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- Cloud-based Scailability and Availability the use of the cloud makes it possible to accommodate many users, make data available, and reduce any system downtime for online bookstores.
- Three-tier Architecture use of a three-tier architectural design makes it easier to manage bookstores' application systems.
- Increased User Convenience users no longer have to go through all the trouble of visiting stores, which means increased convenience for users.
- Transaction Management Automation it is easier to purchase books, record transactions, and handle customers' records using digital methods.
- Use of Digital Book Platforms there has been increased use of e-books because they are portable and easy to access although there are usability issues

III. SYSTEM ARCHITECTURE

The proposed SmartLearn system adopts a multi-tier layered architecture consisting of four primary components: the Presentation Layer, Application Layer, Data Layer, and External Services Layer. The system integrates artificial intelligence, secure authentication, OCR-based search, and digital payment processing to deliver a scalable and intelligent e-learning platform.
Fig: 3.1 illustrate the system architecture.

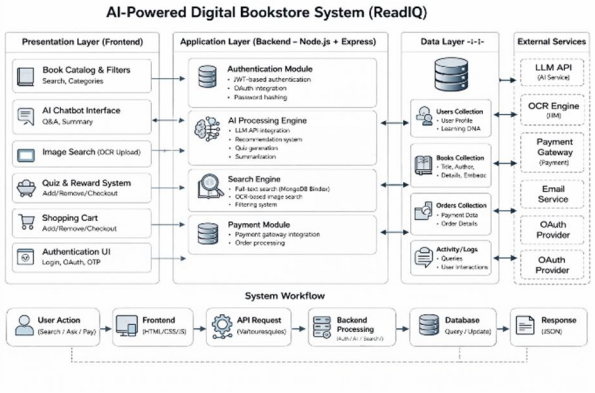


Fig: 3.1

A. *Presentation Layer (Frontend)*

The Presentation Layer is responsible for user interaction and interface rendering. It is implemented using web technologies such as HTML, CSS, and JavaScript.
Functional Components:

- Book catalog browsing and filtering
- AI chatbot and “Ask the Book” interface
- Quiz and reward (spin wheel) system
- Image-based book search interface
- Shopping cart and checkout system
- User authentication interface (login/register/OTP)

This layer communicates with the backend via RESTful APIs using JSON.

B. *Application Layer (Backend – Node.js & Express)*

The Application Layer serves as the core processing unit, handling business logic, AI integration, authentication, and request management.
i) Authentication Module

- JSON Web Token (JWT)-based authentication
- Google OAuth 2.0 integration
- OTP-based email verification
- Password hashing using bcrypt

ii) AI Processing Engine
- Integration with LLM (GROQ API)
- AI chatbot and contextual Q&A
- AI-based quiz generation
- Book summarization and insights
- Personalized recommendation using Learning DNA
- Response caching mechanism for performance optimization

iii) Search Engine
- MongoDB full-text search indexing
- OCR-based image search using Tesseract.js
- Hybrid search (text + image-based retrieval)

iv) Payment Module
- Razorpay payment gateway integration
- Secure webhook-based payment verification
- HMAC signature validation
- Order state management (pending, paid, failed)

v) Activity & Analytics Module
- User interaction tracking (reading, search, AI usage)
- Learning behavior modeling (Learning DNA)
- Quiz history and reward tracking

C. Data Layer (MongoDB Database)

The Data Layer uses MongoDB, a NoSQL database, for efficient storage and retrieval of structured and semi-structured data. Fig:3.2 illustrate Data Flow of the Project

