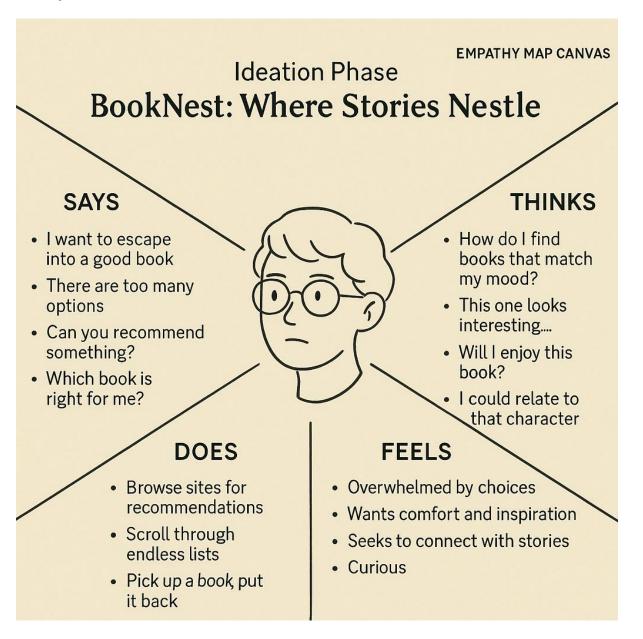
## Ideation Phase Empathize & Discover

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** 





Says

What have we heard them say? What can we imagine them saying?

I can't wait to curl up with my duvet and escape into a good book!

Looks for new book releases online and reads recommendations



Does

What behavior have we observed? What can we imagine them doing

Thinks What are their wants, needs, hopes, and dreams? What an

expects?



Might I be missing out on that must-read book everyone's been talking bout?

Slightly
overwhelmed
by the number
of books out
there,
unsure which to
choose



Slightly overwhelmed by the number of books out there, unsure which to choose



See an example