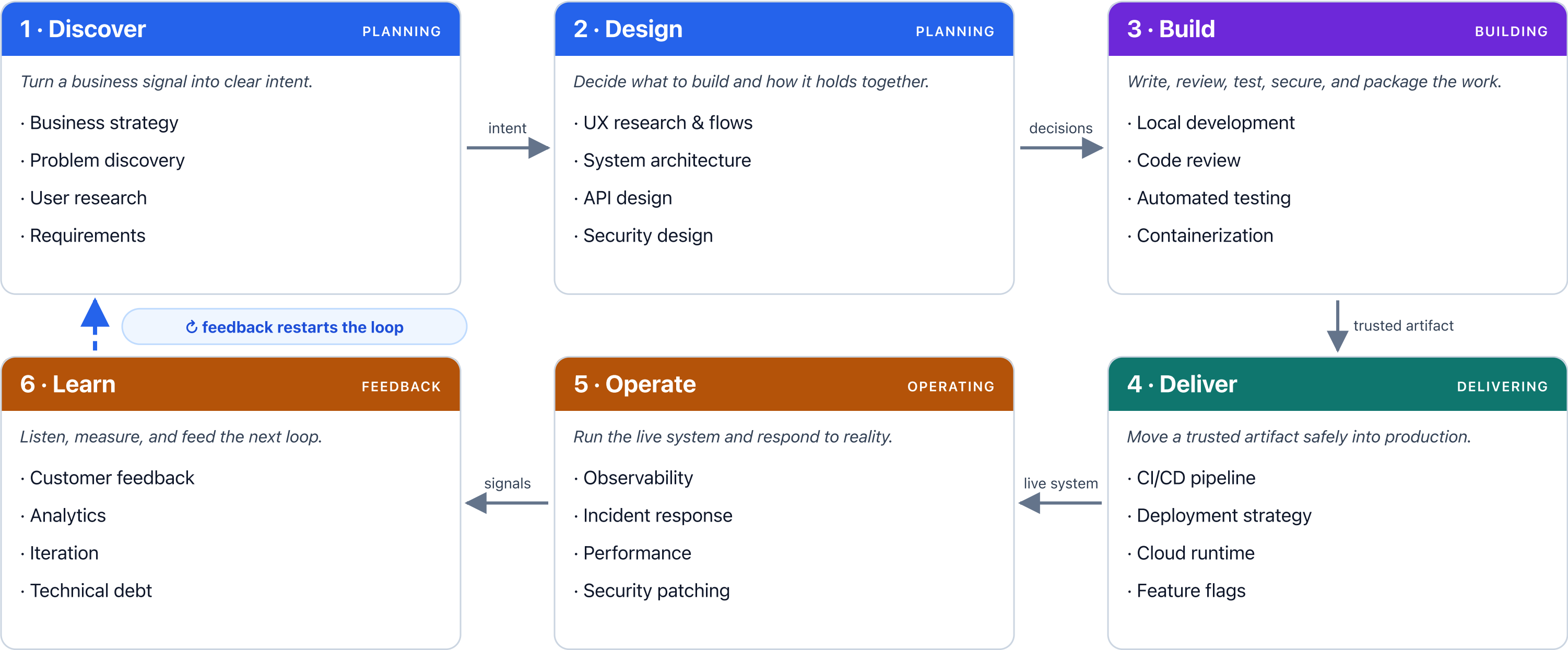


The Software Development Life Cycle

Created by Software Delivery Observatory

One connected loop from idea to production and back — not a straight line that ends at launch.



In practice the phases overlap — mature teams discover, build, and operate at the same time across different features. Launch is the middle of a system's life, not the end: most of a product's life is spent being operated, maintained, and improved. AI assistants speed up parts of Build. Every other phase still needs human judgment, verification, and accountability.