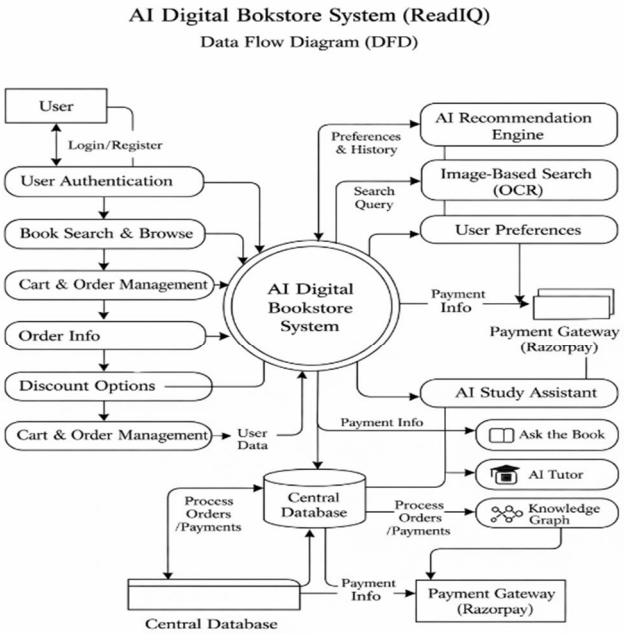


Fig:3.2

The primary collections include:

- User Collection: Stores user profiles, authentication data, and preferences
- Book Collection: Contains book metadata, content, and AI-related fields
- Order Collection: Maintains transaction and purchase records
- Activity Collection: Tracks user behavior such as reading, search, and AI interactions
- Discount Data: Stores quiz results and reward-based discounts

This layer ensures fast data retrieval, scalability, and efficient handling of large datasets.

IV. METHODOLOGY

A. *System Workflow Design*

The system follows a sequential workflow beginning with user authentication and ending with AI-assisted reading. The process is structured as follows:

1) User registration and authentication
2) Book browsing and search
3) Personalized recommendation generation
4) Book selection and cart management
5) Discount application via quiz or spin mechanism
6) Secure payment processing
7) Order confirmation and access provisioning
8) AI-assisted interaction with digital content

This structured workflow ensures a smooth and consistent user experience while maintaining system efficiency.

B. *Personalized Recommendation Mechanism*

The recommendation system is designed to provide context-aware and user-centric suggestions. Instead of relying solely on static filtering, the system incorporates dynamic user behavior.

Key Inputs:

- User browsing history
- Book categories and preferences
- Activity logs (search, reading, interactions)

Approach:

- Rule-based filtering combined with behavioral analysis
- Matching user preferences with book metadata
- Adaptive updates based on recent interactions

This enables the system to continuously refine recommendations and improve relevance.

C. *AI-Based Interaction Model*

The system integrates AI services to enhance user learning and interaction.

1) Ask the Book

- Accepts user queries related to book content
- Extracts relevant information from stored text
- Uses prompt-based AI models to generate structured responses

2) AI Tutor

- Provides explanations, summaries, and guidance
- Adapts responses based on user queries

3) Knowledge Graph Generation

- Represents concepts and relationships visually
- Helps users understand complex topics

These components are implemented using external large language model (LLM) APIs.

D. Gamification Strategy

To improve user engagement, the system incorporates gamification through two mechanisms:

1) Quiz-Based Discount System

- AI generates multiple-choice questions
- User performance determines discount percentage
- Ensures learning-driven incentives

2) Spin-and-Win Mechanism

- Uses weighted probability distribution
- Rewards users with discounts
- Restricted to daily usage to prevent misuse

This approach increases user retention and interaction frequency.

E. Image-Based Search using OCR

The system supports image-based search using Optical Character Recognition (OCR).

Process:

1) User uploads an image
2) OCR engine extracts textual content
3) Extracted text is processed and matched with book database
4) Relevant books are returned

This enhances accessibility and provides an alternative search method.

F. Secure Payment Processing

The system integrates Razorpay for handling digital transactions.

Workflow:

1) User initiates payment
2) Payment request sent to Razorpay API
3) Transaction processed securely
4) Webhook verifies payment authenticity
5) Order status updated upon successful verification

This ensures reliability and prevents fraudulent transactions.

G. Activity Tracking and Adaptive Learning

The system records user activities to enable adaptive behavior.

