**Ideation Phase**

**Define the Problem Statements**

| Date | 03/07/2024 |
| --- | --- |
| Team ID | SWTID1719925692 |
| Project Name | Book-Store |
| Maximum Marks | 3 Marks |

**Customer Problem Statement:**

As someone who loves books and likes saving money, I want an easy way to buy and sell used books. Right now, the choices are limited or don't give clear details about the condition and cost of books. This makes me unsure about what I'm buying and hesitant to make purchases. I need a trustworthy website where I can find a lot of different books, see exactly what condition they're in, and know how much they cost. A site like this would make me feel more comfortable buying books and would make the whole process easier and more enjoyable.

| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| --- | --- | --- | --- | --- | --- |
| PS-1 | book lover | find and buy wide variety of used books | the options are limited and there is no clear information regarding the pricing | i want to ensure i am getting a good value for my money | uncertain and hesitant about making purchases |
| PS-2 | Customer Engagement and Retention | as a reader I would to know what are trending book and what the community thinks | but the thing we arent connected as much as we can | distance and availability of product | little disconnected and sometimes left from the community |
| PS-3 | book enthusiast | I’m interested in finding books from diverse backgrounds and genres | but it is quite challenging to find all these in local book stores | it makes my reading engaging and also enhances my reading experience | uninteresting and difficult to make choices while purchasing |
| PS-4 | reader | i love to read books from various references | but it is difficult to find them while simply searching with the keywords and author names | so that I can find the books with ease without spending much time | which makes my reading efficient and time saving |