**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 5 july 2025 |
| Team ID | LTVIP2025TMID49612 |
| Project Name | **BookNest: Where Stories Nestle** |
| 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 | |  | | --- | |  |  |  | | --- | | a passionate book lover who prefers digital convenience | | explore and buy books from different sellers easily | I can't compare offers or stock across platforms | because most book platforms lack a unified marketplace for multiple sellers | overwhelmed and dissatisfied |
| PS-2 | a new seller trying to reach book readers | register and list books quickly on a trusted marketplace | I face approval delays and limited customization | because the platform requires manual approval and lacks seller tools | frustrated and demotivated |
| PS-3 | a college student with a tight budget | find affordable books and place orders quickly | the app shows no reviews or trust indicators | because it lacks verified ratings and user reviews | unsure and hesitant to buy |
| PS-4 | |  | | --- | |  |  |  | | --- | | an admin managing large volumes of orders and users | | get meaningful insights into platform performance | the dashboard lacks visual analytics and export options | because data visualization is minimal and not real-time | inefficient and burdened |
| PS-5 | |  | | --- | |  |  |  | | --- | | a frequent customer on mobile devices | | browse and place orders from my phone | navigation is slow and not mobile-optimized | because the UI is not fully responsive | annoyed and less likely to purchase again |