Ideation Phase
Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID36326
Project Name	Smart SDLC AI Assistant
Maximum Marks	4 Marks

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes. It is a useful tool to help teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Empathy Map Canvas:

- **Who**: Software developers, students, and small development teams.

- **Says**: "I need a tool that simplifies coding and testing," "I want to focus on logic, not repetitive tasks," "I need help understanding complex code."

- **Thinks**: "I wish I could automate repetitive tasks," "Debugging takes too much time," "I need clear documentation for my code."

- **Does**: Writes code, tests applications, searches for bug fixes online, collaborates with team members, and documents projects.

- **Feels**: Frustrated with repetitive tasks, overwhelmed by complex bugs, relieved when tasks are automated, confident when supported by AI tools.

- **Pains**: Time-consuming manual processes, error-prone coding, difficulty understanding requirements, lack of resources for small teams.

- **Gains**: Increased productivity, reduced errors, faster development cycles, simplified requirement analysis, and better collaboration.

Example: Smart SDLC AI Assistant for a Food Ordering & Delivery Application.

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