Ideation Phase
Empathize & Discover
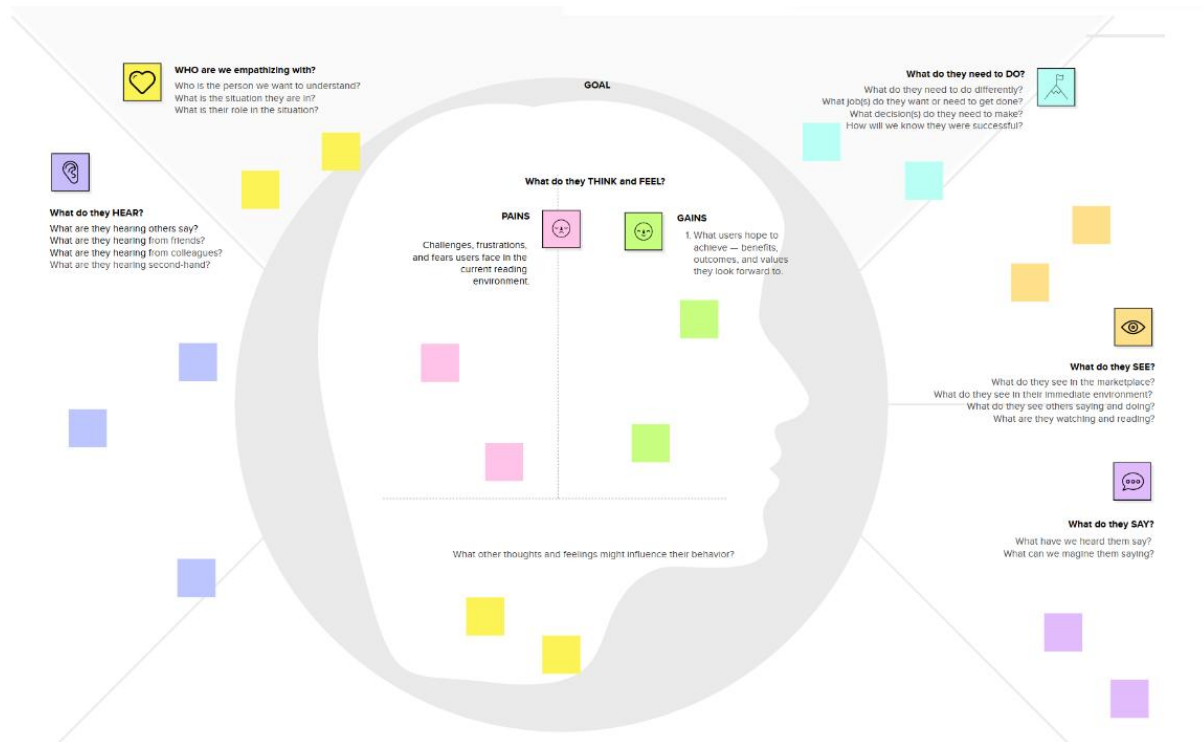
Date	28 june 2025
Team ID	LTVIP2025TMID42539
Project Name	Book Nest
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

The **Book Nest Project** focuses on building a more engaging and accessible reading culture among students and young readers. Understanding our users is critical. In terms of what users **say**, they express a desire for more convenient access to books, a reading environment that feels cozy and modern, and opportunities to share and recommend books with peers. What they **think** reveals deeper motivations—they want to feel inspired, intellectually stimulated, and part of a reading community. They may worry about outdated libraries or lack of book availability.

Example:

Example:Book Launch Day

Think & Feel

Hear   **See**

Say & Do

What this dish look like?

Annoying

Doesn't want frozen food

What should I eat today?

I'm hungry, but I don't have time to go downstairs

Why don't they provide card payment

There are many food selections

Don't forget to prepare your cash

It looks like......

Menu without food photos

Only cash payment option

Driver doesn't have enough changes

Only cash payment option

Go downstair to pick up food and pay the driver in cash

Spend 30 mins scolling and quit at the end

Looking for food that matches interest

I couldn't find food that I want

I don't have enough cash with me right now

Pain

Hard to find their food interests

Uncomfortable paying cash

Looking for food that matches interest

Gain

Comfortable

Accuracy