

Empathy Map Canvas – Poultry Disease Detection Using Transfer Learning

Date	Date: 26 June 2025
Team ID	Team ID: LTVIP2025TMID44725
Project Name	Poultry Disease Detection Using Transfer Learning
Maximum Marks	4 Marks

Step 3: Fill the Table

Left Column	Right Column
WHO are we empathizing with?	<ul style="list-style-type: none">- Poultry farmers (small & medium farms)- Farm technicians / owners responsible for chicken health
What do they NEED to do?	<ul style="list-style-type: none">- Detect infections early- Reduce financial loss- Act quickly without vet lab tests
What do they SEE?	<ul style="list-style-type: none">- Increasing risk of sudden outbreaks- Limited modern tools- Manual visual inspections
What do they SAY & DO?	<ul style="list-style-type: none">- Complain about vet costs- Take photos but don't know how to analyze- Rely on local knowledge
What do they HEAR?	<ul style="list-style-type: none">- Advice from neighboring farmers- News about outbreaks- Suggestions to try expensive tests

PAINS (Challenges & Frustrations)	<ul style="list-style-type: none"> - Delay leads to flock loss - Can't get quick expert opinion - Anxiety about financial impact
GAINS (Goals & Motivations)	<ul style="list-style-type: none"> - Want instant prediction tool - Reduce reliance on external experts - Improve farm income
Reference	https://www.mural.co/templates/empathy-map-canvas

