# 📌 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