**Ideation Phase**

**Empathize & Discover**

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| Date | 5 july 2025 |
| Team ID | LTVIP2025TMID49612 |
| Project Name | **BookNest: Where Stories Nestle** |
| Maximum Marks | 4 Marks |

**Empathy Map :**

**Target User:**

**College Students / Avid Readers / Book Buyers**

**What does the user THINK and FEEL?**

* "I want books that suit my academic and personal interests."
* "Will I receive the correct edition or a damaged copy?"
* "I hope the seller is verified and trustworthy."
* "I need it on time for my assignment or exam."
* **Major concerns:** delivery delays, quality of book, trust in seller, affordability.

**What does the user HEAR?**

* “This site has fake sellers.”
* “BookNest delivers quickly.”
* “Try other platforms like Amazon or Flipkart.”
* “I faced issues returning a wrong book.”
* Influencers recommending specific online bookstores.

**What does the user SEE?**

* Other platforms offering similar books but with complex UI.
* Reviews from users complaining about scams or delays.
* Deals and discounts on books from unreliable sources.
* Marketplace full of unverified sellers.

**What does the user SAY and DO?**

* Complains about delivery delays or wrong items.
* Asks friends for trusted platforms.
* Compares platforms for deals and discounts.
* Adds books to cart but delays purchase due to lack of trust or confusion.

**Pain**

* Inconsistent seller approval process.
* Books not matching descriptions.
* Difficulty in searching or navigating to desired books.
* No unified platform for both customers, sellers, and admin monitoring.

**Gain**

* Verified sellers and admin moderation.
* Transparent reviews and approval system.
* Easy-to-use, responsive, and modern interface.
* Smooth checkout and customer service flow.
* A single platform to browse, sell, manage orders, and track analytics.

This **Empathy Map** helps ensure your app, **BookNest**, addresses user needs and frustrations while building **trust, reliability, and smooth experience** for all roles (Customer, Seller, Admin).