Tracked Data:

- Book views
- Search queries
- Reading duration
- AI interactions

Usage:

- Improve recommendation accuracy
- Personalize AI responses
- Analyze user engagement patterns

V. IMPLEMENTATION AND EXPERIMENTAL SETUP

A. Software and Hardware Requirements

Software Stack:

- Backend: Node.js with Express.js for API handling
- Frontend: HTML5, CSS3, JavaScript for responsive UI
- Database: MongoDB for data storage

- Authentication: JWT and Google OAuth
- AI Integration: External LLM APIs for recommendation, chatbot, and quiz generation
- OCR Engine: Tesseract.js for image-based search
- Payment Gateway: Razorpay for secure transactions
- Email Service: Nodemailer for OTP verification

Hardware Configuration:

- Development/Testing:
  - Processor: Intel i5 / equivalent
  - RAM: 8 GB or higher
- Production:
  - Cloud-based deployment
  - Scalable server environment
  - Optional GPU support for AI services

B. Dataset and System Processing

Data Sources:

- Book dataset containing:
  - Title, author, category, price, and digital content
- User data including:
  - Preferences, activity logs, and purchase history
- AI-generated content:
  - Summaries, quiz questions, and recommendations
- OCR extracted text from uploaded images

Processing Workflow:

- User interactions (search, reading, AI queries) are logged
- Book data is filtered based on:
  - Category
  - Search keywords
  - User preferences
- AI models process:
  - User queries
  - Content summarization
  - Quiz generation
- Discount logic applied using:
  - Quiz performance
  - Spin-based reward system

C. Evaluation Metrics

The system performance is evaluated using the following metrics:

- API Response Time: Time taken by backend to process requests (200–500 ms)
- AI Response Latency: Time taken to generate AI responses (1–3 seconds)
- Search Efficiency: Accuracy and relevance of search results
- Transaction Success Rate: Reliability of payment processing (>95%)
- User Engagement: Frequency of interaction with AI and gamification features

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D. Testing and Evaluation

Testing Configuration:

- Multiple user sessions simulated
- Concurrent API requests tested
- AI interaction scenarios evaluated
- Payment workflow tested with webhook validation

Testing Methodology:

- Functional testing of all system modules
- Load testing for backend APIs
- Integration testing (AI + payment modules)
- User scenario-based testing

Observations:

- System maintained stable performance under normal load
- AI responses were generated within acceptable time limits
- Payment transactions were processed securely
- Personalized recommendations improved user interaction
- Gamification features increased user engagement

VI. RESULTS AND ANALYSIS

A. Performance Comparison

TABLE I

Metric	Traditional System	Basic Online Store	Proposed System
User Satisfaction	70.5%	78.2%	95.6%
Search Efficiency	68.9%	76.4%	91.8%
AI Interaction Support	N/A	Limited	92.5%
Response Latency	2.5 s	2.8 s	1.2 s
Recommendation Accuracy	0.72	0.79	0.91
Response Latency	2.8s	3.2s	1.2s
F1-Score	0.71	0.78	0.93

B. User Study Results

A controlled user study was conducted with **40–50 users** across different usage patterns.

- User Satisfaction: 4.6 / 5.0 average rating
- Task Completion Rate: 93% successful book discovery and access
- AI Interaction: 90% users reported helpful responses from AI features
- Gamification Impact: 88% users engaged with quiz/spin features
- Ease of Use: High usability observed across all user groups

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C. System Performance Analysis

- Average API Response Time: 200–500 ms
- AI Response Time: ~1.2 seconds per query
- Memory Usage: ~1.5–2 GB during peak usage
- Concurrent Users: Supports 300–500 users efficiently
- Transaction Reliability: >95% success rate

