Ideation Phase Empathize & Discover

Date: 26-06-2025

Team ID: LTVIP2025TMID42803

Project Name: Booknest

Maximum Marks: 4 Marks

Empathy Map Canvas An empathy map is a simple, easy-to-digest visual that captures knowledge about a user’s behaviours and attitudes.

It is a useful tool to help teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user’s perspective along with his or her goals and challenges.

Example: Booknest - Empathy Map

| Category | Description |
| --- | --- |
| Says | “I want a place where I can find and review books easily.” |
| Thinks | “Will this platform help me find my next favorite book?” |
| Does | Browses through book categories, checks reviews, adds to wishlist. |
| Feels | Excited when discovering good books, frustrated if navigation is hard. |