

Ideation Phase

Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID33049
Project Name	Transfer Learning-Based Classification of Poultry Diseases for Enhanced Health Management
Maximum Marks	4 Marks

Empathy Map Canvas:

Poultry Farmers

Says

- “I can’t afford to lose more birds to disease.”
- “I don’t know what’s wrong with them—they just stopped eating.”
- “I can’t wait days for a vet to visit.”
- “I wish I had something that could help me figure this out quickly.”

Hears

- From other farmers: “This happened to me last year—it wiped out my flock.”
- From vets (when available): “You need to isolate them right away.”
- From suppliers: “The medicine might work, but it’s expensive.”

Sees

- Birds becoming weak or dying suddenly.
- Difficulty accessing affordable veterinary support.
- Conflicting advice from non-experts.
- Increasing cost of feed, medicines, and labor.

Thinks & Feels

- Feels **frustrated and helpless** during outbreaks.
- Worries about **income loss and family survival**.
- Thinks technology is useful but often **too complicated or expensive**.
- Desires **trustworthy, fast diagnosis** without relying on outside help.

Goals & Needs

- A quick and **reliable way to detect diseases** in poultry.
- An **easy-to-use mobile tool** with minimal steps.
- **Clear advice** on treatment, not just diagnosis.
- Support without needing **internet or advanced skills**.

Pains

- Losing livestock before diagnosis.
- Spending money on wrong or ineffective treatments.
- Not knowing whether a disease is **contagious**.
- Waiting too long for professional help.