Ideation Phase
Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2026TMID91218
Project Name	Transfering learning of I dentifing rotten fruits and vegetables
Maximum Marks	4 Marks

Empathy Map Canvas:

This Empathy Map Canvas is specifically designed for the project “Identifying Rotten Fruits and Vegetables Using Transfer Learning”. It represents the perspective of key users such as farmers, vendors, wholesalers, and food quality inspectors.

1. Says

- “We lose money when rotten items mix with fresh ones.”
- “Manual checking is slow and not always accurate.”
- “We need a simple system to check quality quickly.”

2. Thinks

- Worried about food wastage and reduced profits
- Thinking about maintaining freshness and customer trust
- Concerned about time, labor cost, and consistency

3. Does

- Manually inspects fruits and vegetables
- Sorts produce based on appearance
- Removes rotten items only after visible spoilage

4. Feels

- Frustrated due to repeated losses
- Stressed about quality complaints
- Unsure about early-stage spoilage detection

5. Pain Points

- Human error in visual inspection
- Late identification of rotten produce
- High wastage in storage and transportation
- No automated quality-check system

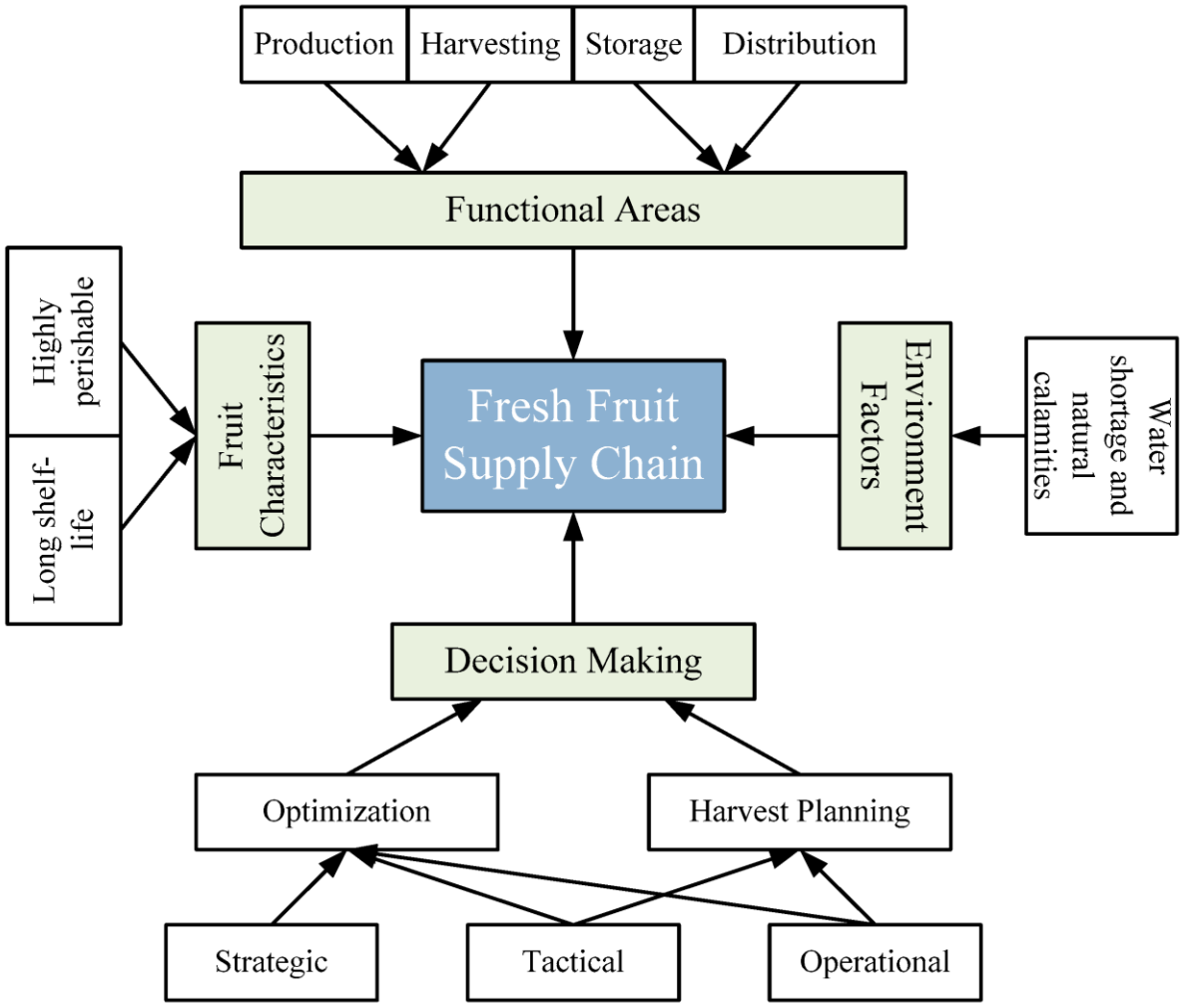
6. Gains (Needs)

- Automated image-based detection system
- Early identification of rotten fruits and vegetables
- Reduced wastage and financial loss
- Faster, accurate, and reliable quality control

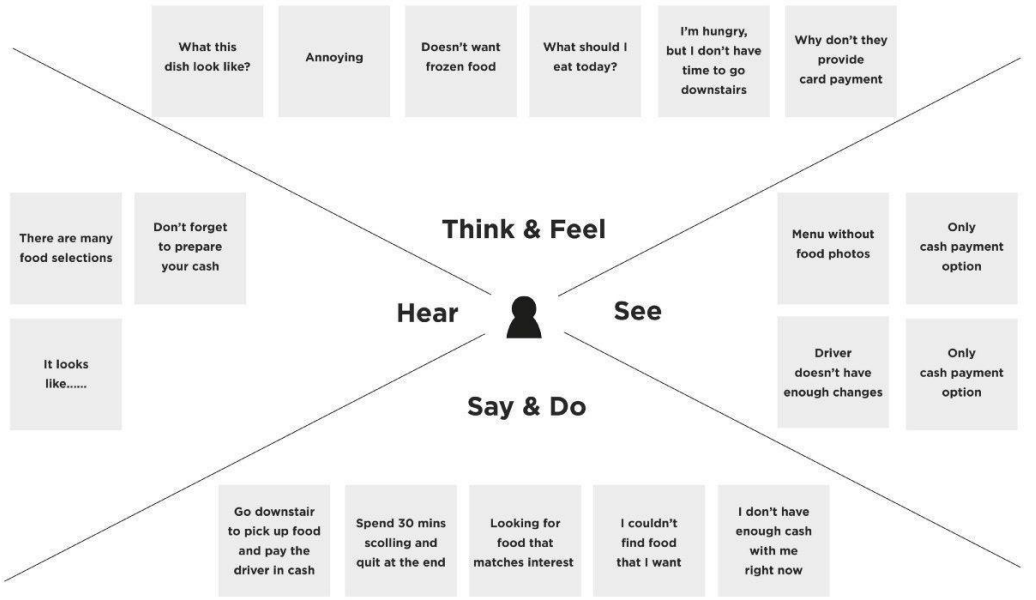
Project Relevance

The proposed transfer learning–based image classification model directly addresses these customer pain points by providing an accurate, fast, and automated solution for identifying rotten fruits and vegetables, thereby improving efficiency across the food supply chain.

Example:



Example: Food Ordering & Delivery Application



Pain

- Hard to find their food interests
- Uncomfortable paying cash
- Looking for food that matches interest

Gain

- Comfortable
- Accuracy