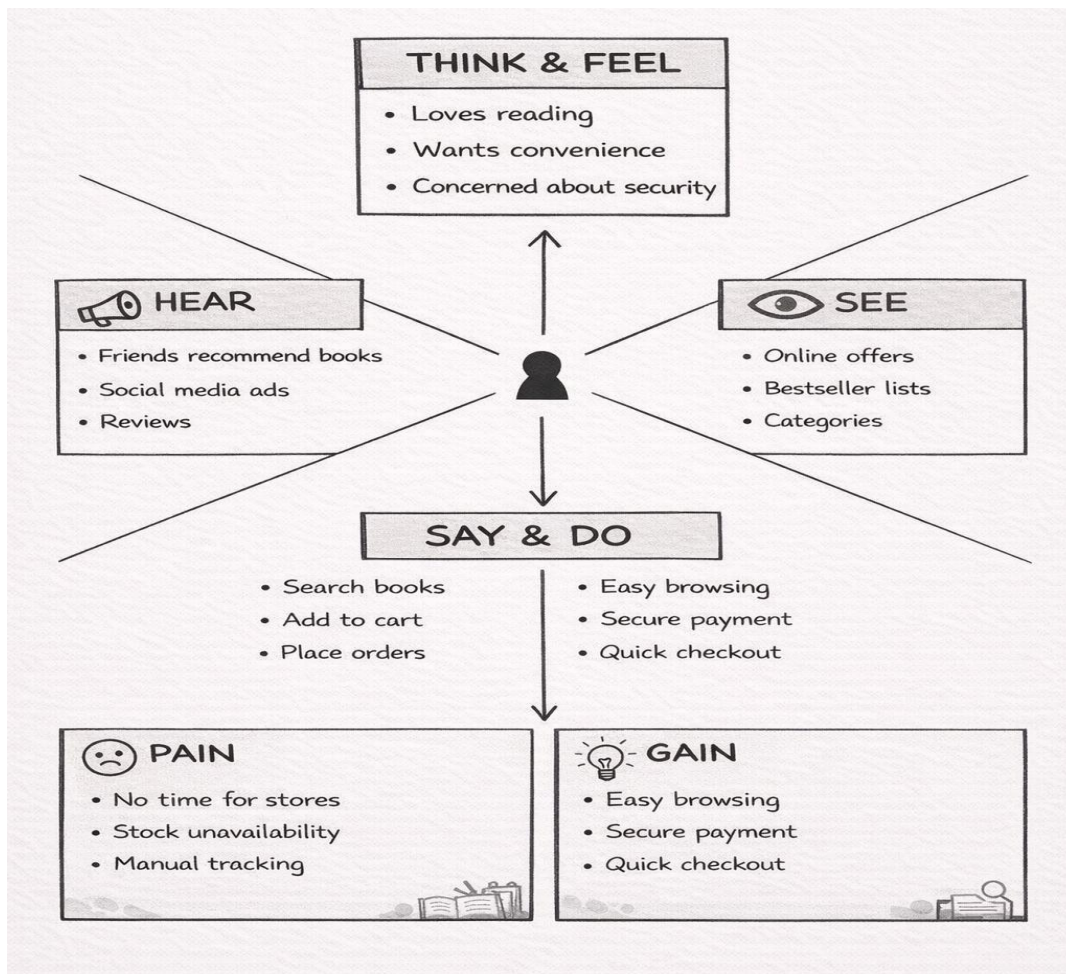


Ideation Phase

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