

## IdeationPhase

### Empathize&Discover

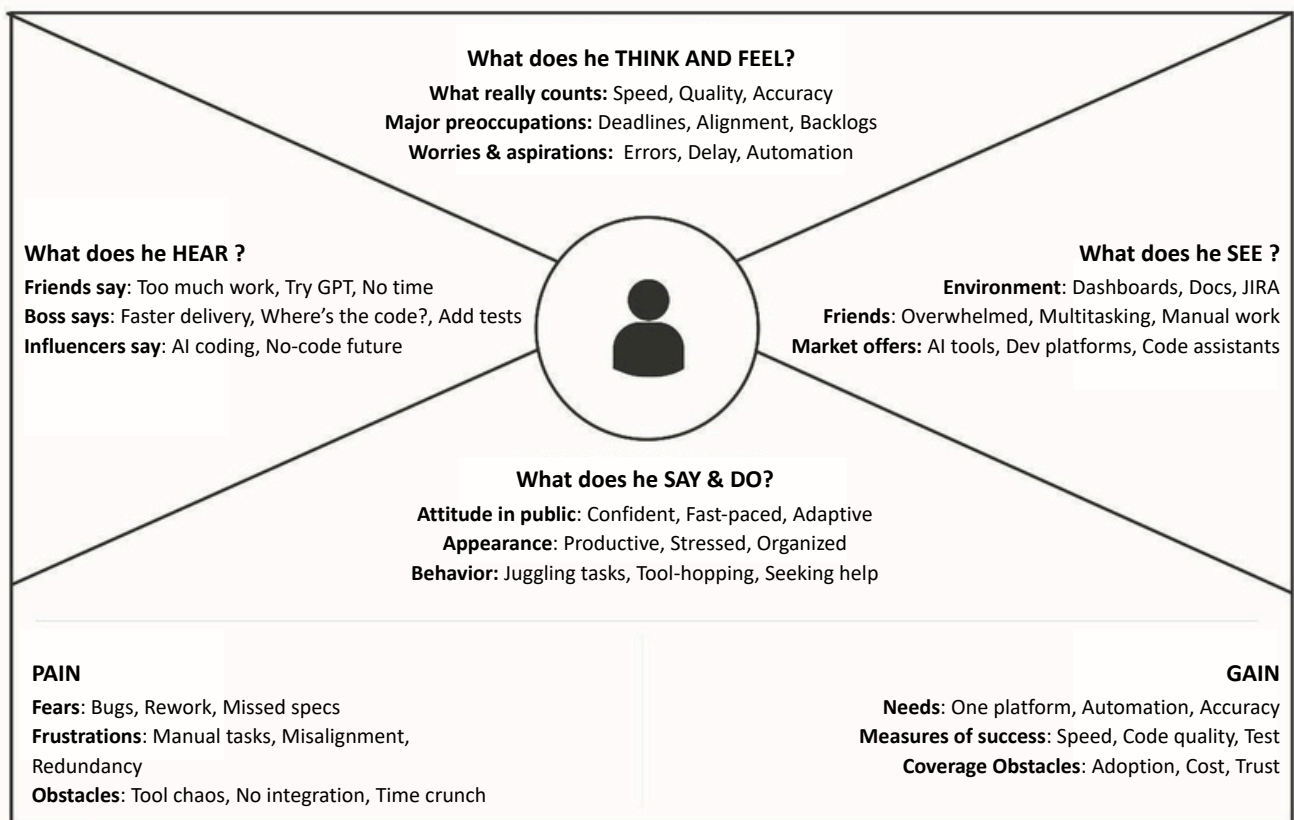
Date	31January 2025
Team ID	LTVIP2025TMID59527
Project Name	Smart SDLC- AI Enhanced Software Development LifeCycle
Maximum Marks	4Marks

**Empathy Map Canvas:** An Empathy Map helps us understand our users—what they think, feel, say, and do—and guides us in building a solution that truly meets their needs. For SmartSDLC, three primary user personas are considered: Business Analyst (BA), Software Developer, and QA Tester.

Users often face a lack of clarity in specifications, leading to wasted time on redundant tasks and confusion during development. The steep learning curve across multiple frameworks and tools further adds to the complexity, while dependency on external services for code assistance introduces risks like intellectual property (IP) leakage.

To overcome these challenges, users desire an AI-powered solution that understands enterprise needs, generates code and tests instantly, and operates within a single integrated platform that manages requirements, development, and testing—all while functioning locally to ensure data privacy and security.

#### Empathy Map



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Business Model Toolbox

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

Example: Food Ordering & Delivery Application

