☆ Ideation Phase: Empathize & Discover

Date: 15-05-2025

Team ID: PNT2022TMIDxxxxxx

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 helps teams better understand their users, creating effective solutions by understanding the true problem and the person experiencing it.

Empathy Map for BookNest

User Persona: Sarah

Sarah is an avid reader who wants to discover and purchase books conveniently due to her busy schedule.

Says:

- 'I wish I could find and buy books easily without visiting a store.'
- 'I want a place to explore different genres and authors.'

Thinks:

- Wants a smooth and fast online experience for browsing books.
- Prefers a clean, simple interface to avoid confusion.

Does:

- Searches online for book suggestions.
- Reads reviews before making purchase decisions.
- Sets aside time for reading on weekends.

Feels:

- Excited to discover new books.
- Frustrated when online shopping is confusing or slow.

Pains:

- Limited time to browse physical bookstores.
- Difficulty in finding book availability online easily.

Gains:

- Ability to purchase and discover books easily from home.
- A seamless experience that makes book shopping enjoyable.
- Feeling fulfilled by maintaining her reading habit effortlessly.

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