

Client Journey Over SDLC

Stage	User Goal	User Actions	User Thoughts & Feelings	Pain Points	Opportunities
1. Awareness	Understand what SmartSDLC is	- Visits website- Reads intro- Watches demo video	“Can this help my workflow?”“Is it reliable?”	Doubts about AI qualityTrust in automation	Clear value propositionUse case videosTestimonials
2. Consideration	Evaluate usefulness for their workflow	- Compares with other tools- Reads features- Tries live demo	“Seems powerful... but is it worth integrating?”	Fear of complexityConcerns over learning curve	Interactive onboardingFeature-wise comparison chart
3. Onboarding	Try out requirement analyzer or code gen	- Uploads PDF or types prompt- Selects language/framework	“I hope this understands my inputs”“Let’s see the output”	Errors in promptWorries about accuracy	Sample inputsReal-time guidanceSmart suggestions
4. Interaction	Use full SDLC suite features	- Analyzes requirements- Generates code- Creates tests- Chats with AI	“This saves me hours”“Feels streamlined”	Switching back to edit promptOver-reliance on AI	Auto-edit toolsPrompt historyEasy download/export options
5. Integration	Fit it into their real dev cycle	- Downloads results- Uses code in real project- Adds feedback	“Can I use this in prod?”“Let’s try for next sprint”	Workflow mismatchMissing CI/CD hooks	API integrationsPlugin support (VSCode, GitHub, Jira, etc.)
6. Retention	Make it a regular productivity tool	- Logs in regularly- Saves prompts- Shares with team	“Why didn’t I find this sooner?”“Let’s use this more”	Stagnant outputTool fatigue	Add team collaborationCustom templatesSmart recommendations
7. Advocacy	Recommend to others	- Shares on LinkedIn- Tells teammates- Gives feedback	“This really helped my deadline”	No referral incentiveLack of visibility	Referral programUser badges