

Ideation Phase - Empathy Map Canvas

BookNest: Where Stories Nestle

An empathy map helps the team understand the users of BookNest — both book buyers and sellers — by capturing their behaviours, attitudes, pains, and goals.

User: Book Buyer

THINKS & FEELS	SAYS & DOES
<ul style="list-style-type: none">Wants to find affordable and quality books quicklyWorried about payment safety and book authenticityHopes to discover rare and second-hand booksFrustrated with lack of trusted online book platforms	<ul style="list-style-type: none">Searches for books by title, author, and genreCompares prices across multiple sellersAdds favourite books to wishlistPlaces orders and tracks them online
SEES	HEARS
<ul style="list-style-type: none">Large variety of books listed by sellersClean book listing pages with images and pricesFriends buying books from online marketplaces	<ul style="list-style-type: none">Recommendations from friends and teachersReviews about trusted book buying platformsComplaints about high book prices in stores
PAINS	GAINS
<ul style="list-style-type: none">Difficulty finding specific books onlineNo single trusted platform for book buyingExpensive books in physical storesFear of receiving wrong or damaged books	<ul style="list-style-type: none">Easy access to wide variety of booksAffordable prices from multiple sellersSecure ordering and wishlist featuresConvenient home delivery of books

User: Book Seller

THINKS & FEELS	SAYS & DOES
<ul style="list-style-type: none">Wants to reach more buyers easilyWorried about managing inventory onlineHopes to grow their book selling business	<ul style="list-style-type: none">Lists books with images, price, and descriptionManages orders through seller dashboardDeletes or updates book listings as needed
PAINS	GAINS
<ul style="list-style-type: none">No platform to list books easily onlineDifficulty tracking orders and buyers	<ul style="list-style-type: none">Dedicated seller dashboard to manage booksWider reach of buyers across the platform

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