**Ideation Phase**

**Empathize & Discover**

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| Date | 25 June 2025 |
| Team ID | LTVIP2025TMID35341 |
| Project Name | Smart Sorting: Transfer Learning for Identifying Rotten Fruits and Vegetables |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

**Target User:** **Quality Control Officer / Worker (in food processing, supermarket, or smart kitchen using the Smart Sorting system)**

**1. Says**

 “I need a faster way to identify rotten fruits and vegetables.”

 “Manually checking every item is tiring and inefficient.”

 “I want to ensure only fresh produce is delivered to customers.”

**2. Thinks**

* “Will this system correctly identify rotten items every time?”
* “Can this reduce food waste and improve productivity?”
* “Is this technology easy enough for everyone on the team to use?”

**3. Does**

* Captures images of produce via camera or scanner on conveyor/shelf/fridge.
* Monitors predictions on a screen/dashboard.
* Removes items flagged as rotten based on the model's prediction.

**4. Feels**

 Pressured to maintain high quality and avoid customer complaints.

 Hopeful that automation will make their job easier.

 Confident when the system performs accurately.

**5. Pains**

* Time-consuming manual sorting.
* High chances of human error.
* Spoiled produce reaching customers, affecting brand image.

**6. Gains**

* Automated, real-time sorting and quality control.
* Reduced labor and time costs.
* Higher customer satisfaction and reduced food wastage.