

Ideation Phase:

Empathize & Discover

Date	
Team ID	LTVIP2025TMID56093
Project Name	BookNest: Where Stories Nestle
Maximum Marks	4 Marks

Empathy Map Canvas:

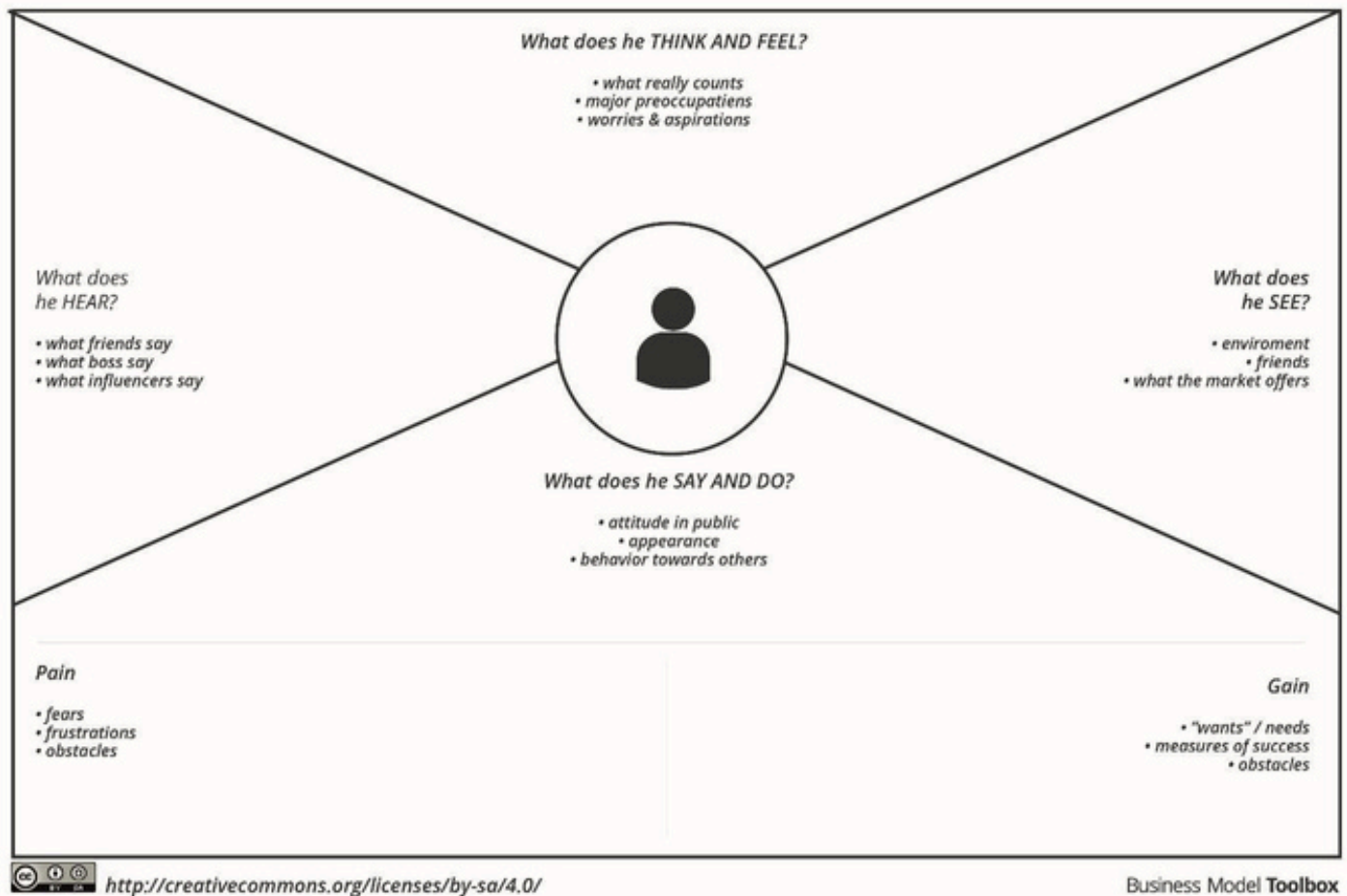
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

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:

Empathy Map



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

Online Book Shopping Application



Says

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

I just want to
find the book
and buy it.

Hope it's
available.

I don't want
to sign up
just to order.

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Is this the
right book?

Is it worth
the price?

How long
will delivery
take?



Priya Sharma

Graduate student.
Buy academic and
fiction books at
affordable prices,
with quick delivery.

Happy if the
process is
simple.

Frustrated if
the site is
slow or
confusing.

Worried about
delivery
delays or
wrong item.

Does

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



Clicks on a
few options.

Clicks on a
few options.

Tries to finish
order quickly.

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



[See an example](#)