

Ideation Phase

Empathize & Discover

Date	12 April 2025
Team ID	SWTID1743607143
Project Name	Book Ease
Maximum Marks	4 Marks

Empathy Map

<u>Think & Feel</u> <ul style="list-style-type: none">● Worried about getting scammed or not receiving the book after payment.● Excitement for potential profits● Wants to feel productive and save money● Concerned about security & privacy	Hear <ul style="list-style-type: none">● Peers complaining about losing money or time while selling books● Suggestions to use WhatsApp or Instagram to trade books● "Success stories of friends managing to sell all their books"
See <ul style="list-style-type: none">● Random social media posts or college notice boards listing books● Friends asking around for books● Overpriced books on commercial platforms● No clear way to track which books they've sold or bought in the past	Say & Do <ul style="list-style-type: none">● I just want to get rid of these books easily.● Does anyone want to buy/sell this book?● Asks friends or classmates directly● Joins group chats or Facebook groups for book trading● Tries to manually track transactions or prices
Pain <ul style="list-style-type: none">● No dedicated and organized platform to manage book trades.● Wastes time negotiating or coordinating pickups.● Lack of transparency or buyer/seller verification.● No tracking of transaction history or account-based activity.	Gain <ul style="list-style-type: none">● A centralized, easy-to-use platform to buy and sell books● Personal account that tracks all activity and transactions● Safe and trusted environment with verified users● Saves time and money while promoting book reuse