

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

User: Book Seller

THINKS & FEELS	SAYS & DOES
<ul style="list-style-type: none">• Wants to reach more buyers easily• Worried about managing inventory online• Hopes to grow their book selling business	<ul style="list-style-type: none">• Lists books with images, price, and description• Manages orders through seller dashboard• Deletes or updates book listings as needed
PAINS	GAINS
<ul style="list-style-type: none">• No platform to list books easily online• Difficulty tracking orders and buyers	<ul style="list-style-type: none">• Dedicated seller dashboard to manage books• Wider reach of buyers across the platform

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