

Ideation Phase

Empathize & Discover

Date	5 April 2025
Team ID	SWTID1743696165
Project Name	Bookie Nest: Book management website
Maximum Marks	4 Marks

Empathy Map Canvas:

The user of the **Bookie Nest** online book store is someone who values convenience, variety, and a seamless shopping experience. They expect to browse books, check reviews, add to cart, and place orders quickly—without technical issues or delays. They appreciate clear categorization, smart search features, and secure, fast payment options.

Emotionally, they feel frustrated when pages load slowly, book details are unclear, or orders fail at the checkout stage. These issues are especially aggravating during sales or limited-time offers.

From their environment, they notice competitor platforms offering smoother navigation, better recommendations, and faster deliveries. Annoying pop-ups, poor mobile responsiveness, or out-of-stock listings without updates can push them to abandon their cart. They often say things like “Why can’t I find this book here?” or “I hope my payment doesn’t fail again,” and may share negative feedback with friends or on social media if the experience falls short.

Their actions often include comparing prices across platforms, reading reviews before buying, and sometimes leaving without purchasing if the process isn’t intuitive. They also listen to peer recommendations, which significantly affect their trust in the platform.

The main pain points include slow performance, failed transactions, limited book availability updates, and confusing interfaces. What they ultimately need is a **reliable, responsive, and user-friendly platform** that helps them discover, evaluate, and purchase books quickly, securely, and without frustration.

EMPTHY MAP:

<h1>THINK</h1> <ul style="list-style-type: none">• Why are these book recommendations so random?• I wish the app could suggest books I'd actually enjoy.• Is the premium subscription worth it for me?• I don't have time to scroll through hundreds of irrelevant titles.	<h1>FEELS</h1> <ul style="list-style-type: none">• Frustrated when recommendations don't match her interests or reading history• Overwhelmed by cluttered categories and too many irrelevant results• Disconnected when the platform fails to reflect her niche preferences• Annoyed by repeated bestsellers and lack of diverse or regional book choices
<h1>SAYS</h1> <ul style="list-style-type: none">• I just want to relax and read something good.• This store doesn't really get my taste.• I wish there was a better way to track and manage my reading list.• Why can't I preview a few pages before buying?	<h1>DOES</h1> <ul style="list-style-type: none">• Skips app recommendations, relies on Goodreads, blogs, or friends for book ideas• Frequently switches between platforms to compare prices and options• Creates multiple wishlists to separate personal, professional, and gifting choices• Often abandons cart if user experience is slow or cluttered