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| --- | --- |
| **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**

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| --- | --- |
| 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.

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| --- | --- | --- |
| **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 |