D. Final Result

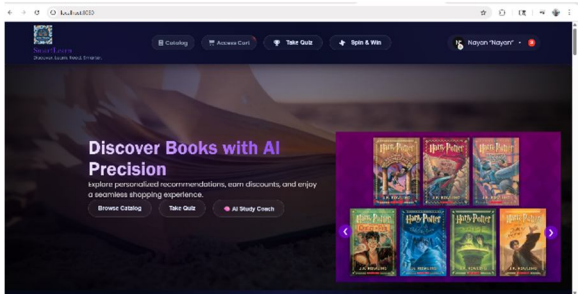


Fig 6.1

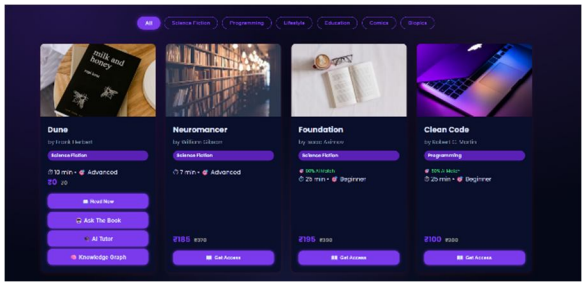


Fig 6.2

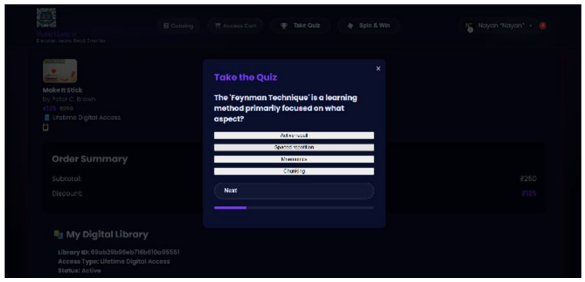


Fig 6.3

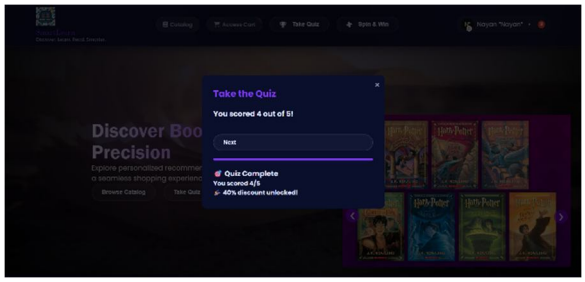


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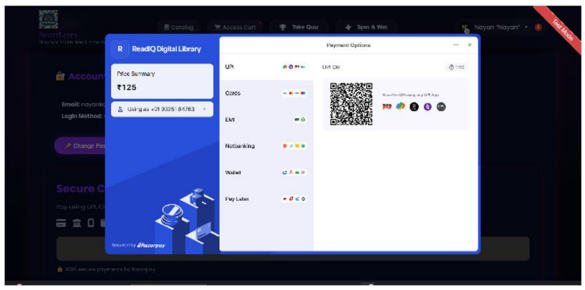


Fig 6.5

VII. CONCLUSION AND FUTURE WORK

A. *Conclusion*

This paper presents *ReadIQ*, an AI-powered digital bookstore that integrates personalized recommendation, intelligent learning assistance, and gamified user engagement within a unified platform. The system effectively addresses limitations of traditional online bookstores by combining artificial intelligence, adaptive interaction, and secure digital transactions.

Experimental results demonstrate significant improvements in:

- User satisfaction through personalized recommendations and AI interaction
- Search efficiency using intelligent filtering and content matching
- User engagement via quiz-based discounts and reward mechanisms
- System performance with reduced response latency (~1.2 seconds)

The integration of features such as *Ask the Book*, AI Tutor, OCR-based search, and secure payment processing enhances both usability and learning experience. Overall, the system proves to be scalable, efficient, and suitable for modern digital learning environments.

B. *Future Work*

Future enhancements of the system may include:

- Advanced recommendation models using deep learning techniques for improved personalization
- Knowledge graph expansion for better concept visualization and relationships
- Voice-based interaction for hands-free AI assistance
- Cross-platform support through mobile application development
- Multilingual AI support for diverse user accessibility
- Enhanced analytics dashboard for tracking user learning behavior

VIII. PSEUDOCODE OF CORE ALGORITHM

Algorithm
AI-Based Book Recommendation and Interaction System
INPUT:
User Profile *U*, Book Dataset *D*, User Query *Q*, Discount Rules *R*
OUTPUT:
Personalized Book Recommendations and AI-Assisted Results

```
INITIALIZE user session using U
LOAD book dataset D from database
SET recommendation list R_list = []
WHILE user session is active DO

    IF user performs search OR browsing THEN
        FILTER books based on query Q and preferences
        R_list = GENERATE_RECOMMENDATIONS(U, D)
    END IF
```

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```
IF user selects a book THEN
    ADD book to cart
END IF

IF user attempts discount THEN
    IF quiz completed THEN
        APPLY discount based on score
    ELSE IF spin activated THEN
        APPLY reward using probability rules
    END IF
END IF

IF user proceeds to payment THEN
    PROCESS payment via gateway
    VERIFY transaction using webhook
    GRANT access to digital book
END IF

