

Ideation Phase

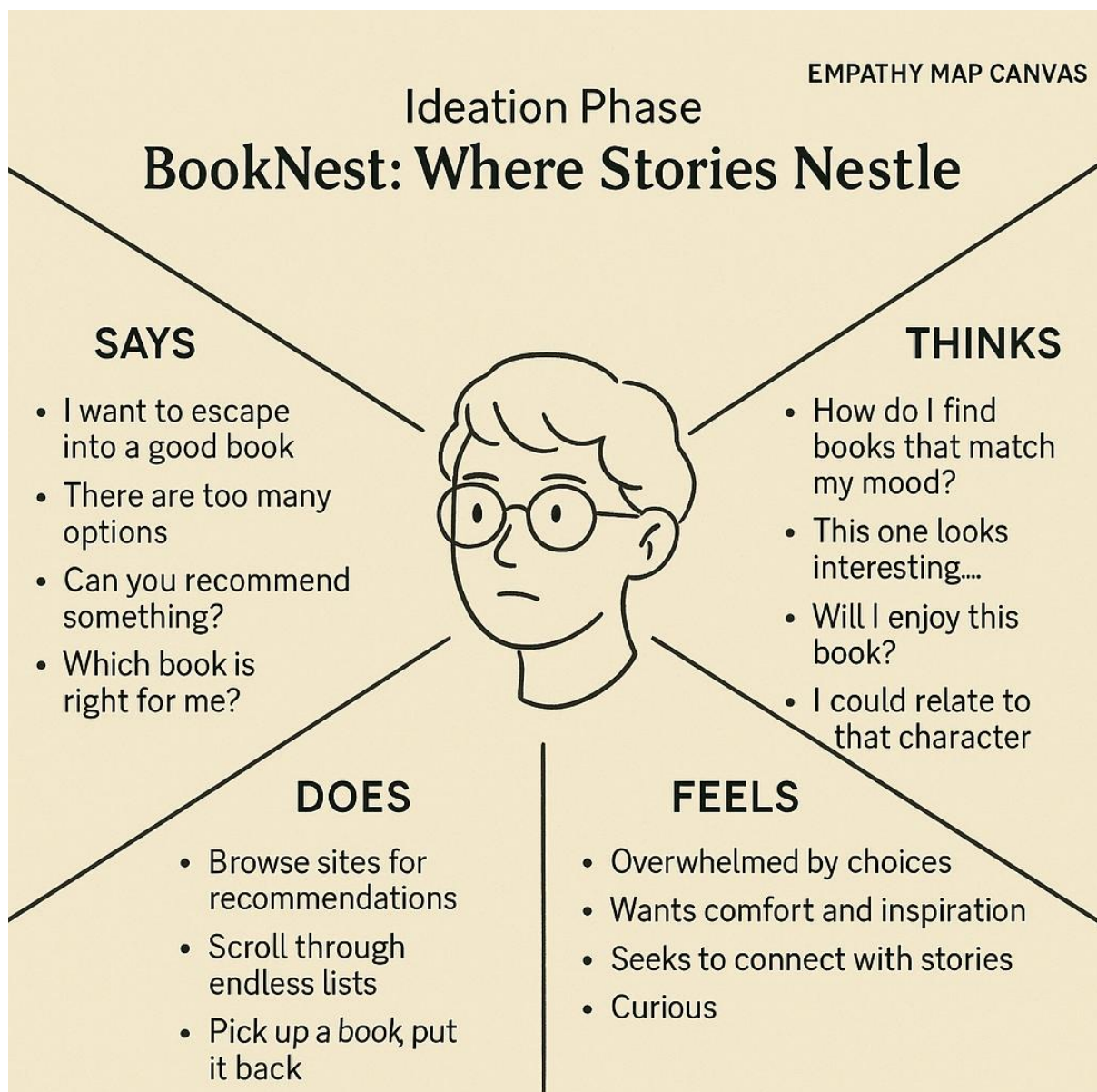
Empathize & Discover

Date	19-06-2025
Team ID	LTVIP2025TMID53185
Project Name	BookNest: Where Stories Nestle
Maximum Marks	4 Marks

Empathy Map Canvas:

In the Empathize & Discover phase of BookNest, we aim to deeply understand our users—avid readers, casual book lovers, and curious newcomers. Using the Empathy Map Canvas, we explore what users say, think, do, and feel when seeking stories. They say they want meaningful escapes and curated suggestions. They think about how to find books that resonate with their mood or values. They often scroll endlessly, trying to choose the “right” story. Emotionally, they feel overwhelmed by options, but yearn for comfort, inspiration, and connection. These insights help us design a cozy, intelligent platform where stories find their perfect readers.

Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

Example: BookNest: Where Stories Nestle

