

## Idea on Phase Empathize & Discover

Date	03 August 2025
Team ID	LTVIP2025TMID59168
Project Name	SmartSDLC – AI-Enhanced Software Development Lifecycle
Maximum Marks	4 Marks

### Empathy Map Canvas : The Empathy Map Canvas for the SmartSDLC – AI Enhanced

Software Development Lifecycle Project is a visual framework that helps the development team deeply understand the users of the platform—primarily software developers, testers, and project managers. By capturing what users say, think, feel, and do, the canvas reveals key insights into their pain points, such as consuming documentation, manual bug fixing, and repetitive coding tasks. It also highlights their expectations of streamlined, intelligent tools that can automate and simplify the SDLC process through AI.

This empathy-driven approach ensures that SmartSDLC is built not just with technical efficiency, but also with the users' real-world frustrations and goals in mind.

### Example 1:

### Empathy Map

Empathy Map Canvas		Designed for:	Designed by:	Date:	Version:
<b>1 WHO are we empathizing with?</b> Who is the person we want to understand? What is the situation they are in? What is their role in the situation?	<b>GOAL</b>	<b>2 What do they need to DO?</b> What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?			
<b>7 What do they THINK and FEEL?</b> <b>PAINS</b> What are their fears, frustrations, and anxieties? <b>GAINS</b> What are their wants, needs, hopes and dreams?					
<b>6 What do they HEAR?</b> What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?	<b>3 What do they SEE?</b> What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?				
<b>5 What do they DO?</b> What do they do today? What behavior have we observed? What can we imagine them doing?		<b>4 What do they SAY?</b> What have we heard them say? What can we imagine them saying?			

Last updated on 16 July 2017. Download a copy of this canvas at <http://jamainturning.com/empathy-map/>

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## Example 2:

