

## 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.

**Team ID: LTVIP2026TMIDS24289**

Team Leader: Keerthi Mekala

Member 1: Adil Mohammed

Member 2: Vasanth Metla,

Member 3 :Rahamtulla Shaik

### User: Book Buyer

THINKS & FEELS	SAYS & DOES
<ul style="list-style-type: none"><li>• Wants to find affordable and quality books quickly</li><li>• Worried about payment safety and book authenticity</li><li>• Hopes to discover rare and second-hand books</li><li>• Frustrated with lack of trusted online book platforms</li></ul>	<ul style="list-style-type: none"><li>• Searches for books by title, author, and genre</li><li>• Compares prices across multiple sellers</li><li>• Adds favourite books to wishlist</li><li>• Places orders and tracks them online</li></ul>
SEES	HEARS
<ul style="list-style-type: none"><li>• Large variety of books listed by sellers</li><li>• Clean book listing pages with images and prices</li><li>• Friends buying books from online marketplaces</li></ul>	<ul style="list-style-type: none"><li>• Recommendations from friends and teachers</li><li>• Reviews about trusted book buying platforms</li><li>• Complaints about high book prices in stores</li></ul>
PAINS	GAINS
<ul style="list-style-type: none"><li>• Difficulty finding specific books online</li><li>• No single trusted platform for book buying</li><li>• Expensive books in physical stores</li><li>• Fear of receiving wrong or damaged books</li></ul>	<ul style="list-style-type: none"><li>• Easy access to wide variety of books</li><li>• Affordable prices from multiple sellers</li><li>• Secure ordering and wishlist features</li><li>• Convenient home delivery of books</li></ul>

### User: Book Seller

THINKS & FEELS	SAYS & DOES
<ul style="list-style-type: none"><li>• Wants to reach more buyers easily</li><li>• Worried about managing inventory online</li><li>• Hopes to grow their book selling business</li></ul>	<ul style="list-style-type: none"><li>• Lists books with images, price, and description</li><li>• Manages orders through seller dashboard</li><li>• Deletes or updates book listings as needed</li></ul>

PAINS	GAINS
<ul style="list-style-type: none"><li>• No platform to list books easily online</li><li>• Difficulty tracking orders and buyers</li></ul>	<ul style="list-style-type: none"><li>• Dedicated seller dashboard to manage books</li><li>• Wider reach of buyers across the platform</li></ul>

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