Ideation Phase Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID34941
Project Name	Disease Recognition in Chickens
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.

S Empathy Map Canvas

Tries home remedies before seeking

Keeps detailed records of feed and conditions

professional help

Target User: Poultry Farm Owners / Poultry Health Technicians

SAYS		THINKS		
"I can't afford to lose birds again due to	"Is t	"Is there a faster way to know if my chickens are		
disease."	sick	sick?"		
"It's hard to tell what's wrong just by	"\ \ /}	"What if I miss the early signs and it spreads?"		
looking."	"			
"Vet visits are expensive and take time."	"A s	"A simple tool would make my life easier."		
"I wish I had expert help on hand all the	"Ted	"Technology could help reduce losses and improve		
time."	care	care."		
DOES		FEELS		
Regularly checks on chickens' behavior and		Worried about disease outbreaks		
droppings		Worned about disease outbreaks		
Contacts local vets during emergencies		Stressed by lack of fast diagnostics		

Helpless during large-scale infections

Hopeful about technological

advancements