**Ideation Phase**

**Empathize & Discover**

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| 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.

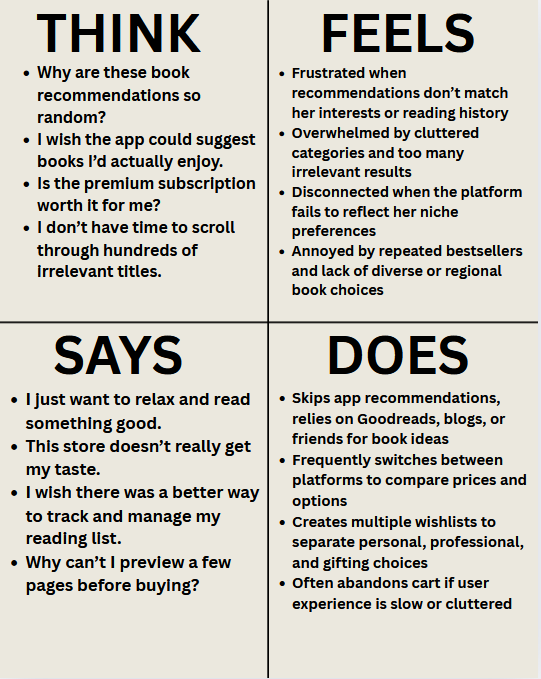
Emotionally, they feel frustrated when pages load slowly, book details are unclear, or orders fail at the checkout stage. These issues are especially aggravating during sales or limited-time offers.

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:**

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