**Ideation Phase**

**Define the Problem Statements**

| Date | 23 March 2025 |
| --- | --- |
| Team ID | **SWTID1744137899** |
| Project Name | Book-store Quasar Books |
| Maximum Marks | 2 Marks |

| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| --- | --- | --- | --- | --- | --- |
| PS-1 | a regular reader | discover books that match my interests | the recommendations feel generic and irrelevant | there’s no personalized suggestion based on my reading history | overwhelmed and disappointed |
| PS-2 | a student looking for academic books | quickly find and order the textbook I need | the search and filters are hard to use | the academic sections are not clearly categorized | frustrated and anxious |
| PS-3 | price-conscious buyer | compare book prices and choose the best deal | there’s no price comparison or discount visibility | the website doesn't show offers clearly or compare editions | confused and hesitant to purchase |
| | PS-4 | | --- |  |  | | --- | | someone looking for a gift | find the right book to gift someone | I’m unsure what genres or titles suit the occasion | the website lacks gift guides or curated lists | stuck and unsure what to choose |