**Ideation Phase**

**Define the Problem Statements**

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| --- | --- |
| Date | 25 June 2025 |
| Team ID | LTVIP2025TMID59401 |
| 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.

Graphical user interface, text, application, email

Description automatically generated

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| --- | --- | --- | --- | --- | --- |
| **Problem Statement (PS)** | **I am (Customer)** | **I’m trying to** | **But** | **Because** | **Which makes me feel** |
| PS-1 | a software developer or project manager | efficiently manage the software development lifecycle and reduce repetitive manual tasks | efficiently manage the software development lifecycle and reduce repetitive manual tasks | traditional SDLC tools lack intelligent automation and integration across phases   | frustrated, overburdened, and less productive |
| PS-2 | a startup tech team or small development agency | accelerate project delivery and ensure quality with minimal resources | I struggle to keep up with documentation, testing, and fast development cycles | manual handling of all SDLC stages slows down delivery and increases error risk | overwhelmed and unable to scale efficiently |