Ideation Phase Empathize & Discover

| Date | 23 May 2025 |
|---------------|--------------------------------|
| Team ID | LTVIP2025TMID55905 |
| Project Name | BookNest: Where stories nestle |
| Maximum Marks | 4 Marks |

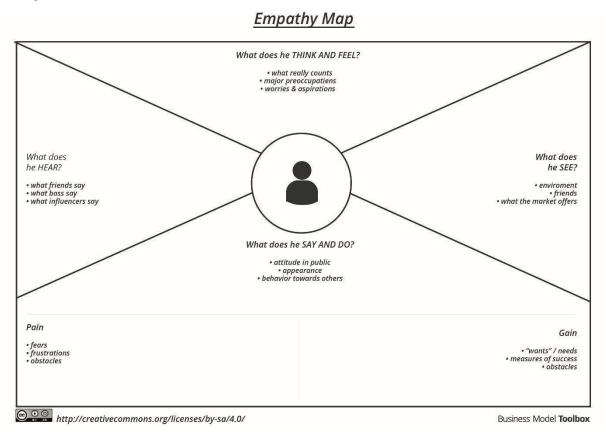
Empathy Map Canvas:

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

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



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

Online Book Shopping Application

| Empathy Map BookNest: Where Stories Nestle - Book Store Application User Persona: Sarah - The Busy Bibliophile Avid reader with limited time for physical bookstore visits, seeks convenient book discovery and purchase | | |
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| | | |
| I wish I had more time to browse bookstores | Crowded physical bookstores during weekends | |
| Reading is my escape from daily stress | Friends sharing book recommendations on social media | |
| I want to discover new authors and genres | Limited bookstore hours conflicting with work | |
| Books should be easily accessible | Online book reviews and ratings | |
| Quality time with books is precious | Book clubs and reading communities online | |
| Worried about missing out on great books | Various e-commerce platforms | |
| Values authentic book recommendations | obile apps for everything else | |
| What does she HEAR? | What does she SAY AND DO? | |
| Friends discussing latest bestsellers | Browses books during lunch breaks | |
| Podcast recommendations about books | "I need a convenient way to buy books" | |
| Colleagues talking about work-life balance | Searches for books on mobile during commute | |
| Book influencers on social platforms | Asks friends for book recommendations | |
| Family asking about her reading habits | Reads reviews before purchasing | |
| Author interviews and book launches | Creates wishlist of books to read | |
| Reviews from trusted sources | Shops online for convenience | |
| Pain | Gain | |
| Limited time to visit physical bookstores | 24/7 access to extensive book collection | |
| Difficulty discovering new books that match preferences | Personalized book recommendations | |
| Inconvenient store hours and locations | Quick and secure purchase process | |
| No personalized book recommendations | Detailed book information and reviews | |
| Frustration with long checkout processes | Order tracking and purchase history | |
| Missing out on new releases and trending books | Mobile-friendly browsing experience | |
| Lack of detailed book information before purchase | Time saved for actual reading | |
| | Discovery of new genres and authors | |