

IdeationPhase

Empathize&Discover

	15 june 2025
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me	GrainPaletteADeepLearningOdys TypeClassificationThroughTransfe
hMarks	4Marks

MapCanvas:

ny map is a simple, easy-to-digest visual that captures knowledge about
s and attitudes.

tooltohelpsteamsbetterunderstandtheirusers.

n effective solution requires understanding the true problem and the
ng it. The exercise of creating the map helps participants consider
erspective along with his or her goals and challenges.

Empathy Map

What does he THINK AND FEEL?

- what really counts
- major preoccupations
- worries & aspirations

empathy

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oritize

types, and also agriculture

affordable expert help and quick

identification is a key step for them.

GOAL

They need to move

They need to accurately and

They need to decide on the

Success is seen in improved

What do they THINK and FEEL?

PAINS

They fear crop failure due to incorrect rice type identification, are frustrated by costly expert fees and slow manual methods, and feel anxious about yield and income.



GAINS

They want easy, affordable, and accurate rice type identification to improve yields, reduce costs, and achieve better harvests and research outcomes.

