**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 31 January 2025 |
| Team ID | LTVIP2025TMID54832 |
| Project Name | BOOKNEST: Where stories nestle |
| Maximum Marks | 2 Marks |

**Customer Problem Statement Template:**

Many readers struggle to discover books that truly match their interests, manage their personal reading lists, and access affordable reading options. Existing solutions are fragmented, impersonal, and often overwhelming, leading to a less enjoyable and less efficient reading experience. Book Nest addresses this gap by offering a unified, reader-focused platform that simplifies book discovery, organization, and access.

**🔷 Problem Statement 1 – For Regular Online Shoppers**

**I am** a regular online shopper  
**I’m trying to** find and buy books quickly  
**But** the platform is confusing and cluttered  
**Because** it lacks proper filters, categories, and a smooth checkout process  
**Which makes me feel** frustrated and less likely to purchase

**🔷 Problem Statement 2 – For First-Time Users**

**I am** a first-time user  
**I’m trying to** create an account and explore books  
**But** the sign-up/login process is complicated  
**Because** it doesn’t guide me clearly or show helpful error messages  
**Which makes me feel** confused and discouraged

**🔷 Problem Statement 3 – For Mobile Users**

**I am** a mobile user  
**I’m trying to** browse and purchase books on my phone  
**But** the UI is not mobile-friendly  
**Because** the layout is not responsive and elements overlap  
**Which makes me feel** annoyed and likely to leave the app

**🔷 Problem Statement 4 – For Book Enthusiasts**

**I am** a book enthusiast  
**I’m trying to** find books based on reviews and ratings  
**But** the system doesn't show customer feedback clearly  
**Because** there is no review or rating system in place  
**Which makes me feel** unsure about buying a book

**🔷 Problem Statement 5 – For Returning Customers**

**I am** a returning customer  
**I’m trying to** re-order books or track past purchases  
**But** there’s no order history or saved data  
**Because** the system lacks user history or recommendations  
**Which makes me feel** disappointed and disconnected