**Ideation Phase**

**Empathize & Discover**

| Date | 22nd may 2025 |
| --- | --- |
| Team ID | LTVIP2025TMID55498 |
| Project Name | BookNest |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas for BookNest**

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

It helps teams better understand their users and ensures the solution aligns with the user's real needs, motivations, and frustrations.

Creating an effective solution for BookNest requires understanding the true problems faced by book enthusiasts, especially those who struggle to find, explore, and purchase books conveniently.