

Ideation Phase

Empathize & Discover

Date	February 18, 2026
Team ID	LTVIP2026TMIDS80425
Project Name	Smart Bridge – Intelligent SQL Querying
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 help 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.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

User Persona: Business Analyst (Non-Technical User)

WHO are we empathizing with? A business analyst at a mid-sized company who needs to extract data insights from relational databases for reports and decision-making but has no formal SQL training.	
SAYS	THINKS
<ul style="list-style-type: none"> • “I need the sales data for Q3, can someone write a query for me?” • “Why can’t I just ask the database in plain English?” • “I spend more time waiting for IT than analyzing data.” • “This SQL syntax is so confusing.” 	<ul style="list-style-type: none"> • “I should be able to access data independently.” • “Learning SQL seems too time-consuming for my role.” • “There must be an easier way to query databases.” • “AI tools can do amazing things; can’t they help with SQL?”
DOES	FEELS
<ul style="list-style-type: none"> • Sends email requests to the IT/dev team for data • Uses Excel exports that are often outdated • Tries online SQL tutorials but gives up quickly • Copies SQL queries from colleagues and modifies them (often breaks them) 	<ul style="list-style-type: none"> • Frustrated by dependency on technical team • Anxious about making errors in the database • Overwhelmed by complex SQL syntax • Motivated to find a self-service data solution

PAINS	GAINS
<ul style="list-style-type: none"> • Long turnaround time for data requests • Inability to explore data independently • Fear of accidentally modifying or deleting data • Difficulty understanding database schemas 	<ul style="list-style-type: none"> • Instant access to data insights via natural language • Visual understanding of database structure • Safe, read-only query execution • Increased productivity and faster reporting