Ideation Phase
Empathize & Discover

Date	30 June 2025
Team ID	LTVIP2025TMID46945
Project Name	**Transfer Learning-Based Classification of Poultry Diseases for Enhanced Health Management**
Maximum Marks	4 Marks

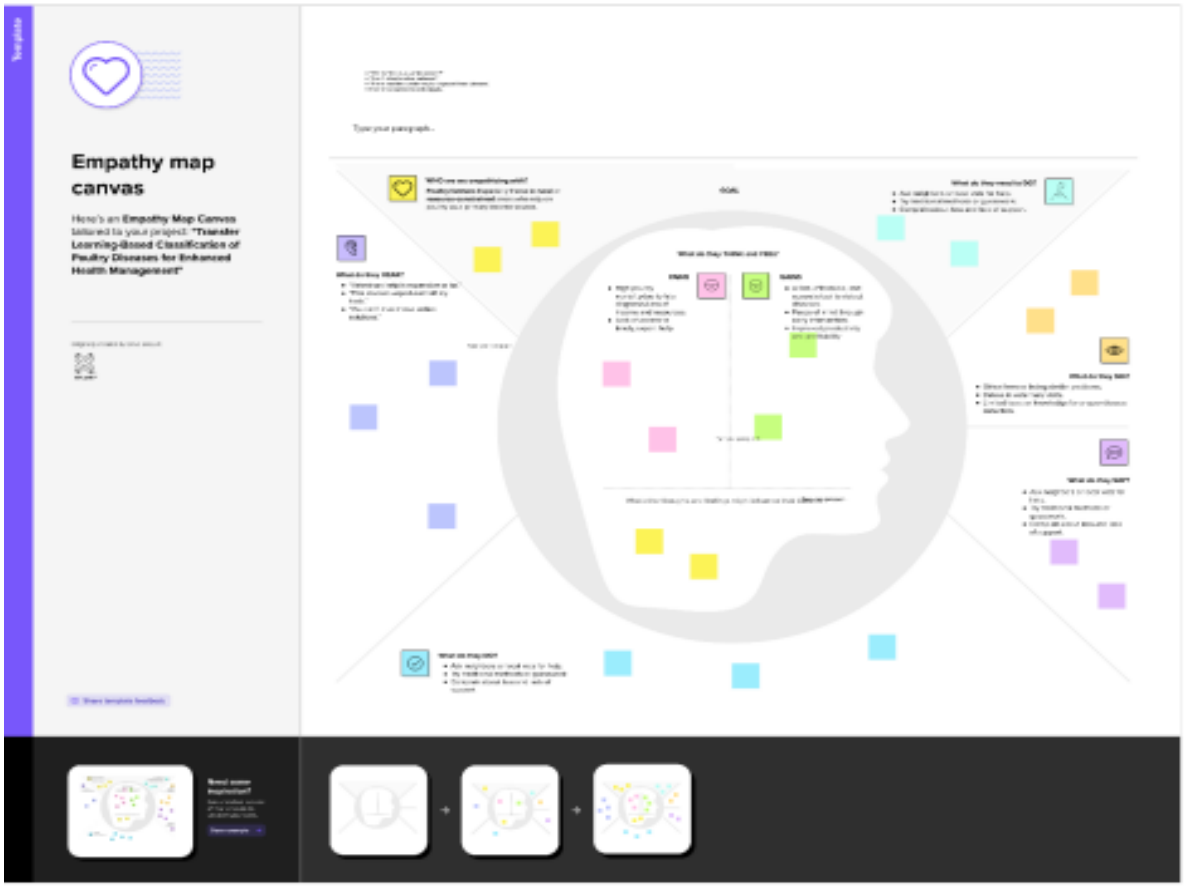
Empathy Map Canvas:

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 helps 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.

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

Example:



Example: Empathy of the Transfer Learning-Based Classification of Poultry Diseases for Enhanced Health Management

The empathy map for this project focuses primarily on poultry farmers, particularly those in rural or low-resource settings. These individuals often struggle with the early detection of poultry diseases due to limited access to veterinary services and diagnostic tools. They feel anxious and helpless when disease outbreaks occur, leading to major losses in income and flock health. Farmers often rely on guesswork or delayed professional help, which makes timely intervention difficult. By understanding their pain points and goals, this project aims to empower them with an AI-based tool that provides fast, affordable, and accurate disease diagnosis—ultimately improving productivity and peace of mind.

In this project, we empathize primarily with poultry farmers and rural livestock health workers who face serious challenges in managing poultry health. These individuals often lack access to timely veterinary support and affordable diagnostic tools, leaving them vulnerable to disease outbreaks. They constantly worry about the health of their flocks and the financial consequences of undiagnosed illnesses. Farmers typically rely on word-of mouth advice, traditional methods, or delayed veterinary help, which often leads to poor outcomes. They see other farmers facing similar struggles and hear about better technologies but feel those are too expensive or out of reach. Their biggest pain points include high poultry mortality, financial loss, and lack of reliable support. What they truly need is a fast, easy-to-use, and cost-effective solution that helps them detect diseases early—giving them peace of mind and protecting their livelihood.