**Ideation Phase**

**Define the Problem Statements**

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| 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.

