

Ideation Phase

Define the Problem Statements

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Team ID	LTVIP2025TMID53966
Project Name	BookNest: Where Stories Nestle
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Maximum Marks	2 Marks

BookNest Customer Problem Statement

I am a passionate reader who wants a convenient and enjoyable way to discover, browse, and purchase books online that match my literary tastes.

I'm trying to explore a variety of genres, find books by specific authors, read descriptions, and purchase them easily—all while keeping track of my reading history and preferences. But I often encounter limited search and filtering options, poor mobile experiences, lack of book discovery features, and unclear purchase processes.

Because many online book platforms are either too generic, don't offer personalized recommendations, or lack intuitive interfaces for book lovers.

Which makes me feel frustrated, uninspired, and disconnected from the joy of discovering new reads or revisiting favourites.

Why This Matters for BookNest

By understanding and empathizing with the real needs of readers like Sarah, the BookNest team can:

- Enhance search, filters, and category navigation to help users quickly discover books that match their interests.
- Design a beautiful, responsive, and mobile-friendly interface that feels like a digital library—accessible anytime, anywhere.
- Ensure a smooth and secure shopping experience from browsing to checkout, including clear purchase confirmation and order tracking.
- Foster trust and satisfaction by offering a personalized reading journey, with features like reviews, wishlists, and order history.

This user-centered approach positions BookNest as a literary companion—not just a marketplace—making it the go-to destination for modern readers seeking both convenience and connection.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	an avid book lover	explore and buy books that match my interests	the platform doesn't show personalized recommendations	it lacks advanced filters for genre, author, and ratings	overwhelmed and unsatisfied
PS-2	a student with limited free time	quickly find textbooks or reference books for my studies	the search results are not relevant	the search engine isn't optimized for specific book types or academic tags	frustrated and delayed in my learning
PS-3	a casual reader using a mobile phone	browse books during breaks or while commuting	the mobile experience is clunky and hard to navigate	the site isn't fully optimized for smaller screens	annoyed and less likely to return
PS-4	a returning customer	reorder or revisit previously bought books	my past order history is hard to access	the platform doesn't highlight previously purchased or reviewed books	disconnected and ignored
PS-5	a price-conscious reader	compare prices and find affordable book options	there's no easy way to filter by price or check ongoing offers	the pricing and discount info isn't clearly displayed	uncertain and hesitant to buy