

Ideation Phase

Empathize & Discover

Date	10 February 2026
Team ID	LTVIP2026TMIDS34775
Project Name	BookNest : where stories nestle
Maximum Marks	4 Marks

Empathy Map Canvas

Project: BookNest – Where Stories Nestle

Purpose:

To understand the real needs, emotions, frustrations, and expectations of users interacting with an online bookstore platform.

USER: Primary User Persona

Primary User Persona:

A book reader (student / professional / casual reader) who wants to browse, search, and purchase books online easily and securely.

Reference: Inspired by MURAL Empathy Map Canvas
(<https://www.mural.co/templates/empathy-map-canvas>)

Empathy Map Canvas for BookNest - BookNest - Where Stories Nestle

