Ideation Phase
Define the Problem Statements

Date	5 April 2025
Team ID	SWTID1743696165
Project Name	Bookie Nest: Book management website
Maximum Marks	2 Marks

Customer Problem Statement:

Many online book lovers today feel overwhelmed by cluttered book catalogs and irrelevant recommendations that don't align with their reading interests. Despite having access to various online bookstores, they often struggle to discover titles that truly resonate with their preferences, leading to frustration and decision fatigue. Additionally, inconsistent stock availability, slow-loading pages, and poor mobile experiences contribute to a frustrating browsing and shopping journey. Families, in particular, face challenges managing multiple readers under one account and ensuring age-appropriate content for children due to limited parental control options. Customers also find pricing, discounts, and delivery options unclear, and wish for more affordable, flexible choices that cater to both mainstream and niche reading needs. These pain points leave users feeling disconnected from the platform, craving a smarter, more personalized, and user-friendly book shopping experience that adapts to their lifestyle and literary taste. **Bookie Nest** aims to solve these problems by delivering a reader-first, seamless online bookstore that book lovers will enjoy, rely on, and return to.

I am	**I am** an avid reader who loves discovering new books across genres and prefers browsing and purchasing books online due to convenience, variety, and access to reviews.
I'm trying to	**I'm trying** to effortlessly explore a wide collection of books, get personalized recommendations, check availability, and place orders with smooth payment and delivery options.
But	**But** I often encounter issues like cluttered interfaces, poor search functionality, lack of personalized suggestions, outdated inventory, and slow or unreliable checkout and delivery experiences.
Because	**Because** many book websites aren't designed with user experience in mind—they lack intelligent recommendation engines, have inefficient stock updates, and offer limited filter options or poor mobile responsiveness.
Which makes me feel	**Which makes me feel** overwhelmed, confused, and at times discouraged from exploring more or completing my purchase—leading me to abandon the site or switch to bigger platforms.