Area	Ideas (with description)
User Retention	• Loyalty program: Points for reviews & purchases • Personalized book emails to boost interest • Reminders for unread or wishlisted books
Purchase Experience	• One-click checkout to simplify transactions • Combo packs for related genres/authors • Flexible payment options: UPI, cards, wallets
Community Engagement	• Forums for readers to discuss genres • Review tagging for searchability • Highlight top contributors monthly

Seller Interaction	• Direct Q&A; with sellers on listings • Author/seller blog feature for marketing • Ratings & badges for trusted sellers

■ BookNest: Brainstorm & Idea Prioritization

Date	27 June 2025
Team ID	LTVIP2025TMID59395
Project Name	BookNest: Where Stories Nestle
Maximum Marks	4

■ Step 1: Team Gathering, Collaboration and Selection of Problem Statement

Our team held an initial collaboration session using a shared document and Google Meet to assess core BookNest user feedback and platform goals. The discussion was centered around increasing long-term user retention and engagement beyond the first purchase.

Selected Problem Statement: How might we improve user engagement and retention on BookNest after a user's first purchase?

■ Step 2: Brainstorm, Idea Listing and Grouping

■ Step 3: Idea Prioritization

The team voted on each idea's feasibility (ease of implementation) and impact (user benefit). The resulting matrix helped us focus efforts.

Impact vs Feasibility	High Feasibility	Low Feasibility
High Impact	• Personalized Recommendations • One-click Checkout • Forums for active readers	• Loyalty Program • Advanced Seller Blog Tools
Low Impact	• Wishlist Reminder Emails • Payment Wallet Integration	• Live Seller Chat • Seller Profile Customization