**Ideation Phase**

**Empathize & Discover**

Date: 27 June 2025

Team ID: LTVIP2025TMID22707

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 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](https://www.mural.co/templates/empathy-map-canvas)

**Primary Pain Points:**

* Expensive grammar tools with limited multilingual support
* Corrections without explanations don't help learning
* Lack of personalized practice exercises
* No progress tracking across languages

**Core Desires:**

* Instant, accurate corrections with learning explanations
* One tool for multiple languages
* Visual progress tracking
* Affordable/free access to quality AI assistance

**Behavioral Patterns:**

* Switch between multiple tools for different languages
* Share learning progress and corrections with peers
* Seek explanations, not just fixes
* Value community and social learning aspects
* **🚀 Strategic Implications for SmartSDLC:**
* **Focus on Explanations**: Users want to learn WHY, not just get corrections
* **Multilingual Priority**: Single-tool convenience is crucial
* **Visual Progress**: Charts and analytics are highly valued
* **Community Features**: Social learning aspects could differentiate your app
* **Mobile-First**: Users need on-the-go access