Ideation Phase Empathize & Discover

Date	26 JUNE 2025
Team ID	LTVIP2025TMID44653
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.

Example:

Poultry Disease Classification Using Deep Learning



What do they THINK and FEEL?

- · Worry about birds diving and losing income
- Desire for healthy poultry and sustainable farrming
- · Think about long-term profitability
- · Feel frustrated with frequent outbreaks
- · Concerned about lack of immediate vet access



What do they SAY and DO?

- · Ask peers or vets about symptoms
- · Complain about financial losses due disease
- Use home remedies or traditional knowledge
- · Search online for solutions or guidance



GOALS (Wants/Needs)

Quickly detect and treat py diseases

Reduce mortality and financial losses

Access a reliable, simple, and affordable solution

Keep flock healthy without always needing experi vs



What do they SEE?

- Sick birds showing unusural symptoms
- Increasing cases of disease in nearby farms
- Expensive veterinary visits
- Other farmers struggling wn similar issues
- Ads for farming tech and products



What do they HEAR?



- · Vet's advice to isolate or cull birds
- · Feedback from other farmers using ech
- Rumors about new disease outbreaks
- Suggestions from feed suppliers/GO



PAINS (Challenges)

Cannot identify disease accuately High cost of regular vet care Losing birds before diagnosis Lack of trust in new technology Time-consuming and comple: tools