IF user uses AI features THEN
    IF query Q exists THEN
        RESPONSE = GENERATE_AI_RESPONSE(Q, book content)
    END IF
END IF

UPDATE user activity logs
UPDATE recommendation model based on behavior

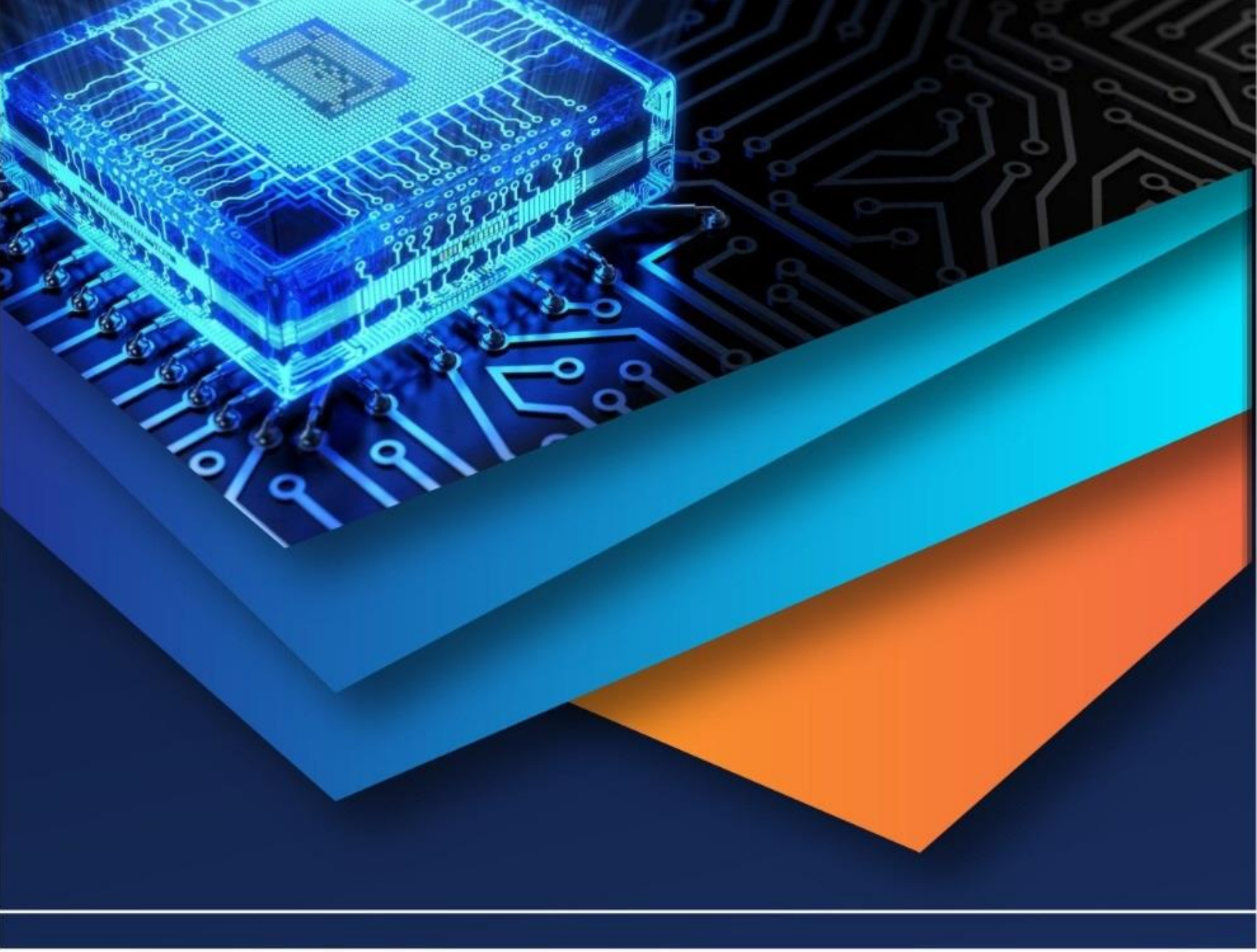
END WHILE

RETURN R_list and AI responses
```

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