Ideation Phase

Empathize & Discover

| Date | 31 January 2025 |
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| Team ID | LTVIP2025TMID54832 |
| Project Name | BOOKNEST: Where stories nestle |
| Maximum Marks | 4 Marks |

EMPATHY MAP CANVAS:

1**Sees**: A cluttered interface with limited filters and poor book categorization.

2 **Hears**: Negative feedback like “It’s hard to find the right book” or “Use another site.”

3 **Thinks & Feels**: Feels frustrated, confused, and unsure about purchase decisions.

4 **Says**: “I just want a quick and simple way to find my book.”

5 **Does**: Tries searching but often leaves the site without purchasing.

6 **Needs**: A clean interface, better filters, reviews, and a smooth checkout experience.