Ideation Phase
Empathize & Discover

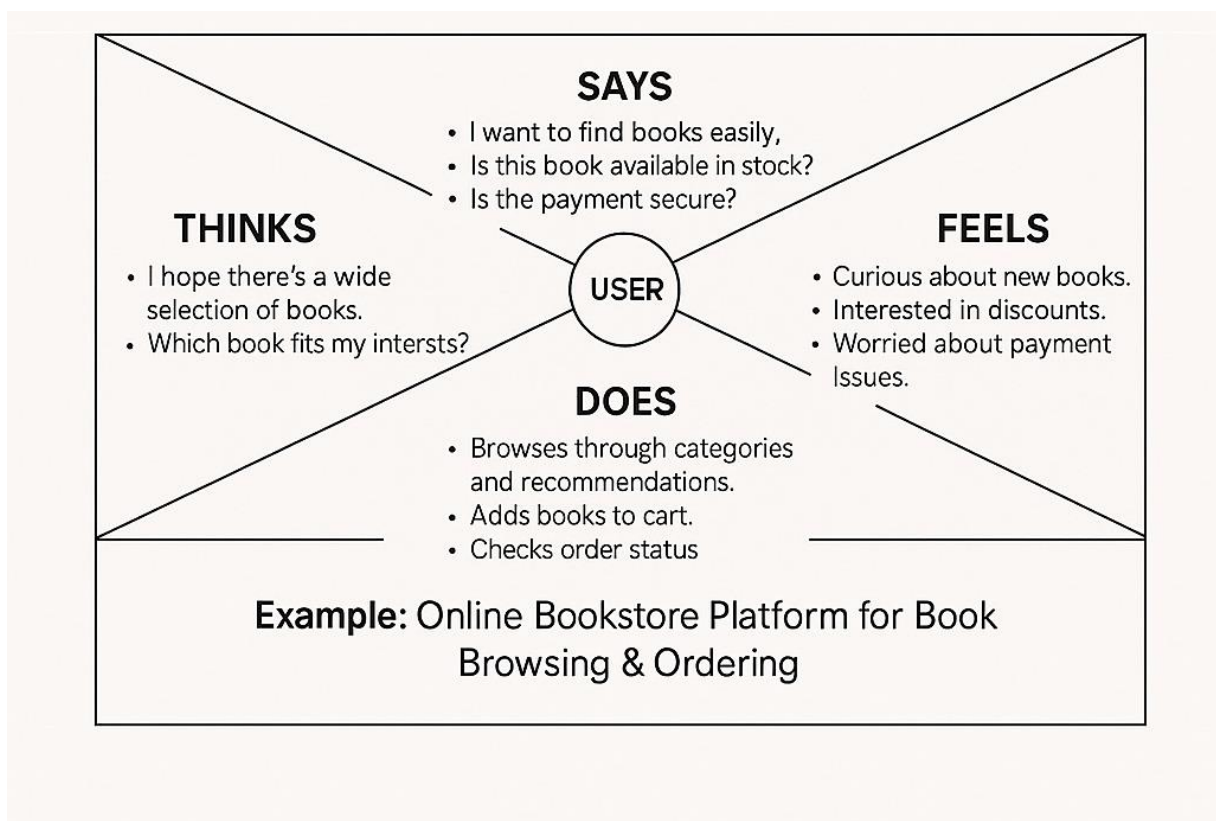| Date	28 June 2025
Team ID	LTVIP2025TMID59308
Project Name	BookNest
Maximum Marks	4 Marks

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:

SAYS
- I want to find books easily,
- Is this book available in stock?
- Is the payment secure?

THINKS
- I hope there's a wide selection of books.
- Which book fits my intersts?

USER

FEELS
- Curious about new books.
- Interested in discounts.
- Worried about payment Issues.

DOES
- Browses through categories and recommendations.
- Adds books to cart.
- Checks order status

Example: Online Bookstore Platform for Book Browsing & Ordering

BookEase Empathy Map

SAYS

- I want book suggestions that match my taste.
- Is this platform secure and reliable?

THINKS

- I hope the delivery is prompt and reliable.
- This platform's UI is a bt consiug.

DOES

- Browses new releases UIs.
- Adds books to wishlist.
- Compares book prices.