

Project Design Phase

Problem – Solution Fit

Date	12 April 2025
Team ID	SWTID1743607143
Project Name	Book Ease
Maximum Marks	2 Marks

1. CUSTOMER SEGMENTS <ul style="list-style-type: none">• College students• Budget-conscious readers• Book collectors and resellers	2. PROBLEMS <ul style="list-style-type: none">• Difficulty in buying/selling used books easily• No unified platform to manage transactions• Lack of trust and transparency in deals	3. TRIGGERS <ul style="list-style-type: none">• Rising cost of new books• Semester/academic transitions• Need to declutter or make money from old books
4. EMOTIONS :BEFORE/AFTER <p>Before: Frustrated, confused, unmotivated</p> <p>After: Empowered, relieved, in control</p>	5. AVAILABLE SOLUTIONS <ul style="list-style-type: none">• Informal platforms (WhatsApp, Instagram)• Facebook Marketplace• Bookstores with limited exchange options	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none">• Limited tech knowledge• Inconsistent internet in some regions• Lack of payment integration or delivery support
7.BEAHAVIOUR <ul style="list-style-type: none">• Use multiple social/media platforms• Rely on word-of-mouth• Hesitate to sell due to complex process	9. PROBLEM ROOT CAUSE <ul style="list-style-type: none">• No centralized book trade ecosystem• Lack of account-based tracking• Low trust due to scams/unverified users	10. YOUR SOLUTION <ul style="list-style-type: none">• Build with MERN stack and intuitive UI/UX• Enable personal user accounts to track book sales/purchases• Add verified user profiles and reviews• Easy listing, searching, and account history• Secure login, messaging, and transaction tracking
8. CHANNELS OF BEHAVIOUR <ul style="list-style-type: none">• Online: YouTube reviews, book forums, Reddit• Offline: Campus groups, posters, peer sharing		

