## Ideation Phase—Empathize & Discover

Date:	28 June 2025
Team ID:	LTVIP2025TMID59395
Project Name:	BOOKNEST: WHERE STORIES NESTLE
Maximum Marks:	4 Marks

## **Empathy Map Canvas:**

An empathy map captures knowldatge about a user's behav iours and attitudes.

It helps teams understand their users and design better solutions. The exercise helps participants consider the user's perspective, goals, and challenges.

Example: Book Browsing & Purchasing on BookNest Think & Feel Values diverse genes Hear See User Positive reviews Book recommendations Say & Do Searches books Pain Gain Unavallable books Easy access to books Inaccurate stock info Trustworthy sellers