**Ideation Phase**

**Define the Problem Statements**

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| Date | 4 April 2025 |
| Team ID | SWTID1743519439 |
| Project Name | BookNest |
| Maximum Marks | 2 Marks |

**Customer Problem Statement:**

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| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | I am a passionate reader with a busy lifestyle. | I’m trying to discover and purchase books that match my interests. | But I struggle to find time to visit physical bookstores, and most online platforms feel impersonal and difficult to browse. | Because they lack the personalized, immersive experience that makes book shopping enjoyable. | Which makes me feel frustrated and disconnected from my love of reading. |
| PS-2 | I am a book retailer or administrator trying to manage a digital bookstore. | I’m trying to efficiently update my catalog, track orders, and monitor performance. | But existing solutions are either too complex, outdated, or do not provide real-time control. | Because they lack a centralized, intuitive dashboard and automation tools. | Which makes me feel overwhelmed and limits my ability to scale my business. |
| PS-3 | I am a student preparing for competitive exams. | I’m trying to buy academic and reference books at affordable prices. | But many online platforms have limited collections or high prices. | Because they prioritize bestsellers and commercial books over educational content. | Which makes me feel anxious and disadvantaged in my preparation. |
| PS-4 | I am a first-time user exploring online bookstores. | I’m trying to find a seamless and trustworthy platform to make my first book purchase. | But I often encounter cluttered interfaces, delayed deliveries, or hidden charges. | Because many e-commerce sites focus more on transactions than experience. | Which makes me feel hesitant to continue using them or recommend them to others. |
| PS-5 | I am a casual reader looking to keep track of books I want to read. | I’m trying to maintain a wishlist or receive recommendations based on my preferences. | But most platforms don’t allow me to save and organize future reads intuitively. | Because they don’t focus on personalized engagement features. | Which makes me feel unmotivated to explore or return to the platform. |

