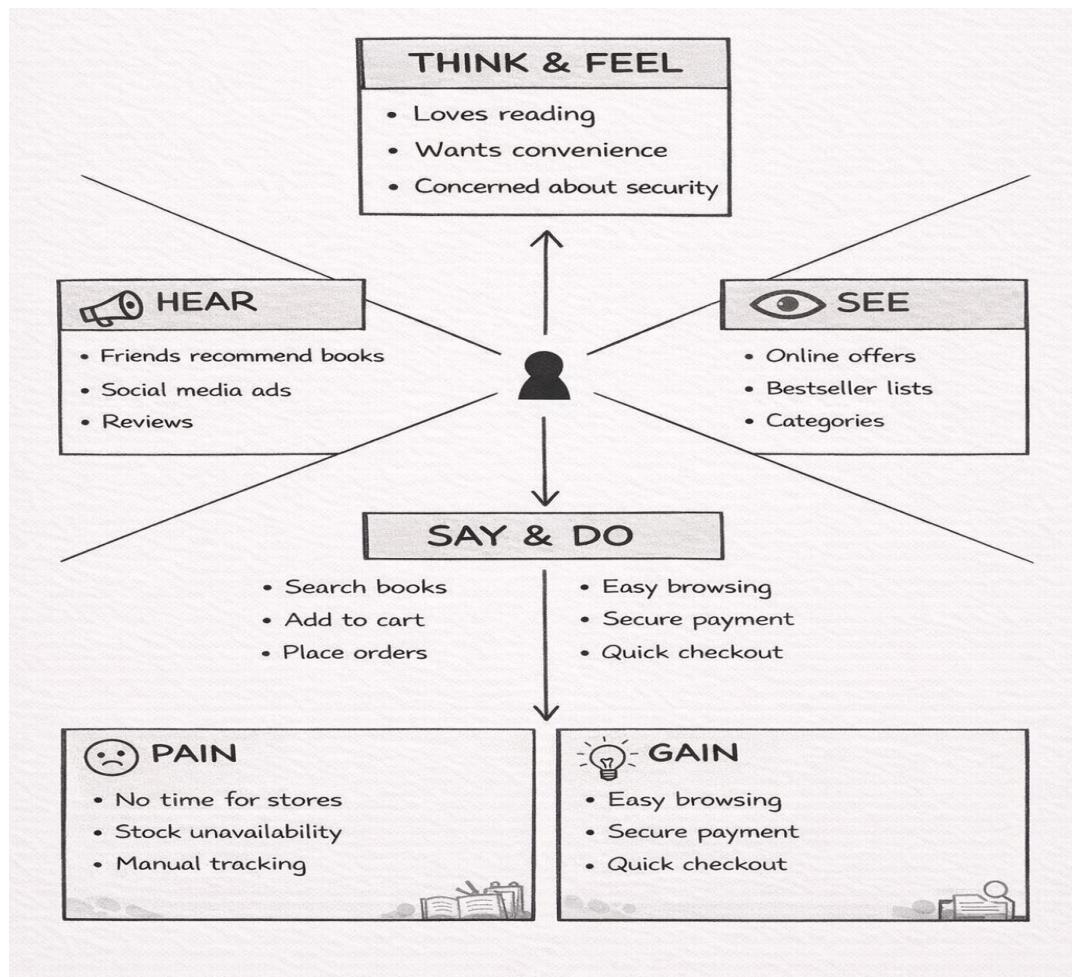


## Ideation Phase

### Empathize & Discover

Date	31 January 2026
Team ID	LTVIP2026TMIDS77456
Project Name	BookNest: Where Stories Nestle
Maximum Marks	4 Marks

**Empathy Map :**



The Empathy Map was created to understand the behavior, emotions, challenges, and expectations of the primary user of the BookNest platform. This analysis helps in designing a user-centric solution that aligns with real-world needs.

#### 1.Think & Feel

The user loves reading but values convenience due to a busy schedule. They are concerned about online security and want a trustworthy platform. Emotional factors such as excitement

when discovering new books and frustration when books are unavailable influence their buying decisions.

## **2.Hear**

The user hears recommendations from friends, sees advertisements on social media, and reads reviews online. External influences like ratings and influencer suggestions impact their purchasing choices.

## **3.See**

The user observes online offers, bestseller lists, categorized books, and modern UI designs. A visually appealing and well-structured platform increases trust and engagement.

## **4.Say & Do**

The user searches for books, adds items to cart, places orders, and leaves reviews. Their actions show the importance of smooth navigation and a simple checkout process.

## **5.Pain Points**

- No time to visit physical stores
- Book stock unavailability
- Manual tracking of orders

## **6.Gains**

- Easy browsing
- Secure payment system
- Quick checkout
- Real-time order tracking