

## Ideation Phase

### Empathy Map Canvas

<b>Date</b>	15 February 2025
<b>Team ID</b>	LTVIP2025TMID42449
<b>Project Name</b>	Butterfly Species Classification System
<b>Maximum Marks</b>	2 Marks

## 1 Empathy Map Canvas

- **Who:** Researchers, ecologists, citizen scientists, students.
- **Says:** “I need an easy way to identify butterfly species in the field.”
- **Thinks:** “Manual identification is time-consuming and error-prone.”
- **Does:** Collects images, refers to field guides, uses basic apps.
- **Feels:** Frustrated by slow identification, excited about conservation.
- **Pains:** Lack of real-time tools, limited access to expert knowledge.
- **Gains:** Accurate species identification, educational insights, contribution to biodiversity.