# Ideation Phase

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

**Empathize & Discover**

**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?**

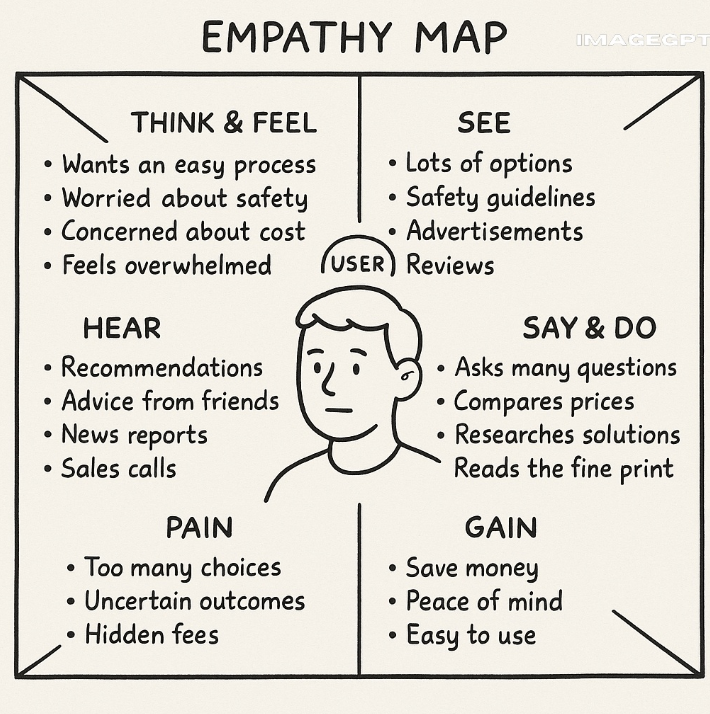
* Searches for books by title, author, genre, or rating.
* Adds multiple books to the cart and compares them.
* Reads detailed reviews and star ratings before purchasing.
* Shares reviews or recommends books on social media after reading.
* Contacts support for delivery issues or refund queries.
* Frequently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

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