**Ideation Phase**

**Empathize & Discover**

| Date | 25 JUNE 2025 |
| --- | --- |
| Team ID | LTVIP2025TMID21159 |
| Project Name | SmartSDLC – AI-Powered Software Development Lifecycle Optimization |
| 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 helps teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. This map is developed from the perspective of developers and tech leads using SmartSDLC to automate Software Development Lifecycle tasks.

**Example:**

Diagram

Description automatically generated

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

## What the user hears

- Constant pressure to reduce delivery time

- Industry buzz around AI productivity tools

- Peers discussing automation trends in development

## What the user sees

- Tedious, repetitive tasks in daily workflow

- Limited AI integration in current development tools

- Growing backlog due to time-consuming manual effort

## What the user thinks and feels

- Frustrated by time lost in boilerplate coding and debugging

- Interested in using AI to speed up development

- Skeptical about accuracy and reliability of automated tools

## What the user says and does

- Asks for better productivity tools

- Tries out code generation tools and plugins

- Discusses the need for intelligent SDLC support in team meetings

## Pains

- Manual testing and debugging slow down delivery

- Repetitive coding wastes productive hours

- Lack of intelligent summarization causes poor understanding of large codebases

## Gains

- Automates requirement analysis, coding, and testing

- Saves time and improves efficiency

- Enhances team productivity and maintains software quality