EMPATHY MAP CANVAS

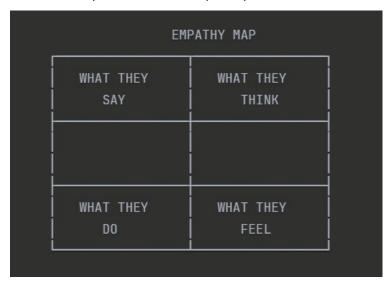
Team ID: LTVIP2025TMID42969 **Location:** Ongole, Andhra Pradesh

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Target User: Small-Scale Poultry Farmer (Ongole Region)

Persona: Ravi Kumar, 45 years old, 500-bird poultry farm owner



WHAT THEY SAY

Quotes from farmer interviews:

- "I can't tell if my birds are sick until it's too late"
- "The veterinary doctor is 50km away"
- "I lose money every time there's a disease outbreak"
- "I need simple solutions that work on my phone"
- "Technology should help us, not complicate things"

WHAT THEY THINK

Internal thoughts and beliefs:

- · Worried about missing early disease signs
- Believes technology can help but fears complexity
- Thinks veterinary costs are too high
- Concerned about family income from poultry
- Values traditional knowledge but open to new methods
- Wants to learn but has limited time
- Thinks government should support farmers more

WHAT THEY DO

Observable behaviors:

- Checks birds multiple times daily
- Asks neighbors for advice
- Travels long distances for veterinary help
- Uses WhatsApp to share bird photos with others
- Reads Telugu newspapers for farming news
- Attends local farmer meetings
- Saves money for emergency treatments
- Maintains detailed records of feed and medicine

WHAT THEY FEEL

Emotions and feelings:

Pain Points

- Frustration: When unable to identify diseases quickly
- **Anxiety:** About potential economic losses
- **Helplessness:** During disease outbreaks
- **Isolation:** Lack of immediate expert support

Positive Emotions

- **Hope:** For better farming tools
- **Pride:** In their poultry farming knowledge
- **Determination:** To improve farm productivity
- Gratitude: For helpful technology solutions

USER NEEDS IDENTIFIED

Functional Needs

- Quick disease identification tool
- Offline capability for poor connectivity
- Simple, intuitive interface
- Telugu language support
- Treatment recommendations

Emotional Needs

Confidence in decision-making

- Reduced anxiety about diseases
- Sense of being supported
- Pride in using modern tools

Social Needs

- Connection with veterinary experts
- Community knowledge sharing
- Recognition as progressive farmer

EMPATHY INSIGHTS Key Motivations

- 1. **Economic Security:** Primary concern is financial stability
- 2. Animal Welfare: Genuine care for bird health
- 3. **Knowledge Growth:** Desire to become better farmer
- 4. **Technology Adoption:** Willing if benefits are clear

Barriers to Overcome

- 1. **Technical Complexity:** Need simple, intuitive design
- 2. Language: Must support local language (Telugu)
- 3. **Connectivity:** Offline functionality essential
- 4. **Trust:** Must prove accuracy and reliability

Design Implications

- Mobile-first responsive design
- Visual indicators over text
- Step-by-step guidance
- Local language support
- · Offline image processing capability

Document prepared by Team LTVIP2025TMID42969