Ideation Phase

Empathize & Discover

Date	27 June 2025
Team ID	LTVIP2025TMID29288
Project Name	SmartSDLC – AI-Enhanced Software Development Lifecycle
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 helps 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:

Empathy Map Canvas

User Role:

Software Developer / Project Manager involved in agile software development.

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1. Says

- "I spend too much time writing boilerplate code."

- "Debugging takes forever, especially for legacy code."

- "I wish there was a tool that could automate test writing."

- "Turning client requirements into technical documents is exhausting."

- "We're always under pressure to release faster."

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2. Thinks

- "What if I make a mistake while converting vague requirements into code?"

- "AI could really help us accelerate development if integrated well."

- "Manual processes slow us down and introduce human errors."

- "I need something intelligent that understands both business language and code."

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3. Does

- Convert business requirements into user stories.

- Writes and tests code manually.

- Debugs errors through trial and error.

- Documents software modules post-development.

- Uses multiple tools for communication, coding, and testing.

4. Feels

- Frustrated with repetitive and mundane coding tasks.

- Stressed about timelines and incomplete test coverage.

- Overwhelmed by long documents and vague client instructions.

- Curious and hopeful about AI-enhanced development tools.

- **Diagram**

What does he think:

What if I misread unclear requirements?
AI could boost our dev speed.
Manual steps cause delays and mistakes.
I need a tool fluent in business and code.

What does he Do:

1. Manually turns business needs into user stories.
2. Writes and tests code by hand.
3. Debugs through trial and error.
4. Documents code after it's built.
5. Juggles multiple tools for dev tasks.

What does he Feel:

1. Tired of repetitive coding tasks.
2. Worried about deadlines and missing tests.
3. Overloaded by vague docs and client input.
4. Hopeful about AI-powered development.

What does he Says:

1. Boilerplate code wastes my time.
2. Debugging legacy code is slow and painful.
3. I need test writing to be automated.
4. Translating client needs into docs is tiring.
5. We're always racing to release.

Pain

• *fears*
• *frustrations*
• *obstacles*

Gain

• *"wants" / needs*
• *measures of success*
• *obstacles*