

Ideation Phase

Empathize & Discover

Date	19 June 2025
Team ID	LTVIP2025TMID53966
Project Name	BookNest: Where Stories Nestle
Mentor Name	Dr Shaik Salma Begam
Maximum Marks	4 Marks

BookNest Empathy Map

What does the user THINK & FEEL?

- Wants an immersive and enjoyable online book-buying experience.
- Feels passionate about discovering new authors and genres.
- Worries about the security of their personal data and payment information.
- Gets frustrated when search results are irrelevant or filters don't work properly.
- Values detailed book information, honest user reviews, and affordable pricing.
- Feels nostalgic or excited when browsing classics or new releases.

What does the user SEE?

- A clean homepage with categorized books and featured collections.
- Visually appealing book covers, ratings, pricing, and availability indicators.
- Personalized book suggestions based on previous searches or interests.

- Order tracking information and current cart contents.
- Occasional pop-ups for reading recommendations, limited-time offers, or discounts.

What does the user HEAR?

- Recommendations from fellow readers, book clubs, or teachers.
- Mentions of BookNest in social media posts or from influencers in the book community.
- Notifications about new releases, discounts, or successful order placement.
- Customer support responses if they report an issue.
- Alerts about restocked favorite titles or pre-order availability.

What does the user SAY & DO?

- Searches for books by title, author, genre, or rating.
- Adds multiple books to the cart and compares them.
- Reads detailed reviews and star ratings before purchasing.
- Shares reviews or recommends books on social media after reading.
- Contacts support for delivery issues or refund queries.
- Frequently checks for deals, offers, or newly released titles.

PAIN (Challenges & Frustrations)

- Inability to find desired books due to poor filters or irrelevant results.
- Checkout failures or payment issues that disrupt the purchase flow.
- Concerns about delivery times or book condition upon arrival.

- Disappointment with out-of-stock books or broken recommendation systems.
- Lack of trust in website security and data protection.

GAIN (Goals & Benefits)

- Quickly discovers and buys books of interest without hassle.
- Feels safe making payments and trusting the platform.
- Receives books on time, in good condition, with accurate tracking updates.
- Finds value through deals, recommendations, and book bundles.
- Returns to BookNest regularly due to satisfaction, personalization, and ease of use.

EMPATHY MAP

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