

Ideation Phase

Define the Problem Statements

Date	27 June 2025
Team ID	LTVIP2025TMID29288
Project Name	SmartSDLC – AI-Enhanced Software Development Lifecycle
Maximum Marks	2 Marks

Problem Statement:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

Example:

I am	I'm trying to	But	Because	Which makes me feel
a traveler	book flights on my phone	it takes a long time	The website is not responsive and doesn't have a mobile version	Frustrated

Customer Problem Statement (PS)

PS-1

I am a software developer in an agile development team.

I'm trying to translate client requirements into structured user stories, generate initial code, write test cases, and fix bugs rapidly.

But the current software development process is heavily manual, time-consuming, and often error-prone.

Because there is no unified, intelligent system that automates these SDLC phases efficiently using AI.

Which makes me feel overloaded, inefficient, and frustrated due to repetitive and tedious tasks.

PS-2

I am a product owner or non-technical stakeholder.

I'm trying to communicate business goals and requirements clearly to the development team and get timely feedback.

But technical jargon and complex SDLC processes make it hard to track how requirements are implemented.

Because traditional tools don't allow me to interact with or validate SDLC outputs in a user-friendly way.

Which makes me feel disconnected from the development process and unsure of product alignment.