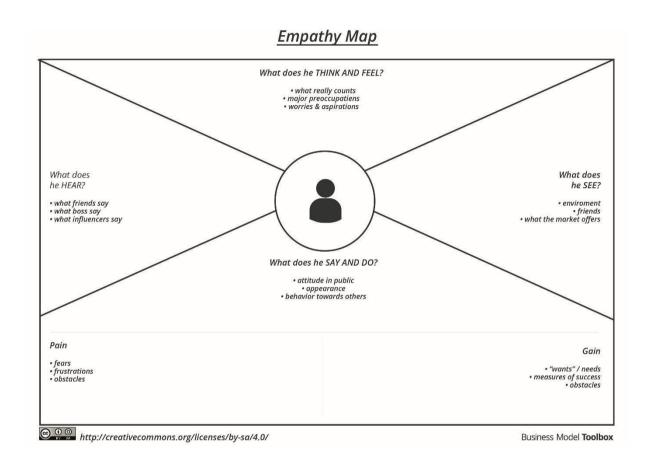
Empathy Map Canvas - Poultry Disease Detection

Date: 18 June 2025

Team ID: LTVIP2025TMID45904

Project Name: Transfer learning-based classification of poultry diseases for enhanced health

management



Who is the user?

Primary User: Rural Poultry Farmers

Secondary Users: Veterinary Health Officers, AgriTech Startups

THINKS

- "How do I know if my chickens are sick before it spreads?"
- "I don't understand complex tech is it easy to use?"
- "Is this information accurate enough to trust?"

SAYS

- "I can't afford to lose my flock again like last year."
- "Vet visits are too late and too expensive."
- "If only I had early warnings or faster diagnosis..."

SEES

- Traditional disease detection methods are manual and slow.
- Government vet centers are far or unresponsive.
- Other farmers losing livestock and income.

HEARS

- From other farmers: "There's a new Al tool that detects diseases."
- Local agri-officer: "Digital solutions are becoming available."
- NGOs or startups promoting AgriTech solutions.

FEELS

- Frustrated by delayed or missed disease detection.
- Helpless when livestock fall sick.
- Hopeful about new solutions that are easy to use.

DOES

- Takes photos of sick chickens (if guided).
- Tries home remedies or waits until symptoms worsen.
- Sometimes reaches out to agridepartments or Google.

PAINS

- Delayed detection → huge economic loss.
- Lack of veterinary access in remote areas.
- Limited digital literacy for complex tools.

GAINS

- Early detection → preventive care → reduced loss
- Accessible via mobile device or simple web interface.