# Ideation Phase

**Define the Problem Statements**

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| **Date** | 18 June 2025 |
| **Team ID** | LTVIP2025TMID53966 |
| **Project Name** | BookNest: Where Stories Nestle |
| **Mentor Name** | Dr Shaik Salma Begam |
| **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** |
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| 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 |