

## Ideation Phase

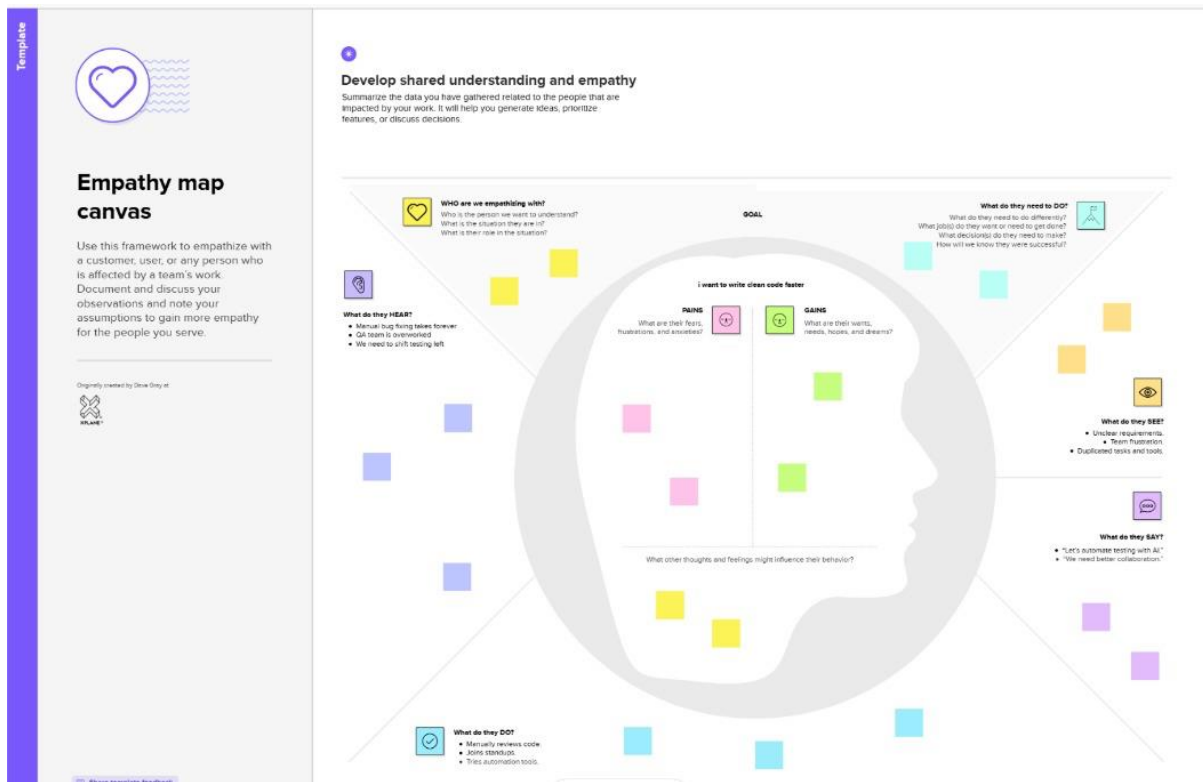
### Empathize & Discover

Date	27 June 2025
Team ID	LTVIP2025TMID59202
Project Name	SmartSDLC – AI-Enhanced Software Development Lifecycle
Maximum Marks	4 Marks

#### Empathy Map Canvas:

In the SmartSDLC – AI-Enhanced Software Development Lifecycle project, we empathized with software developers, project managers, and QA engineers to understand their daily challenges in managing sprints, calculating velocity, and maintaining documentation. Using the Empathy Map Canvas, we identified key frustrations such as manual story point estimation, tracking inefficiencies, and inconsistent sprint planning. Our users think about balancing speed with quality, say they need better automation tools, do repetitive tasks manually, and feel overwhelmed by time-consuming planning processes. For example, a project manager often spends hours calculating sprint velocity and organizing tasks, which could be optimized with AI-powered predictions. This understanding informed the development of SmartSDLC, an AI-driven platform that automates SDLC tasks to boost productivity and reduce burnout.

#### Example:



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

**Example: Food Ordering & Delivery Application**

