**Ideation Phase**

**Define the Problem Statements**

Date: 27 June 2025

Team ID: LTVIP2025TMID22707

Project Name: SmartSDLC: AI-Enhanced Software Development Lifecycle

Maximum Marks: 2 Marks

Customer Problem Statement Template:

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.

Reference: [https://miro.com/templates/customer-problem-statement/](https://miro.com/templates/customer-problem-statement/)

**🎯 Scenario 1: Maria - International Graduate Student**

**High-Pressure Academic Writing**

* 48-hour deadline for crucial research paper
* Struggles with academic English nuances
* Current tools correct but don't teach
* **SmartSDLC Solution**: Explanations + academic writing mode + practice exercises
* **Result**: Learns while writing, improves confidence and grades

**🎯 Scenario 2: Hiroshi - Multinational Team Leader**

**Cross-Cultural Business Communication**

* Career-defining presentation for C-suite
* Needs English perfection + Mandarin cultural sensitivity
* Current tools miss cultural context
* **SmartSDLC Solution**: Cultural awareness + multilingual accuracy + team support
* **Result**: Successful presentation, promotion, team improvement