

Ideation Phase

Define the Problem Statements

Date	28 June 2025
Team ID	LTVIP2025TMID59308
Project Name	Book Nest
Maximum Marks	2 Marks

Customer Problem Statement Template:

Book Ordering Application – Problem Understanding

To better understand the frustrations and motivations of a Book Nest user, we developed a **user empathy framework** focused on their **thoughts, actions, and feelings**.

This empathy-based layout provides insights into the **typical user journey and challenges** when using a book-ordering platform:

🔍 SAYS

- “What book should I order?”
- “It’s annoying to navigate this interface.”
- “The designs are too cluttered.”

💡 THINK & FEEL

- Has noticed books on sale but is skeptical.
- Thinks the platform may not reflect their preferences or reading habits.
- Feels unsure due to outdated interface or complex design.

👁️ SEES

- Limited payment options (e.g., only cash or single digital method).
- Repetitive or unclear product displays.

😞 PAIN POINTS

- Lack of free shipping.
- Unattractive or unclear pricing.
- Difficulty finding niche books (e.g., university material).

💡 GAINS

- Convenience of online ordering.
- Fast delivery for available stock.
- Simpler comparison of options (once understood)

Example: Book Ordering Application

