Ideation Phase
Empathize & Discover

Date	16 June 2025
Team ID	LTVIP2025TMID55634
Project Name	Booknest: Where Stories Nestle
Maximum Marks	4 Marks

Empathy Map Canvas:

An **empathy map** is a simple yet powerful visual tool that helps teams gain a deeper understanding of their users' behaviors, attitudes, and experiences. It plays a crucial role in user-centered design by encouraging teams to step into the user's perspective, considering what they think, feel, say, and do. This process helps uncover the user's goals, needs, and pain points, which are essential for identifying the true problem behind a challenge. Creating an empathy map fosters collaboration, promotes shared understanding among team members, and ensures that solutions are designed with genuine user insights in mind. By grounding decisions in empathy, teams are better equipped to create meaningful, effective, and user-focused solutions.

Example:
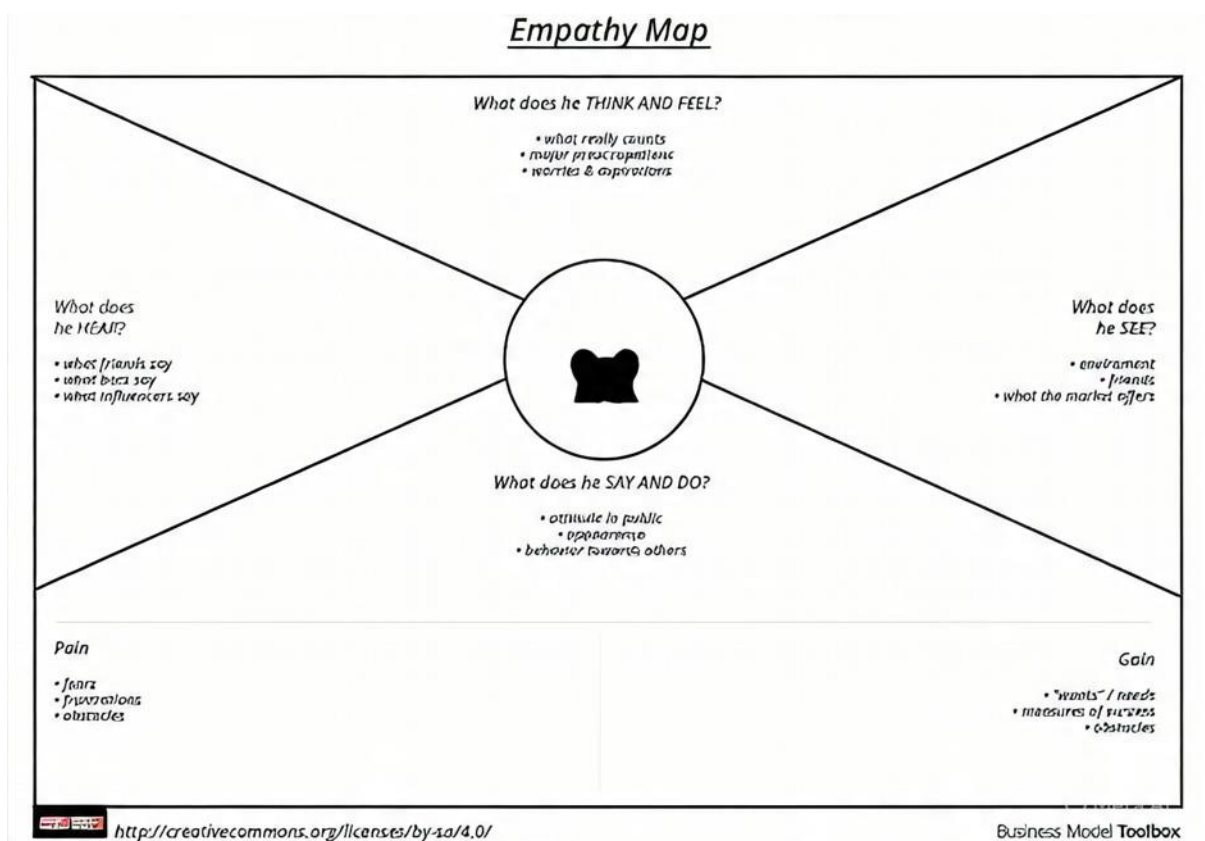
Example: Booknest – Online Book Store

GOAL

Who are we empathizing with?
- is the perrore an new to understand?
- is the perlow, nngs chriuel
- is their rote in ther struciation?

the end user cusiuser

Discover Books Easily

What do they need to DO?
- What do they need to do diifb ec
- What uand do they wa"m to ge", pel
- What will we know they were succe

new or eacuel user

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- ting second han

Use Search and Filners Effectively

What do they THINK and FEEL?

PAINS
What are thert haxts,
frust acions, and anaietless

GAINS
What we their wants,
needs, hopes, and drearns?

"This is a top neted book app"

Feels last due to lack of guidance

A clean helplan and iupdated experience

No clear burt on to curt or help

Dolesnt lieel engaged as a new user

Smart book neasssorted about based on interest.

What do they SA
- What do they usn a m manacher withowh
- What do they see a reading or alanct

Try can builld a perrition paly here

What other thoughts and feelings might influence their behavlor?

Decine of comnuton-oplication options

What do t
What have we fe
how we imag

Too many book novn

Curtley and new releases

In aakinc toan lohrg tlind books want

What do they DO?
- What do they day today?
- hat behavior have ac observed?

Clicks around different games randomly

SAY

"Trill ho lotes to to reed

What do they SA
Hiirk Hind too long s
find books twant t

What other thoughts and feelings might influence their behavior?