Ideation Phase
Empathize & Discover

Date	16 July 2025
Team ID	LTVIP2025TMID32540
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.

👤 Who are we empathizing with?

- Poultry Farmers
- Veterinary Health Workers
- Poultry Farm Managers
- Agriculture Extension Officers

🗣 Says

- "I can't tell which disease is affecting my poultry."
- "Veterinary help takes too long to arrive."
- "I'm losing birds and money every day."
- "I wish there were a simple tool to help me identify diseases early."

🧠 Thinks

- Is this a serious disease or just a temporary issue?"
- "Will I be able to afford treatment in time?"
- "I need expert support but it's not available."
- "Technology might help me reduce losses."

👀 Sees

- Dead or sick poultry with visible but unclear symptoms
- Limited or no access to expert diagnostics

👂 Hears

- Advice from other farmers or local vets (not always accurate)
- News or rumors about disease outbreaks
- Success stories of farmers using technology
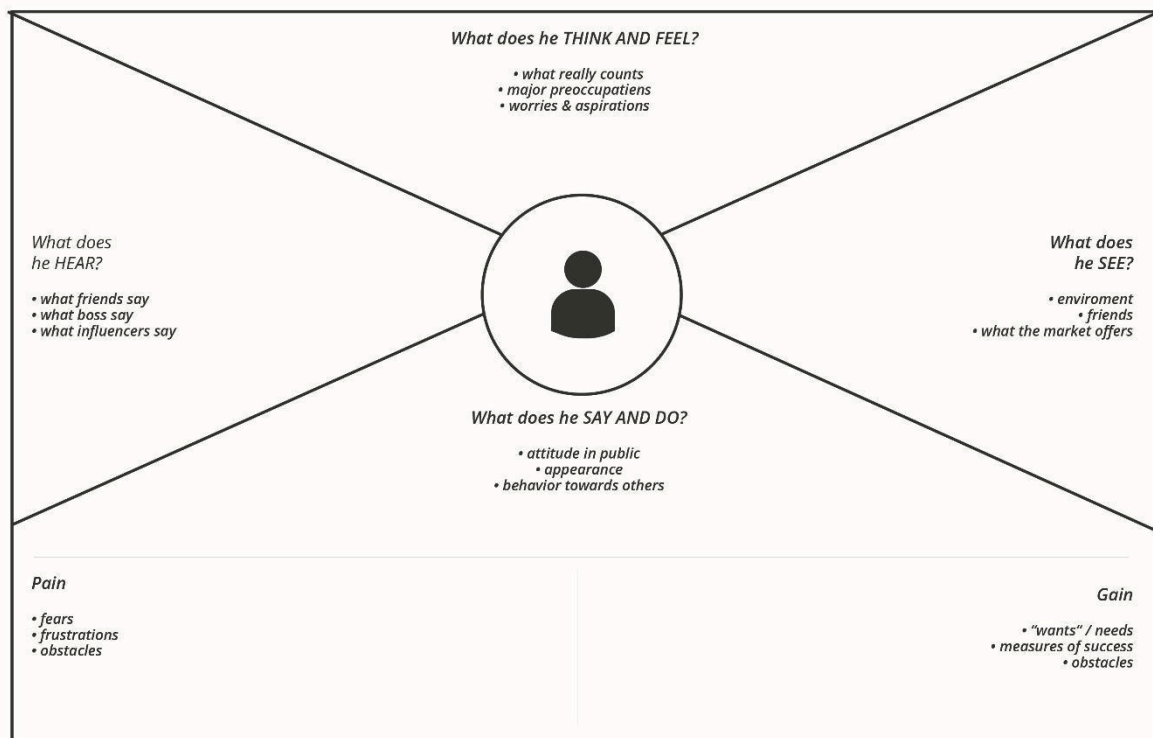- Conflicting treatment suggestions

😦 Pains

- Delayed or wrong disease diagnosis
- High mortality and financial loss
- Lack of access to veterinary expertise
- Poor disease documentation and tracking

😊 Gains

- Early disease detection
- Reduced bird mortality and financial losses
- A mobile-friendly or easy-to-use tool
- Confidence in health management decisions

Empathy Map

What does he THINK AND FEEL?
- what really counts
- major preoccupations
- worries & aspirations

What does he HEAR?
- what friends say
- what boss say
- what influencers say

What does he SEE?
- enviroment
- friends
- what the market offers

What does he SAY AND DO?
- attitude in public
- appearance
- behavior towards others

Pain
- fears
- frustrations
- obstacles

Gain
- "wants" / needs
- measures of success
- obstacles

Business Model **Toolbox**

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