Ideation Phase – Define the Problem Statements

|  |  |  |  |
| --- | --- | --- | --- |
| Date | Team ID | Project Name | Maximum Marks |
| 26-06-2025 | LTVIP2025TMID42803 | Booknest | 2 Marks |

## Customer Problem Statement Template

To define the core problems customers and independent book sellers face while purchasing or listing books online, and use those insights to guide the development of Booknest — a user-friendly online bookstore platform.

## Problem Statements

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| PS No. | I am (Customer) | I’m trying to | But | Because | Which makes me feel |
| PS-1 | a student or working professional who loves reading | easily find and purchase books online at affordable prices | many platforms are cluttered or overpriced, and often miss academic/rare books | existing platforms are dominated by large sellers with poor curation | frustrated and discouraged from reading regularly |
| PS-2 | an independent book seller or small bookstore owner | reach a wider audience and sell books online without high commissions | listing books on big platforms is complex, expensive, or not transparent | I lack technical skills or resources to build a custom store | excluded from the digital book-selling space |