**Ideation Phase**

**Empathize & Discover**

| Date | 24 March 2025 |
| --- | --- |
| Team ID | **SWTID1744137899** |
| Project Name | Book-store Quasar Books |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

This empathy map captures the thoughts, emotions, and behaviors of users interacting with a bookstore website. It provides a holistic view of their expectations—seamless navigation, relevant book suggestions, trusted reviews, and a smooth checkout experience. By understanding what users see, hear, think, feel, say, and do, we can design a digital bookstore that not only meets their needs but delights them with a personalized, intuitive, and enjoyable journey from discovery to purchase.

