Ideation Phase
Define the Problem Statements

Date	19 July 2025
Team ID	LTVIP2025TMID44763
Project Name	BOOKNEST-WHERE STORIES NESTLE
Maximum Marks	2 Marks

Customer Problem Statement Template:

BookNest: Where Stories Nestle" aims to address several key challenges faced by both readers and authors in the online book ecosystem:

- For Readers:Difficulty discovering books aligned with their specific interests and preferences, leading to a feeling of being overwhelmed by the vast number of available titles.

o Lack of a dedicated and vibrant online community space for in-depth discussion, sharing recommendations, and connecting with fellow book lovers.

o Inconsistent user experience and limited functionality across various online platforms for book discovery, purchase, and community interaction.

- For Authors:

o Challenges in gaining visibility and promoting their books to the right target audience amidst a highly

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A student who loves reading	Find affordable and interesting books	Most platforms are expensive or limited	They focus on popular titles or charge high	Frustrated and left out
PS-2	A small seller or book reseller	Sell used or rare books online	Big platforms charge high commissions	I don't have access to large marketplaces	Disheartened and demotivated

competitive market.

o Limited opportunities for direct engagement with readers and building a loyal following beyond traditional marketing channels.

o Difficulties in understanding reader preferences and receiving constructive feedback to inform future writing endeavors.

The Impact
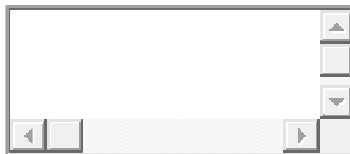
These challenges lead to:

- For Readers: Frustration with generic recommendations, missed opportunities to discover new favorite authors and titles, and a sense of isolation in their reading journeys.

- For Authors: Lower book sales, reduced readership, difficulty in building a sustainable writing career, and a feeling of disconnect from their potential audience.

The Opportunity

"BookNest: Where Stories Nestle" seeks to solve these problems by developing a full-stack platform that will:

- Provide personalized book recommendations based on individual reading habits, preferences, and interests.

- Offer a comprehensive and intuitive platform for discovering, purchasing, and interacting with books and their authors.

- Foster a thriving online community where readers can connect, share insights, discuss books, and engage directly with authors.

- Empower authors with tools and resources to reach a wider audience, build their brand, and cultivate deeper relationships with their readers.

By addressing these core challenges, BookNest will create a more engaging, rewarding, and supportive environment for both readers and authors in the online book worlLearn more

I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	*List their outcome or "job" the care about - what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – *what bothers them most?*	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – *what needs to be solved?*	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – *how does it impact them emotionally?*	Describe the emotions the result from experiencing the problems or barriers

Reference: https://miro.com/templates/customer-problem-statement/

Example:

Customer Problem Statement Template

Dot voting

I am

a student who loves reading

I'm trying to

find affordable and interesting books

But

most platforms are expensive or limited

Because

they focus only on popular titles or charge high prices

Which makes me feel

frustrated

miro